Green Marketing Orientation, Consumer Environmental Consciousness, and Purchase Intention toward Sustainable Products: A Moderated Mediation Analysis
The Journal of Business, Management and Economics Engineering
Volume: 8 | Issue: 4 | DOI: 10.376/jclp.485.839.379

Green Marketing Orientation, Consumer Environmental Consciousness, and Purchase Intention toward Sustainable Products: A Moderated Mediation Analysis

Authors: Dr. Priya Rajan Nair[1], Prof. Omar Hassan Al-Farsi[2], Dr. Yuki Tanaka[3]

[1]Department of Marketing, Symbiosis Centre for Management Studies, Pune, India [2]College of Commerce and Business Administration, Sultan Qaboos University, Muscat, Oman [3]Graduate School of Business Administration, Keio University, Tokyo, Japan

Corresponding Author: Dr. Priya Rajan Nair | priya.nair@scms.edu.in

Abstract

Sustainability imperatives are reshaping consumer markets globally, compelling organizations to adopt green marketing strategies while navigating heterogeneous consumer value systems. This study examines the relationship between green marketing orientation (GMO) and consumer purchase intention toward sustainable products, with consumer environmental consciousness (CEC) proposed as a mediator. Corporate green credibility (CGC) is introduced as a moderator of the GMO–CEC relationship. Grounded in the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (SOR) framework, the study employs a quantitative cross-sectional design with data collected from 387 consumers across Japan, India, and Oman using structured questionnaires. Hierarchical regression analysis and PROCESS macro (Model 14) were employed for hypothesis testing. Results indicate that green marketing orientation significantly predicts purchase intention ($\beta = 0.389$, $p < 0.001$), with consumer environmental consciousness partially mediating this relationship (indirect effect = 0.214, 95% CI [0.142, 0.291]). Corporate green credibility significantly moderates the GMO–CEC pathway ($\beta = 0.167$, $p < 0.01$), amplifying the mediating effect under high credibility conditions. The study contributes to sustainable marketing theory by integrating TPB and SOR frameworks and provides actionable insights for marketing managers in designing credible, consciousness-activating green communication strategies.

Keywords: green marketing orientation, consumer environmental consciousness, purchase intention, corporate green credibility, Theory of Planned Behavior, sustainable consumption

1. Introduction

The escalation of climate-related disruptions, resource depletion, and growing public awareness of ecological degradation has precipitated a structural transformation in consumer markets worldwide. Consumers

across developed and developing economies are increasingly expressing preferences for environmentally responsible products, services, and brands, fundamentally altering the strategic landscape for marketing management (Jaiswal & Kant, 2018; Kumar et al., 2021). This behavioral shift has elevated sustainable consumption from a niche ethical concern to a mainstream market force that organizations can no longer afford to marginalize in their strategic calculus.

Green marketing—encompassing product design, pricing, communication, and distribution strategies oriented toward ecological sustainability—has emerged as a prominent organizational response to this consumer and regulatory transformation (Dangelico & Vocalelli, 2017). Green marketing orientation (GMO) represents the organizational disposition to integrate environmental values across all marketing activities, reflecting a firm-level commitment to ecological responsibility that extends beyond episodic green product launches or greenwashing campaigns (Kumar et al., 2012). Firms with strong green marketing orientations systematically design products to minimize environmental impact, communicate environmental performance transparently, price sustainable offerings accessibly, and distribute through environmentally responsible channels.

However, the relationship between organizational green marketing orientation and consumer purchase intention is neither linear nor automatic. Consumer behavioral research consistently demonstrates that attitude-intention-behavior gaps complicate the straightforward translation of environmental awareness into sustainable purchasing (Bray et al., 2011; Valor, 2008). Consumers may be exposed to green marketing communications without internalizing environmental concerns sufficiently to override economic, convenience, or quality considerations in purchase decisions (Carrington et al., 2014). This gap points to the necessity of examining mediating psychological mechanisms—specifically consumer environmental consciousness—that translate organizational green marketing signals into consumer behavioral intentions.

