

# The Role of Sustainability in Shaping Consumer Behavior and Purchase Intentions

Mr. Pranjal Karpe\* Dr. Gurinder Singh<sup>1</sup> and Dr. Vernika Agarwal<sup>2</sup>

*Amity International Business School, Noida\**

*Amity International Business School, Noida<sup>1</sup>*

*Apeejay School of Management, Dwarka, Delhi<sup>2</sup>*

\* Correspondence: [Pranjal.karpe@gmail.com](mailto:Pranjal.karpe@gmail.com), <sup>1</sup> [gsingh@amity.edu](mailto:gsingh@amity.edu),

<sup>2</sup> [vernika.agarwal@learn.apeejay.edu](mailto:vernika.agarwal@learn.apeejay.edu)

## Abstract

Sustainability has become a key issue in consumer behavior and purchase intentions over the past few years. This research aims to evaluate consumer awareness of sustainability and how it influences purchasing decisions, as well as to identify the main drivers and obstacles that affect these decisions. By assessing their level of understanding of and knowledge about sustainability, this research is targeted at providing consumers with better comprehension regarding factors influencing their purchases. The investigation employed mixed methods where both qualitative and quantitative data collection techniques were used. For example, an online survey will be conducted among different segments of consumers in order to get quantitative data regarding their purchasing behavior, attitudes towards sustainable products, and awareness of these products. In addition, through focus group discussions qualitative information will be gathered which will give a deeper insight into the motivations and barriers faced by consumers when considering sustainable products.

Among other things, personal values, perceived benefits as well as perceived barriers such as cost; availability; level of product knowledge will be explored during those discussions. Policymakers and businesses can make use of this research's findings to come up with strategies that increase consumer engagement with sustainable goods. Stakeholders can promote sustainable consumption more effectively by identifying major determinants along with obstacles and understanding the consciousness levels of customers towards this cause thereby contributing towards a more sustainable future.

**Keywords:** *Sustainable Consumption, Eco-Friendly Products, Sustainable Branding, Purchase Decisions, Sustainable Development*