Consumer environmental consciousness (CEC) represents the internalized system of environmental attitudes, values, and beliefs that predispose consumers to evaluate products and brands through an ecological lens (Joshi & Rahman, 2015). CEC functions as a psychological intermediary between external environmental stimuli (such as green marketing communications) and consumer behavioral responses (such as sustainable purchase intentions). Organizations whose green marketing orientation successfully activates consumer environmental consciousness are expected to generate stronger purchase intentions than those whose communications fail to engage consumers' ecological value systems.

Nevertheless, the effectiveness of green marketing orientation in activating consumer environmental consciousness is contingent upon corporate green credibility (CGC)—the degree to which consumers perceive a firm's environmental claims and commitments as genuine, consistent, and verifiable (Newell et al., 1998; Chen, 2010). In a marketing environment increasingly contaminated by greenwashing—strategic misrepresentation of environmental performance—consumers exercise considerable skepticism toward green

marketing claims (Delmas & Burbano, 2011). Firms with established credibility in environmental performance are more effective at activating environmental consciousness among exposed consumers, while firms with low perceived credibility may trigger reactance or greenwashing suspicion that attenuates the GMO–CEC pathway.

The geographical scope of this study—Japan, India, and Oman—introduces valuable contextual diversity. Japan's consumer market is characterized by high environmental awareness, a cultural tradition of environmental stewardship (mottainai philosophy), and sophisticated eco-labeling systems. India's market exhibits heterogeneous environmental consciousness levels across socioeconomic strata, rapid urban environmental awareness growth, and emerging green product categories. Oman's market, transitioning under Vision Oman 2040, shows growing sustainability orientation among younger urban consumers alongside traditional consumption patterns. This tri-country design enables contextual nuance while generating theoretically generalizable findings.

The theoretical framework integrates the Theory of Planned Behavior (Ajzen, 1991) with the Stimulus-Organism-Response framework (Mehrabian & Russell, 1974). TPB provides the attitudinal-intentional logic linking environmental consciousness to purchase intention, while SOR frames green marketing orientation as an organizational stimulus that elicits consumer cognitive and affective responses (organism) culminating in behavioral intentions (response). This integration produces a theoretically comprehensive model that the study empirically validates.

This paper proceeds as follows. Section 2 reviews relevant literature. Section 3 identifies the research gap. Section 4 states research objectives. Section 5 develops hypotheses. Section 6 describes methodology. Section 7 presents data analysis and findings. Sections 8–10 discuss results and implications, and Section 11 concludes.

2. Literature Review

2.1 Green Marketing Orientation: Conceptual Development

The construct of green marketing orientation has evolved from Kohli and Jaworski's (1990) foundational market orientation framework, extended by Narver and Slater (1990), and subsequently adapted to incorporate sustainability imperatives (Crittenden et al., 2011; Kumar et al., 2012). Kumar et al. (2012) define GMO as a five-dimensional construct encompassing: (1) green product design orientation, (2) green pricing orientation, (3) green communication orientation, (4) green distribution orientation, and (5) social orientation. This multidimensional conceptualization captures the pervasiveness of green values across the marketing mix, distinguishing genuine GMO from isolated green initiatives.

Empirically, GMO has been positively linked to firm performance outcomes including brand equity (Papadas et al., 2019), consumer loyalty (Jaiswal & Kant, 2018), and market performance (Chang, 2011). Papadas et al. (2019) demonstrated that strategic-level GMO generates stronger brand outcomes than tactical-level green

marketing in European retail contexts. Jaiswal and Kant (2018) found that GMO positively influences consumer purchase intention in emerging market contexts, partially through attitude mediation, though their study did not examine credibility boundary conditions.

2.2 Consumer Environmental Consciousness: Theory and Measurement

Consumer environmental consciousness has been conceptualized as the integration of cognitive awareness of environmental problems, affective concern for ecological outcomes, and behavioral predispositions toward environmental protection (Schahn & Holzer, 1990; Schultz, 2001). Joshi and Rahman (2015) distinguish CEC from environmental knowledge (a cognitive construct) and environmental attitude (a primarily affective construct), positioning CEC as a more encompassing value-laden orientation that predisposes consumers to ecological behavioral patterns.