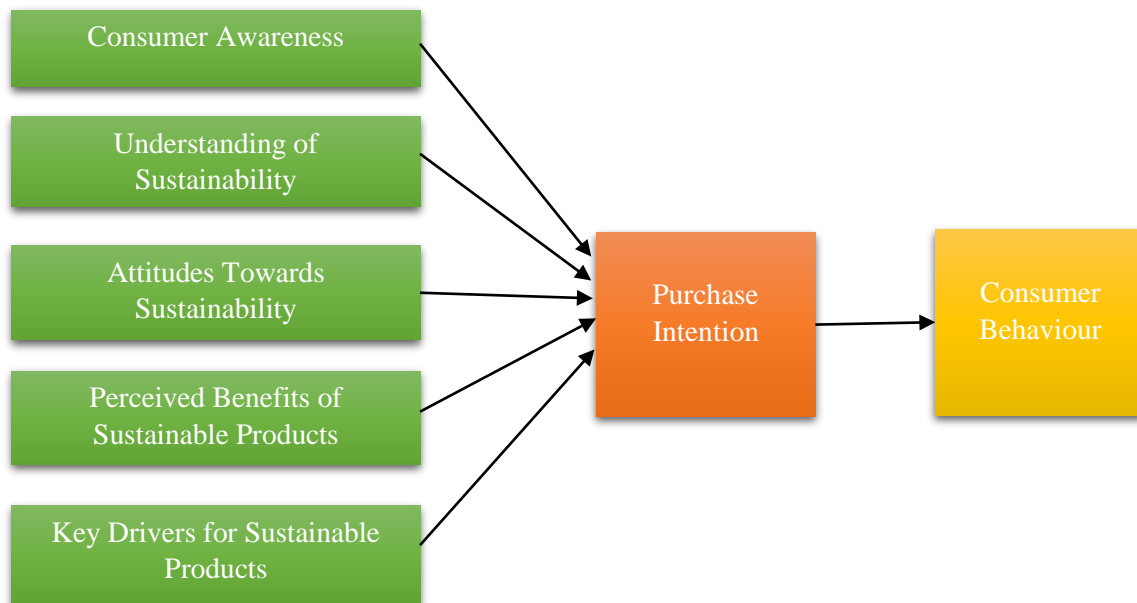
## 1. Introduction

The modern world has made sustainability a very important issue that is affecting global consumer behavior as well as purchasing decisions. The description of sustainability is comprehensive and embraces all activities and actions in relation to today's consumption patterns but which do not impede the ability of future generations to meet their own needs. This definition covers social, economic, and environmental dimensions (Joshi & Rahman, 2015). As people have become more aware of their social responsibilities and the pressing need for addressing global environmental issues these concerns have transformed from being limited to a few people into broader categories and conversations. In today's market place, sustainability and consumer behaviour are almost interchangeable; they refer to the study of why consumers make certain choices. A look at various theories that encompass cultural, social, psychological and personal perspectives can help explain consumer behaviour. Over time there has been significant shift in customer preferences to more sustainable ones when doing shopping nowadays. Sustainability and consumer behavior are coming together in an increasing trend of sustainable purchase. A growing number of environmentally-minded customers are responsible for this transformation, with businesses and items that share their moral and environmental values rated the highest priority. This is a matter that calls into question what social norms about responsible consumption, personal ethical considerations, as well as knowledge about environmental issues have to say. These factors significantly influence sustainable customer behavior which is also referred to as sustainable purchase intention (SPI). To comprehend this phenomenon, it is important to grasp the concept of purchase intentions – whether a customer might or would buy a particular good or service. Purchase intentions depend on different influences including brand reputation, pricing, product quality and sustainability credentials (Khan et al., 2023). Today's consumers tend to support companies that demonstrate commitment to sustainable practices because they view these acts as part of their own value systems and contributing towards global sustainability goals.



**Figure.1 The Role of product attributes in shaping purchase Intention**

Sustainability influences buying intentions in a variety of ways. It influences customer decisions on an individual basis, but it also offers chances and difficulties for companies trying to adapt to changing market needs. Brands may increase their market share, consumer loyalty, and trust by incorporating sustainability into their fundamental principles and marketing tactics. Distinguishing companies in competitive markets and communicating sustainability efforts to consumers are critical tasks for strategies like eco-labeling, transparent supply chains, and CSR programmes (Carrington et al., 2010) . There are still issues even though sustainable consumption is becoming more and more popular. Obstacles like the perception that sustainable products are more expensive, their unavailability, and customer mistrust of greenwashing techniques may hamper widespread acceptance. To overcome these challenges, entrepreneurs, legislators, and educators must come up with creative ideas to create an atmosphere that encourages sustainable consumer behaviour. To sum up, the correlation among sustainability, consumer conduct, and buying intentions highlights a revolutionary change in international trade. Businesses need to adjust as consumers place a higher value on ethical and environmental issues while making purchases by incorporating sustainability into their main business plans. This analysis examines the intricate relationship that exists between consumer behaviour and sustainability, emphasizing the consequences for businesses, policymakers, and the general public who are working to create a more sustainable future (Prothero et al., 2011). The study of people, groups, or organizations and the methods they employ to choose, acquire, utilize, and discard goods, experiences, or concepts in order to meet requirements is known as consumer behaviour (Pachauri, 2001). It also examines the effects that these methods have on the consumer and the community. Numerous internal and external factors have an impact on it. Thus, motives, perceptions, attitudes, and beliefs as well as learning can be qualified as internal factors. External influences comprise the family, peer groups, social status, culture, and subculture. For instance, people's felt need to link their individual values with their choices, purchase, ethical standings and a careful awakening to the environmental issues in the recent century have all accelerated the recent shift in consumer behavior towards sustainability. Such a development is also typical for other spheres of society life as now sustainability is already a norm rather than a novelty. This has also been due to the the consumers demanding accountability and transparency from the companies in search of goods and names that show commitment to sustainability (Kang & Hustvedt, 2014). Purchase intention which is perceived by some scholars as more important than the actual purchase behaviour, refers to a consumer's readiness or interest in buying a certain product or service (Silva et al., 2019). There are countless number of factors that, interacting in a closely knit manner, come into play including features of the goods, cost, standing of the brand, and psychological and emotional factors. Peculiarities of sustainable factors are gaining a paramount role in the consumers' decisions on whether they are willing to contribute in a particular company or how they want to perceive and evaluate products.



**Figure.2 Purchase Intentions Model**

This is because the area where there is a convergence of sustainability, consumer behavior, and buying intent is always active in research activity. Sustainability is social economic and environmental. Thus, the concerns call for the strategies, which can minimize the negative impacts of the companies on the environment while the positive impacts, beneficial to the environment and the society, are maximized (Epstein et al., 2018). The buyers in today's world are wiser and cautious in the things that they purchase. Some examples include tracing the influence a given product has on the environment, measures used in production that respects the environment and a general reputation that a certain brand has on the natural environment. As a result, it is possible to observe a rise in the count of special environmentally concerned consumer groups who have a look for goods that reflect their values. Hence, by targeting these customers that are aware of environmental issues, firms are able to gain a competitive advantage by implementing sustainable strategies in their operations and services (O'Rourke & Ringer, 2016). Therefore, for firm aspiring to thrive in socially and ecologically responsive market, it is essential to understand the consumer behaviour and buying motivation within the sustainability perspective. Business can enhance their brand equity and increase the contribution to global sustainability efforts by realigning corporate strategy with consume customer's values and demands. Consequently, the awareness regarding the consumers will help increase the importance of environmental sustainability as a predictor of consumer behavior and their buying intentions (Ha & Janda, 2012). This will affect the distribution of markets as well as cause changes in the design process of products with regard to the offered marketing strategies.

### **Scope of The Study**

This study's scope includes investigating the ways in which sustainability affects customer behaviour and purchasing intentions. This study will look at how sustainable consumption is changing and how it affects consumers' decision-making processes in different demographic groups.

The elements that drive sustainable consumer behaviour, such as social influences, environmental consciousness, and personal beliefs, should be carefully examined. Furthermore, the research will examine how sustainability influences consumers' preferences and choices, as well as how sustainability perceptions influence purchase intentions. The efficiency of marketing plans and communication techniques in promoting sustainable products will receive particular focus. Through exploring these domains, the research endeavors to furnish discernments regarding the obstacles and prospects faced by enterprises seeking to incorporate sustainability into their promotional plans and augment customer interaction with eco-friendly products.

## II. LITERATURE REVIEW

Author & Year	Factors/Variables	Method	Conclusion
Azilah Kasim, Raksmeiy Sann (2022)	Values, beliefs, personal norms, perceived risk, purchase intention	Partial least squares SEM	Positive influence of values, beliefs, and personal norms on recycled product purchase intention. Perceived risk negatively affects purchase intention.
Cong Doanh Duong, Xuan Hau Doan (2022)	Environmental responsibility, environmental concern, TPB variables	Structural equation modeling (SEM)	Attitude toward green products and perceived behavioral control strongly associated with green purchase intention among Vietnamese consumers.
Dara O'Rourke, Abraham Ringer (2015)	Sustainability information, consumer purchase intentions	Empirical analysis	Significant impact of sustainability information on consumer purchase intentions varies by issue, product category, and consumer type.
Taciano L Milfont, Ezra Markowitz (2016)	Altruistic and biospheric values	Multilevel modeling	Multilevel analysis enhances understanding of predictors of sustainable consumption behavior.
Paulo Duarte, Susana C. Silva, Afonso S. Roza (2024)	Perceived value, willingness to pay, environmental concern	Survey data, statistical analysis	Willingness to pay emerges as key determinant influencing consumer purchase intentions for sustainable packaging products.

Bhanu Prakash, Aniket Kumar (2024)	Green purchase intentions, sustainable practices	Descriptive research design	Insights into green purchase intentions and environmentally conscious buying behavior specific to Bihar, India.
Hye Jung, Jung Yun, Jung Choi (2022)	Consumption values, social norms, attitudes	Moderating regression analysis	Chinese consumers' attitudes positively influence purchase intentions for sustainable apparel products, moderated by consumption values and social norms.
Vicki Morwitz (2012)	Purchase intentions, consumer behavior	Literature review	Purchase intentions predict sales imperfectly; insights into measuring and forecasting sales from purchase intentions.
Dipali Baviskar, Anushka Chattaraj, Atharva Patil (2023)	Environmental impact awareness, recycling practices	Survey, Python visualization	Preference for sustainable products among environmentally aware consumers, despite paradoxical preferences for non-reusable plastics.
Andreea Orîndaru, Maria-Floriana Popescu (2021)	COVID-19 impact, sustainable consumer behavior	Quantitative study	COVID-19 crisis facilitated shifts towards sustainable consumer behaviors due to increased uncertainty and changing consumption habits.
Giovanni Sogari, Tommaso Pucci (2017)	Social media, environmental sustainability	Questionnaire, hypothesis testing	Social media plays a significant role in promoting environmental sustainability and influencing consumer purchasing behavior, particularly among millennials.
Francesca De Canio, Elisa Martinelli (2021)	Environmental concern, sustainable food purchases	Online survey, SEM	Environmental concern moderates the impact of external factors on consumer intentions for

				sustainable packaged foods.
Joseph Agebase Awuni (2015)	Consumption values, green purchasing intentions	Mall-intercept survey, SEM		Social and emotional values positively influence green purchasing intentions among young adults in Chinese cities.
Agnieszka Szulc-Obłoz, Mirosława Żurek (2024)	Attitudes towards sustainable consumption, income	CAWI, SEM		Positive association between attitudes towards sustainable consumption and behaviors; income moderates these relationships.
Qamrul Islam, Syed Md Faisal Ali Khan (2024)	Customer attitudes, environmental awareness, purchase intentions	SEM-PLS		Personal attitude, subjective norm, and perceived behavioral control influence the intention to buy environmentally friendly products.