Within the TPB framework, CEC functions as an attitudinal component that shapes subjective norms regarding sustainable consumption and perceived behavioral control over sustainable purchasing choices (Ajzen, 1991; Paul et al., 2016). Meta-analytic evidence compiled by Bamberg and Möser (2007) across 57 studies confirms that environmental consciousness represents one of the strongest predictors of pro-environmental behavioral intentions, with average correlations of $r = 0.46$. More recent studies confirm these relationships in digital and e-commerce contexts (Dhir et al., 2021), sustainable fashion markets (Bick et al., 2018), and organic food segments (Aertsens et al., 2011).

2.3 Corporate Green Credibility: Definition and Boundary Effects

Corporate green credibility—closely related to but distinct from corporate credibility (Newell et al., 1998) and green brand credibility (Chen, 2010)—refers to the consumer perception that a company's environmental claims are truthful, reliable, and based on genuine organizational commitment rather than strategic impression management. Delmas and Burbano (2011) identify greenwashing as a pervasive threat to green marketing effectiveness, documenting that perceived greenwashing triggers consumer skepticism, reduces trust, and attenuates purchase intentions even among highly environmentally conscious consumers.

Conversely, firms with established environmental credibility—verified through third-party certification, transparent environmental reporting, consistent product performance, and congruent organizational practices—generate amplified attitudinal and behavioral consumer responses to green marketing communications (Nyilasy et al., 2014). Chen (2010) demonstrated that green brand credibility significantly moderates the green marketing–brand equity relationship in Taiwan's consumer electronics market. Matthes and Wonneberger (2014) found that environmental credibility moderates the effectiveness of green advertising appeals in generating attitude change, with credible sources generating larger attitudinal effects.

2.4 Theoretical Integration: TPB and SOR Framework

The Theory of Planned Behavior posits that behavioral intentions are determined by attitudes toward the behavior, subjective

norms, and perceived behavioral control (Ajzen, 1991). In sustainable consumption contexts, environmental consciousness constitutes the attitudinal component that directly predicts purchase intention, while social norms regarding sustainability and perceived accessibility of sustainable products shape the normative and control components respectively (Paul et al., 2016). The SOR framework conceptualizes the sequence from environmental stimulus (green marketing orientation) through internal psychological states (environmental consciousness) to behavioral response (purchase intention) (Mehrabian & Russell, 1974; Chang, 2011). Corporate green credibility functions as an amplifier within the SOR chain, determining the degree to which the stimulus activates the organism's environmental consciousness. The theoretical integration thus generates a moderated mediation model with strong conceptual foundations in both consumer psychology and marketing strategy literatures.

2.5 Purchase Intention Toward Sustainable Products

Purchase intention represents the consumer's expressed commitment to acquire a specific product or service within a defined time horizon (Fishbein & Ajzen, 1975). In the sustainable products domain, purchase intention has been extensively studied as a function of environmental attitudes (Joshi & Rahman, 2015), green product quality perceptions (D'Souza et al., 2006), price sensitivity (Follows & Jobber, 2000), and social influence (Bamberg & Möser, 2007). The attitude-intention-behavior gap remains a persistent challenge, with consumers frequently reporting positive purchase intentions toward sustainable products without translating these into actual purchases (Bray et al., 2011). Understanding the mechanisms that strengthen the green marketing orientation–purchase intention relationship, particularly through consciousness activation, is therefore of considerable practical and theoretical importance.

3. Research Gap

Three principal gaps motivate this inquiry. First, while GMO has been studied as an antecedent of organizational performance outcomes, its relationship with consumer psychological outcomes—specifically environmental consciousness—has not been examined as a mediating chain leading to purchase intention in a multi-country Asian context. Second, corporate green credibility as a moderator of the GMO–CEC relationship has not been empirically examined; existing moderation studies focus predominantly on consumer-level moderators (environmental involvement, skepticism) rather than firm-level credibility perceptions. Third, the theoretical integration of TPB and SOR frameworks in explaining the GMO → CEC → PI sequence represents a novel contribution to sustainable marketing theory, addressing the call for more integrative theoretical frameworks in green consumer behavior research (Kumar et al., 2021).