## Research Gap

A substantial research deficit has been identified in relation to the efficacy of sustainability information in influencing consumer behaviour across various demographics and contexts. Although studies such as those conducted by Dara O'Rourke and Abraham Ringer (2015) have underscored the influence of sustainability information on consumer decision-making, there is still a need for further investigation into the ways in which different types of sustainability information (e.g., environmental impact, health benefits, social responsibility) interact with consumer preferences and purchasing intentions. The effectiveness of sustainability information can vary depending on the consumer's prior knowledge, values, and the specific context of the product or issue being considered, according to existing research. The area of perceived risk, as emphasised by Azilah Kasim and Raksmei Sann (2022), is another unexplored one. Valuable insights into surmounting adoption barriers may be obtained by comprehending the manner in which perceived risk influences the relationship between consumer values, beliefs, and purchase intentions for sustainable products. Longitudinal studies and experimental designs that investigate the temporal stability and causal mechanisms that underlie the influence of sustainability information on consumer behaviour could be advantageous for future research. Furthermore, comparative studies conducted in various cultural and economic contexts would improve the generalizability of the results and facilitate the development of more precise strategies for the global promotion of sustainable consumption.

### III. RESEARCH METHODOLOGY

Semi peripheral research design was applied in order to examine the influence of sustainability aspect within the scope of consumer behavior and the related purchasing decisions. The study employed a cross-sectional research strategy and recruited one hundred participants by a random sample from the population of target consumers. This population comprises the people who have had some inclination, or past purchasing history toward the green products. Random sampling increases the chances of every individual in the population being represented in the sample hence increasing its representativeness. Quantitative data was gathered by use of a closed interview schedule which embraced close ended and Likert scale measures created to capture environmental concern, buying attitude, brand image, peer pressure, and product sustainability. Therefore, prior to administration of the questionnaire, validity and reliability test were conducted. The recorded data was analyzed with the help of Statistical Package for the Social Sciences (SPSS). Research findings on the variable measurements and participants' demographic characteristics were described by measures of central tendency (means), frequency distribution (frequencies and percentages), and variability (standard deviations). Spearman correlation and regression studies were used to analyze the relationships between the variables as well as hypothesis testing. The main research intention of this work is immensely theoretical and practical at the same time, by providing substantial knowledge about the determinants of customers' attitudes and intentions to purchase sustainable goods.

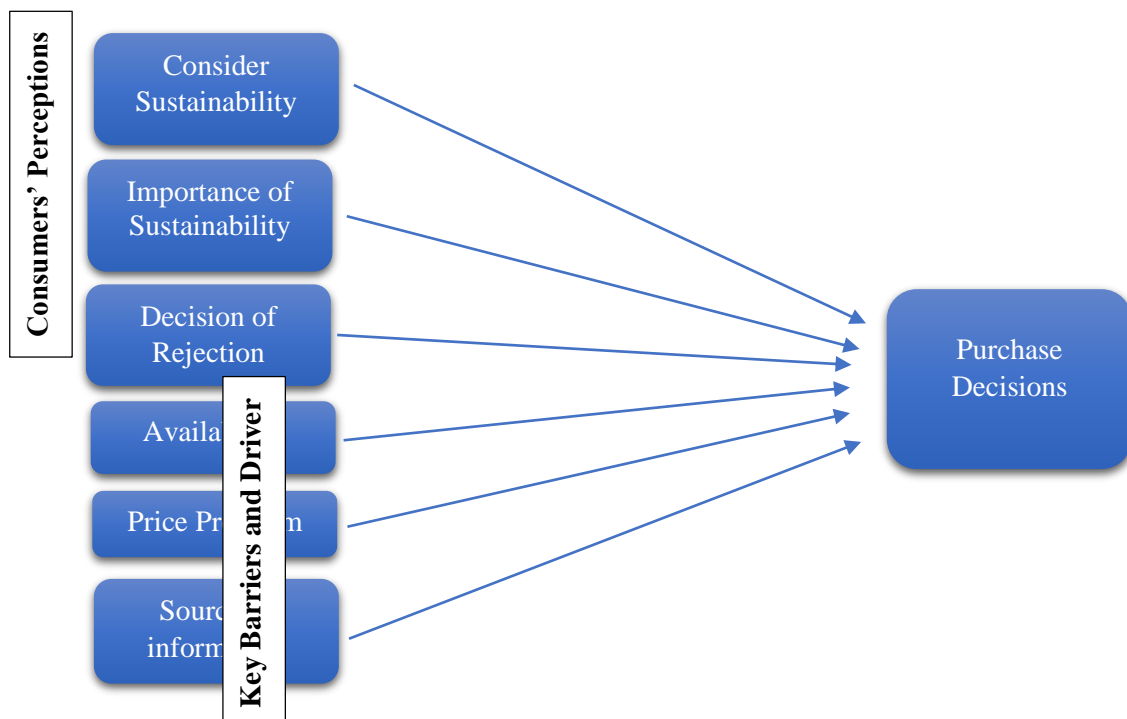


Figure.3 Research Model



## Limitations

Such limitations include; Inherent self-report bias: when researching the role of sustainability in determining consumers' behaviours and purchase intentions, inconsistencies that exist in the self-reported data must also be considered. This is because subjects may exaggerate their concerns in the environment due to social desirable bias. The complexity of measuring the sustainability perception as a variable is another limitation because people's perception of sustainability varies by region and individual, which hinders generalized results. In addition, cross-sectional research techniques used in most studies limit the ability to quantify the direction and extent of the link between sustainability factors and consumers' behaviour changes in different time periods. Also due sample selection bias, there is a risk that sample participants will only be those interested in sustainability and not the entire list of participants. Also, the instability and the constant transformation of consumers' attitudes and of the ideas related to sustainable development make it even more complicated and time-consuming to acquire up-to-date and relevant information. Finally, the overreliance on the statistical approach also has some drawbacks as this research approach reduces the firm's ability to gain insights into qualitative aspects of how consumers develop perceptions and act sustainably. These limitations call for appropriate choices of the method of analysis, and method of interpretation in subsequent attempts at answering the same question.

## Objectives

1. Evaluate the level of consumer awareness and understanding of sustainability and its impact on their purchasing decisions.
2. Identify the key drivers and barriers that influence consumer decisions to buy sustainable products.

## Hypothesis

1. (H0): There is no significant relationship between consumer awareness and understanding of sustainability and their purchasing decisions.  
(H1): There is a significant relationship between consumer awareness and understanding of sustainability and their purchasing decisions.
2. (H0): Key drivers and barriers do not significantly influence consumer decisions to buy sustainable products.  
(H1): Key drivers and barriers significantly influence consumer decisions to buy sustainable products.

## IV. RESULT AND DISCUSSION

### Demographics of the Sample

Predictor	% (n = 100)
<b>Age</b>	
Under 25 years	11
25-35 years	21
36-45 years	25
46-55 years	25

56 years and above	18
<b>Gender</b>	
Male	46
Female	54
<b>Education</b>	
High school or equivalent	11
Bachelor's degree	22
Master's degree	35
Doctorate or professional degree	21
Others	11
<b>Employment Status</b>	
Self-employed	17
Employed	26
Unemployed	15
Student	20
Retired	22
<b>Household Income</b>	
Less than 1,00,000	14
1,00,000 - 2,50,000	18
2,50,001 - 5,00,000	26
5,00,001 - 10,00,000	22
More than 10,00,001	20

**Reliability Test**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.963	13

The Cronbach's Alpha value of 0.963 has been calculated from the reliability test conducted on the survey instrument, which comprises 13 items. Cronbach's Alpha is a metric that quantifies the internal consistency of a collection of objects, indicating their degree of group relatedness. A reliability value of 0.9 or higher is generally regarded as outstanding, while a value of 0.7 or higher is generally considered acceptable. Cronbach's Alpha value of 0.963 indicates that the survey instrument's elements are highly consistent. Based on this high level of reliability, it is probable that the instrument will generate consistent and consistent results across various administrations. As a result, the survey instrument can be regarded as reliable for measuring the constructs it is intended to evaluate, thereby guaranteeing that the data collected will be both reliable and valuable for subsequent analysis.

**Objective 1: Evaluate the level of consumer awareness and understanding of sustainability and its impact on their purchasing decisions.**

**Null Hypothesis (H0):** There is no significant relationship between consumer awareness and understanding of sustainability and their purchasing decisions.

**Alternative Hypothesis (H1):** There is a significant relationship between consumer awareness and understanding of sustainability and their purchasing decisions.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962 <sup>a</sup>	.926	.924	.369

a. Predictors: (Constant), Have you ever chosen not to buy a product because it was not sustainable?, How important is sustainability in your purchasing decisions?, Do you consider sustainability when making purchasing decisions?