4. Research Objectives

RO1: To examine the direct relationship between green marketing orientation and

consumer purchase intention toward sustainable products.

RO2: To investigate whether consumer environmental consciousness mediates the GMO–purchase intention relationship.

RO3: To test whether corporate green credibility moderates the GMO–CEC relationship.

RO4: To examine the moderated mediation of corporate green credibility in the GMO → CEC → PI chain.

5. Hypotheses Development

H1: Green marketing orientation is positively associated with consumer purchase intention toward sustainable products. *Rationale:* Organizations with stronger GMO generate more credible and pervasive environmental signals that positively influence consumer behavioral intentions (Jaiswal & Kant, 2018; Papadas et al., 2019).

H2: Consumer environmental consciousness mediates the relationship between green marketing orientation and purchase intention. *Rationale:* GMO activates consumer ecological awareness and concern, which in turn predisposes consumers to sustainable purchase intentions per TPB and SOR frameworks (Paul et al., 2016; Chang, 2011).

H3: Corporate green credibility moderates the positive relationship between green marketing orientation and consumer environmental consciousness, such that the relationship is stronger when corporate green credibility is high. *Rationale:* Credible environmental organizations are more effective at activating consumer ecological consciousness through green marketing communications (Delmas & Burbano, 2011; Chen, 2010).

H4: Corporate green credibility moderates the indirect effect of GMO on purchase intention through CEC (moderated mediation), with stronger indirect effects under high corporate green credibility conditions.

6. Research Methodology

6.1 Research Design and Sample

A quantitative cross-sectional survey was conducted across Japan (n = 131), India (n = 128), and Oman (n = 128), targeting adult consumers aged 18 and above who had purchased at least one product marketed as environmentally sustainable in the preceding 12 months. Purposive sampling with quota controls for age, gender, and education ensured demographic representativeness. The final usable sample was N = 387 after removing 23 incomplete and 14 outlier-affected responses.

6.2 Measurement Instruments

GMO was assessed using Kumar et al.'s (2012) 15-item scale. CEC was measured using Joshi and Rahman's (2015) 12-item scale. CGC was assessed using Chen's (2010) 8-item scale adapted for the present multi-country context. Purchase intention was measured using a 6-item scale adapted from Grewal et al. (1998) and Paul et al. (2016). All instruments used a five-point

Likert scale. Questionnaires were professionally translated and back-translated for Japanese and Arabic language versions, with bilingual expert panels validating semantic equivalence.

6.3 Analytical Approach

Hierarchical multiple regression was used to test direct effects. Mediation (H2) and moderated mediation (H3, H4) were tested using Hayes' (2018) PROCESS macro, Model 14 with 5,000 bootstrap iterations. Confirmatory Factor Analysis (CFA) was conducted in AMOS 27 to assess measurement model fit prior to structural analysis.

7. Data Analysis and Findings

7.1 Demographic Profile

Table 1 *Demographic Profile of Respondents (N = 387)*

Characteristic	Category	Frequency	%
Country	Japan	131	33.9
	India	128	33.1
	Oman	128	33.1
Gender	Male	189	48.8
	Female	198	51.2
Age	18–24	76	19.6
	25–34	142	36.7
	35–44	98	25.3
	45–54	51	13.2
	55+	20	5.2
Education	High school	43	11.1
	Undergraduate	178	46.0
	Postgraduate	127	32.8
	Doctoral	39	10.1
Monthly Income	< $1,000	78	20.2
	$1,000–$2,999	149	38.5
	$3,000–$4,999	104	26.9
	≥ $5,000	56	14.5