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.948	3	54.649	401.972	.000 <sup>b</sup>
	Residual	13.052	96	.136		
	Total	177.000	99			

a. Dependent Variable: How familiar are you with the concept of sustainability?

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.158	.082		1.921	.058
	Do you consider sustainability when making purchasing decisions?	.355	.111	.341	3.193	.002
	How important is sustainability in your purchasing decisions?	.267	.112	.251	2.378	.019
	Have you ever chosen <b>not to buy (Reject)</b> a product because it was not sustainable?	.491	.103	.391	4.783	.000

a. Dependent Variable: How familiar are you with the concept of sustainability?

The model summary suggests a strong correlation ( $R = .962$ ) between the dependent variable and the predictors. The predictors: the significance of sustainability in purchasing decisions, whether consumers consider sustainability when making decisions, and whether they have chosen not to purchase a product because it was not sustainable, can account for approximately 92.6% of the variance in consumer familiarity with the concept of sustainability ( $R\text{ Square} = .926$ ). This robust model is indicated by the high R Square value. The regression model's ability to accurately predict the dependent variable is further substantiated by the ANOVA results, which show a highly significant F-value of 401.972 ( $p < .001$ ). The model's precision is also indicated by the low standard error of the estimate (.369). After analysing the coefficients, it is evident that all predictors are statistically significant at the  $p < .05$  level. The variable "Have you ever chosen not to buy a product because it was not sustainable?" has the highest standardized coefficient ( $Beta = .391$ ), indicating that it is the most influential predictor. The model is significantly influenced by all predictors, as evidenced by their significance values ( $p < .05$ ). The null hypothesis ( $H_0$ ) is rejected with the approval of the alternative hypothesis ( $H_1$ ) in considering these findings. Consumers' purchasing decisions are significantly influenced by their awareness and comprehension of sustainability. This suggests that consumers who are more informed about and incorporate sustainability into their purchasing decisions are more likely to make sustainable choices, underscoring the influence of sustainability awareness on consumer behaviour.

**Objective 2: Identify the key drivers and barriers that influence consumer decisions to buy sustainable products.**

**Null Hypothesis (H0):** Key drivers and barriers do not significantly influence consumer decisions to buy sustainable products.

**Alternative Hypothesis (H2):** Key drivers and barriers significantly influence consumer decisions to buy sustainable products.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 <sup>a</sup>	.888	.884	.496

a. Predictors: (Constant), Social Media as Source you trust the most for information on sustainable products?, How much more are you willing to pay Premium for a sustainable product compared to a non-sustainable one?, Identification is the biggest barrier to buying sustainable products for you?

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	187.130	3	62.377	253.409	.000 <sup>b</sup>
Residual	23.630	96	.246		
Total	210.760	99			

a. Dependent Variable: What motivates you the most to buy sustainable products?

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.315	.136		-2.309	.023
	What is the biggest barrier to buying sustainable products for you?	.027	.066	.025	.404	.687
	How much more are you willing to pay for a sustainable product compared to a non-sustainable one?	-.100	.057	-.071	-1.757	.082
	What sources do you trust the most for information on sustainable products?	.947	.067	.956	14.155	.000

a. Dependent Variable: What motivates you the most to buy sustainable products?

The Model Summary indicates a high R<sup>2</sup> value of 0.888, suggesting that the independent variables: trust in information sources, willingness to pay more, and barriers to purchasing sustainable products, can account for approximately 88.8% of the variability in the motivation to buy sustainable products. The model's ability to capture the factors that influence consumer decisions is demonstrated by the considerable proportion of explained variance. The ANOVA table shows that the overall model is statistically significant, as evidenced by a highly significant F-statistic of 253.409 and a p-value of 0.000. This implies that the null hypothesis (H<sub>0</sub>) is rejected and the alternative hypothesis is supported, as at least one of the predictors has a substantial effect on the motivation to purchase sustainable products. The variable "Social media as Source you trust the most for information on sustainable products?" has a significant positive effect (p < 0.001) on the motivation to acquire sustainable products, as evidenced by the Beta coefficient of 0.956 in the Coefficients table. This implies that consumer decisions are significantly influenced by trust in information sources.

In contrast, the variables "Identification is the biggest barrier to buying sustainable products for you?" and "Are you willing to pay premium for a sustainable product compared to a non-sustainable one?" are not significant predictors ( $p > 0.05$ ). The lack of significance of these variables implies that, despite their potential as factors, they do not have a statistically significant effect on this model. In overall, the analysis supports the alternative hypothesis ( $H_1$ ), suggesting that consumer decisions to purchase sustainable products are substantially influenced by key drivers and barriers. In this context, consumers' trust in information sources is identified as a critical factor in their motivation, while perceived barriers and their propensity to pay more do not have a significant impact on their purchasing decisions.