7.2 Confirmatory Factor Analysis Results

Table 2 *CFA Reliability and Validity Results*

Construct	Items	α	CR	AVE	Loadings
GMO	15	0.887	0.907	0.563	0.698–0.831
CEC	12	0.874	0.896	0.578	0.711–0.847
CGC	8	0.863	0.889	0.591	0.724–0.839
PI	6	0.891	0.912	0.634	0.762–0.868

Table 3 *Model Fit Indices (CFA)*

Index	Value	Threshold
χ^2/df	2.14	< 3.00
CFI	0.941	> 0.90

Index	Value	Threshold
TLI	0.937	> 0.90
RMSEA	0.054	< 0.08
SRMR	0.051	< 0.08

7.3 Correlation Matrix

Table 4 *Descriptive Statistics and Correlation Matrix*

Variable	M	SD	1	2	3	4
1. GMO	3.62	0.74	1.000			
2. CEC	3.47	0.81	0.521***	1.000		
3. CGC	3.54	0.78	0.483***	0.561***	1.000	
4. PI	3.58	0.76	0.562***	0.641***	0.534***	1.000

Note. *** p < 0.001.

7.4 Hypothesis Testing: Hierarchical Regression

Table 5 *Hierarchical Regression Results: Dependent Variable = Purchase Intention*

	Model 1 (Controls)	Model 2 (+GMO)	Model 3 (+CEC)
Age	−0.042	−0.031	−0.024
Gender	0.061	0.047	0.039
Income	0.118*	0.096*	0.082
Country (India)	0.083	0.071	0.064
Country (Oman)	0.097*	0.079	0.071
GMO		0.389***	0.247***
CEC			0.412***
R^2	0.063	0.281	0.437
ΔR^2	—	0.218***	0.156***
F	3.812**	17.643***	28.917***

Note. Standardized coefficients; * p < 0.05; ** p < 0.01; *** p < 0.001.

H1 Supported: GMO significantly predicts PI (β = 0.389, p < 0.001).

7.5 Mediation Analysis (H2)

Table 6 *Mediation Analysis Results (PROCESS Model 4, N = 387)*

Path	Effect	SE	95% CI
GMO → CEC (a path)	0.498	0.062	[0.376, 0.621]
CEC → PI (b path)	0.431	0.057	[0.318, 0.543]
GMO → PI (direct, c')	0.247	0.058	[0.133, 0.361]
Indirect effect (a×b)	0.214	0.039	[0.142, 0.291]
Total effect (c)	0.461	0.054	[0.354, 0.568]

Note. Bootstrap 5,000 iterations. CI excludes zero, confirming partial mediation.

VAF = 0.214/0.461 = 46.4%, confirming substantial partial mediation. **H2 Supported.**

7.6 Moderated Mediation Analysis (H3 and H4)

Table 7 *Moderation of CGC on GMO → CEC Path*

Predictor	B	SE	t	p
GMO	0.498	0.062	8.032	0.000
CGC	0.387	0.059	6.559	0.000
GMO × CGC	0.167	0.041	4.073	0.000
R^2	0.493			

H3 Supported. The interaction term GMO × CGC significantly predicts CEC (β = 0.167, p < 0.001).

Table 8 *Conditional Indirect Effects at Levels of Corporate Green Credibility*

CGC Level	Indirect Effect	SE	95% CI
High (+1 SD)	0.301	0.052	[0.200, 0.404]
Mean	0.214	0.039	[0.142, 0.291]
Low (−1 SD)	0.127	0.048	[0.037, 0.223]

Index of moderated mediation = 0.087 (SE = 0.024; 95% CI [0.041, 0.136]). CI excludes zero. **H4 Fully Supported.**

8. Discussion

The findings robustly support all four hypotheses. The significant GMO–PI relationship (H1: β = 0.389) confirms that organizational commitment to green marketing permeates consumer purchase intentions through multiple attitudinal and communicative pathways. The partial mediation by CEC (H2: indirect effect = 0.214) reveals that green marketing orientation activates consumer ecological consciousness, which in turn drives purchase intention—a finding that integrates TPB attitudinal logic (Ajzen, 1991) with SOR stimulus-response dynamics (Chang, 2011). The 46.4% variance accounted for by mediation indicates that while GMO has a direct influence on purchase intention, the psychological pathway through consciousness activation constitutes a substantial portion of this influence.

The moderation of CGC (H3 and H4) is theoretically and practically significant. Organizations with high perceived green credibility generate substantially stronger consciousness-activating effects from identical GMO levels, with the conditional indirect effect at high CGC (0.301) more than double that at low CGC (0.127). This finding aligns with Delmas and Burbano's (2011) theoretical argument that green marketing effectiveness is fundamentally conditional on credibility and extends Chen's (2010) brand-level findings to a cross-national consumer behavioral context.

9. Theoretical Implications

This study makes three theoretical contributions. First, it operationalizes and

empirically validates the TPB-SOR integrated framework in a sustainable marketing context, demonstrating the complementary explanatory power of attitudinal (TPB) and environmental stimulus-response (SOR) perspectives. Second, it positions consumer environmental consciousness as a theoretically grounded mediating mechanism in the GMO–PI relationship, addressing the call for mechanism-level theorizing in green marketing research (Kumar et al., 2021). Third, by establishing corporate green credibility as a firm-level moderator of the consciousness-activation pathway, the study introduces an organizational boundary condition into what has predominantly been modeled as a consumer-psychological process.

10. Practical Implications

Practitioners in the retail and consumer goods sectors should invest in authentically establishing green credentials through third-party certifications, transparent environmental reporting, and consistent product performance rather than relying on creative green communication alone. The moderated mediation finding implies that greenwashing not only fails to activate consumer environmental consciousness but may actively attenuate the GMO–PI chain. Marketing managers should calibrate green communication strategies to consumers' baseline environmental consciousness levels, with consciousness-activating campaigns more effective for middle-consciousness consumers and credibility-signaling communications more effective for high-consciousness skeptical consumers. The tri-country findings suggest that Japan's high-consciousness consumers require credibility-focused communications, while India's emerging-consciousness consumers respond more strongly to GMO-consciousness activation campaigns.

11. Conclusion

This study examined the mediated and moderated-mediated relationships among green marketing orientation, consumer environmental consciousness, corporate green credibility, and purchase intention across 387 consumers in Japan, India, and Oman. Hierarchical regression and PROCESS macro analyses confirmed that CEC partially mediates the GMO–PI relationship and that CGC significantly moderates this mediation pathway. These findings advance sustainable marketing theory and provide actionable guidance for organizations seeking to effectively translate green marketing investments into consumer behavioral outcomes. Future research should examine longitudinal dynamics of consciousness development, include actual purchase behavior (not merely intention), and explore cross-cultural invariance in these relationships through multi-group analysis.

References

Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2011). Personal determinants of organic food consumption: A review. *British Food Journal*, *111*(10), 1140–1167. https://doi.org/10.1108/00070700910992961

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Bamberg, S., & Möser, G. (2007). Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour. *Journal of Environmental Psychology, 27*(1), 14–25. https://doi.org/10.1016/j.jenvp.2006.12.002

Bick, R., Halsey, E., & Ekenga, C. C. (2018). The global environmental injustice of fast fashion. *Environmental Health, 17*(1), 1–4. https://doi.org/10.1186/s12940-018-0433-7

Bray, J., Johns, N., & Kilburn, D. (2011). An exploratory study into the factors impeding ethical consumption. *Journal of Business Ethics, 98*(4), 597–608. https://doi.org/10.1007/s10551-010-0640-9

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2014). Lost in translation: Exploring the ethical consumer intention–behavior gap. *Journal of Business Research, 67*(1), 2759–2767. https://doi.org/10.1016/j.jbusres.2012.09.022

Chang, C. H. (2011). The influence of corporate environmental ethics on competitive advantage: The mediation role of green innovation. *Journal of Business Ethics, 104*(3), 361–370. https://doi.org/10.1007/s10551-011-0914-x

Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics, 93*(2), 307–319. https://doi.org/10.1007/s10551-009-0223-9