## **V. CONCLUSION**

The facts reveal valuable information on consumers' attitude and perceptions about sustainability and impact it has on purchasing behaviour. The results provide evidence for the alternative hypothesis ( $H_1$ ) as the correlation between the level of consumers, awareness of sustainability and their buying behavior is consistently high. The obtained high R-squared of 0.92. The above model reveals that through different objects, 92 of them in fact indicates that the variable of sustainability importance, contemplation and non-purchase records together results into sum of about 92 percent. Due to respondents' unfamiliarity, those topics explained 6% of the variance in consumers' familiarity with sustainability. The maximum value of the significant predictors' coefficient, including the 'Have you ever decided not to purchase an item due to its lack of sustainability?' question, stress the attitudes of consumers and their understanding of sustainability perfectly as the factors that define their options. The data analysis also holds for the alternative hypothesis ( $H_2$ ) to give a yes response to the second indicator and objective, which is to check that the consumer decision to buy sustainable products is significantly affected by the driver and barriers. The findings of the present study are the high positive Beta coefficient of the model emphasizing that the motivation to purchase sustainable products is positively influenced by trust in information sources. 888. However, perceived barriers and propensity to pay a premium did not have an innovative statistical significant on the decision making process. Altogether, these findings imply that while faith in reliable sources is a crucial prerequisite for encouraging pro-environmental buying, other factors like perceiving certain obstacles and cost aspects, may indeed not play a major role in this specific situation. In general, the research confirms the need for consumers' education and their trust in information as crucial elements in the enhancement of sustainable purchasing behavior.

## **Future Research**

The following is a list of possible research directions for future studies concerning the relationship between sustainability and behavioral intentions: One possibility for further research is the analysis of the effect that those and some other demographic factors, such as age, income, and educational level, can have on the effectiveness of sustainability messages incorporated into the marketing communication strategies being under analysis. Besides, those enterprises, which aspire to introduce the concept of sustainability into their operation, could potentially find useful an understanding of how the late impact of sustainability strategies might influence customer retention or brand image. When it comes to emerging technologies, their impact on enhancing the believability and the verifiability of sustainability reports could be

studied as well. Further research can be made with regards to the comparative effectiveness of different sustainability certifications and labels on consumers' choices. Therefore, cross cultural research can be seen as a means of gaining a deeper understanding of cultural effects on consumer behavior and their attitudes towards sustainability. Such opportunities could immensely benefit the advancement of the discipline that could inform effective strategies for promoting sustainability in consumer markets.

## References

- 1) Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why Ethical Consumers Don't Walk Their Talk: Towards a Framework for Understanding the Gap Between the Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers. *Journal of Business Ethics*, 97(1), 139–158. <https://doi.org/10.1007/s10551-010-0501-6>
- 2) Epstein, M. J., Elkington, J., & Leonard, H. B. "Dutch." (2018). *Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental and Economic Impacts* (1st ed.). Routledge. <https://doi.org/10.4324/9781351280129>
- 3) Ha, H., & Janda, S. (2012). Predicting consumer intentions to purchase energy-efficient products. *Journal of Consumer Marketing*, 29(7), 461–469. <https://doi.org/10.1108/07363761211274974>
- 4) Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review*, 3(1–2), 128–143. <https://doi.org/10.1016/j.ism.2015.04.001>
- 5) Kang, J., & Hustvedt, G. (2014). Building Trust Between Consumers and Corporations: The Role of Consumer Perceptions of Transparency and Social Responsibility. *Journal of Business Ethics*, 125(2), 253–265. <https://doi.org/10.1007/s10551-013-1916-7>
- 6) Khan, N. A., Hassan, S., Pravdina, N., & Akhtar, M. (2023). Drivers of sustainability: Technological and relational factors influencing young consumers' green buying intentions and green actual consumption behavior. *Young Consumers*, 24(6), 686–703. <https://doi.org/10.1108/YC-09-2022-1610>
- 7) O'Rourke, D., & Ringer, A. (2016). The Impact of Sustainability Information on Consumer Decision Making. *Journal of Industrial Ecology*, 20(4), 882–892. <https://doi.org/10.1111/jiec.12310>
- 8) Pachauri, M. (2001). Consumer Behaviour: A Literature Review. *The Marketing Review*, 2(3), 319–355. <https://doi.org/10.1362/1469347012569896>
- 9) Prothero, A., Dobscha, S., Freund, J., Kilbourne, W. E., Luchs, M. G., Ozanne, L. K., & Thøgersen, J. (2011). Sustainable Consumption: Opportunities for Consumer Research and Public Policy. *Journal of Public Policy & Marketing*, 30(1), 31–38. <https://doi.org/10.1509/jppm.30.1.31>
- 10) Silva, J., Pinho, J. C., Soares, A., & Sá, E. (2019). ANTECEDENTS OF ONLINE PURCHASE INTENTION AND BEHAVIOUR: UNCOVERING UNOBSERVED HETEROGENEITY. *Journal of Business Economics and Management*, 20(1), 131–148. <https://doi.org/10.3846/jbem.2019.7060>