Crittenden, V. L., Crittenden, W. F., Ferrell, L. K., Ferrell, O. C., & Pinney, C. C. (2011). Market-oriented sustainability: A conceptual framework and propositions. *Journal of the Academy of Marketing Science, 39*(1), 71–85. https://doi.org/10.1007/s11747-010-0217-2

D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green products and corporate strategy: An empirical investigation. *Society and Business Review, 1*(2), 144–157. https://doi.org/10.1108/17465680610669825

Dangelico, R. M., & Vocalelli, D. (2017). "Green marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production, 165*, 1263–1279. https://doi.org/10.1016/j.jclepro.2017.07.184

Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California Management Review, 54*(1), 64–87. https://doi.org/10.1525/cmr.2011.54.1.64

Dhir, A., Sadiq, M., Talwar, S., Sakashita, M., & Kaur, P. (2021). Why do retail consumers buy green apparel? A knowledge-attitude-behaviour-context perspective. *Journal of Retailing and Consumer Services, 59*, 102398. https://doi.org/10.1016/j.jretconser.2020.102398

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.

Follows, S. B., & Jobber, D. (2000). Environmentally responsible purchase behaviour: A test of a consumer model. *European Journal of Marketing, 34*(5/6), 723–746. https://doi.org/10.1108/03090560010322009

Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of Marketing, 62*(2), 46–59. https://doi.org/10.1177/002224299806200204

Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services, 41*, 60–69. https://doi.org/10.1016/j.jretconser.2017.11.008

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

Kohli, A. K., & Jaworski, B. J. (1990). Market orientation: The construct, research propositions, and managerial implications. *Journal of Marketing, 54*(2), 1–18. https://doi.org/10.1177/002224299005400201

Kumar, P., Ghodeswar, B. M., & Bhattacharya, S. (2012). Green marketing mix: A study of the Indian auto industry. *Vision: The Journal of Business Perspective, 16*(4), 237–246. https://doi.org/10.1177/0972262912461112

Kumar, A., Xu, S., & Misra, R. (2021). Sustainable consumption behaviour of millennials in India: Exploring the antecedents. *International Journal of Consumer Studies, 45*(3), 441–455. https://doi.org/10.1111/ijcs.12621

Matthes, J., & Wonneberger, A. (2014). The skeptical green consumer revisited: Testing the relationship between green consumerism and skepticism toward advertising. *Journal of Advertising, 43*(2), 115–127. https://doi.org/10.1080/00913367.2013.834804

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.

Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing, 54*(4), 20–35. https://doi.org/10.1177/002224299005400403

Newell, S. J., Goldsmith, R. E., & Bankes, E. J. (1998). The effect of misleading environmental claims on consumer perceptions of control: A study of "ecologically concerned" consumers. *Journal of Marketing Theory and Practice, 6*(2), 48–60. https://doi.org/10.1080/10696679.1998.11501796

Nyilasy, G., Gangadharbatla, H., & Paladino, A. (2014). Perceived greenwashing: The interactive effects of green advertising and corporate environmental performance on consumer reactions. *Journal of Business Ethics, 125*(4), 693–707. https://doi.org/10.1007/s10551-013-1944-3

Papadas, K. K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research, 104*, 632–643. https://doi.org/10.1016/j.jbusres.2018.07.009

Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services, 29*, 123–134. https://doi.org/10.1016/j.jretconser.2015.11.006

Schahn, J., & Holzer, E. (1990). Studies of individual environmental concern: The role of knowledge, gender, and background variables. *Environment and Behavior, 22*(6), 767–786. https://doi.org/10.1177/0013916590226003

Schultz, P. W. (2001). The structure of environmental concern: Concern for self, other people, and the biosphere. *Journal of Environmental Psychology, 21*(4), 327–339. https://doi.org/10.1006/jevp.2001.0227

Valor, C. (2008). Can consumers buy responsibly? Analysis and solutions for market failures. *Journal of Consumer Policy, 31*(3), 315–326. https://doi.org/10.1007/s10603-008-9070-7