- 11) Islam, Qamrul, and Syed Md Faisal Ali Khan. 2024. "Assessing Consumer Behavior in Sustainable Product Markets: A Structural Equation Modeling Approach with Partial Least Squares Analysis." *Sustainability (Switzerland)* 16(8). doi: 10.3390/su16083400.
- 12) Orîndaru, Andreea, Maria Floriana Popescu, Ştefan Claudiu Căescu, Florina Botezatu, Margareta Stela Florescu, and Carmen Cristina Runceanu-Albu. 2021. "Leveraging Covid-19 Outbreak for Shaping a More Sustainable Consumer Behavior." *Sustainability (Switzerland)* 13(11). doi: 10.3390/su13115762.
- 13) Jung, Hye Jung, Yun Jung Choi, and Kyung Wha Oh. 2022. "Influencing Factors of Chinese Consumers' Purchase Intention to Sustainable Apparel Products: Exploring Consumer 'Attitude-Behavioral Intention' Gap." *Sustainability (Switzerland)* 12(5):1–14. doi: 10.3390/su12051770.
- 14) Sogari, Giovanni, Tommaso Pucci, Barbara Aquilani, and Lorenzo Zanni. 2017. "Millennial Generation and Environmental Sustainability: The Role of Social Media in the Consumer Purchasing Behavior for Wine." *Sustainability (Switzerland)* 9(10). doi: 10.3390/su9101911.
- 15) Milfont, Taciano L., and Ezra Markowitz. 2016. "Sustainable Consumer Behavior: A Multilevel Perspective." *Current Opinion in Psychology* 10:112–17. doi: 10.1016/j.copsyc.2015.12.016.
- 16) Prakash, Bhanu. 2024. "A Study on Consumer Green Purchase Intentions with Special Reference to Sustainable Practices in Bihar." 12(3):463–83.
- 17) Baviskar, Dipali, Anushka Chattaraj, and Atharva Patil. 2024. "Consumer Behaviour and Sustainable Product Choices: Insights from Visual Trends." *E3S Web of Conferences* 472:1–14. doi: 10.1051/e3sconf/202447202002.
- 18) Awuni, Joseph Agebase, and Jianguo Du. 2016. "Sustainable Consumption in Chinese Cities: Green Purchasing Intentions of Young Adults Based on the Theory of Consumption Values." *Sustainable Development* 24(2):124–35. doi: 10.1002/sd.1613.
- 19) De Canio, Francesca, Elisa Martinelli, and Emiro Endrighi. 2020. "Enhancing Consumers' pro-Environmental Purchase Intentions: The Moderating Role of Environmental Concern." *International Journal of Retail and Distribution Management* 49(9):1312–29. doi: 10.1108/IJRDM-08-2020-0301.
- 20) Duarte, Paulo, Susana C. Silva, Afonso S. Roza, and Joana Carmo Dias. 2024. "Enhancing Consumer Purchase Intentions for Sustainable Packaging Products: An in-Depth Analysis of Key Determinants and Strategic Insights." *Sustainable Futures* 7(March):100193. doi: 10.1016/j.sftr.2024.100193.
- 21) Szulc-Obłoz, Agnieszka, and Mirosława Żurek. 2024. "Attitudes and Sustainable Behaviors with Special Consideration of Income Determinants." *European Research on Management and Business Economics* 30(1). doi: 10.1016/j.iedeen.2023.100240.
- 22) Kasim, Azilah. 2022. *Sustainability and Consumer Behaviour*.
- 23) Cong Doanh Duong, Xuan Hau Doan. 2024. "The Role of Perceived Environmental Responsibility and Environmental Concern on Shaping Green Purchase Intention." 2022.
- 24) Morwitz, Vicki. 2014. "Consumers' Purchase Intentions and Their Behavior: Foundations and Trends R? In Marketing." *IOP Conference Series: Earth and Environmental Science* 16(6):10–17.