A Study on Green Marketing and Green Consumer Behaviour

P.S. Venkateswaran[1,*]

[1]Department of Management Studies, PSNA College of Engineering and Technology, Dindigul, Tamil Nadu, India. venkatespsna07@psnacet.edu.in[1]

Abstract: Environmental problems are becoming a global issue, and both what people want and what the government does must be considered. Some consumers are devoted to becoming environmentally conscious, while others are resistant. Due to a lack of understanding and an unwillingness to embrace green behaviour, consumers will seek products and services with negligible environmental effects. However, green behaviour is complex and has several distinct implications. "Green marketing" refers to a firm or organization that provides safe and ecologically friendly goods and services through recycled packaging, rapid decomposition, improved pollution control techniques, and increased energy efficiency. Two-thirds of Indian customers know about green products and their positive effects on the ecosystem, although their concept of "greenness" differs significantly. In this study, researchers decided to determine the impact of green marketing on customer behaviour.

1. Introduction

Today, buyers know the negative environmental impact of products, systems, and packaging. Getting information quickly and easily leads to significant changes in practice. In the era of online shopping, people are becoming more aware of their physical health and overall well-being. The sustainable development of the environment is crucial for the health and survival of our planet. Sustainable development includes individual consumer behaviour as well as larger-scale changes. In turn, these practices create a positive environmental impact more efficiently. Green consumer behaviour has been shaped by three common motivations: environmental awareness, ethical conviction, and social responsibility [25]; [10]. Environmental awareness is an important factor in the adoption of green consumer behaviour. Consumers are becoming more aware of the environmental impacts of their decisions, which gives them a deeper understanding of the repercussions of their actions. Furthermore, awareness of environmental consequences helps consumers to choose products that are better for the environment. Consequently, customers are becoming more aware of the environmental implications of their choices and making better decisions.

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*Correspon ding author.

The second factor that influences green consumer behaviour is ethical conviction. Ethical conviction motivates people to act following moral values. Customers with strong moral values may be more likely to choose environmentally friendly products to express their convictions. For example, those who believe animal testing is wrong may be more likely to buy cruelty-free products.

The third factor that affects green consumer behaviour is social responsibility. Consumers recognize their personal and collective responsibility to protect the environment. As such, they may be more likely to purchase products with minimal environmental impacts. Furthermore, customers often feel good about themselves when they purchase with positive environmental implications. Customers play an important role in environmental awareness. How customers feel, what they think, and what they need all lead to decision-making. Therefore, customer options such as food, packaging, clothing, transportation, leisure, restaurants, a communication plan, wages, investments, and housing may change. The world evolves and revolves around the environment and the impact of environmental friendliness. Environmental awareness of green behaviour is significant because ecological education is consumers' primary instrument to adopt and express green behaviour.

Environmental problems are now a global concern and vital considerations for consumer preferences and policymakers. Some consumers are committed to going green, while others are resistive [14]. The need for more awareness and the reluctance to adopt green behaviours will involve turning to goods and services that produce minimum environmental impacts. Otto and Pensini [17] state that consumers must adopt green behaviour to know their impact on the environment, while other studies argue that environmental awareness is essential to promote green behaviour [24]. However, green behaviour is multidimensional, with multiple effects [9]. The community witnesses a significant and steady environmental problem because of the volume of environmental waste caused by different marketers. Consumers face fierce competition between traditional products and their environmentally friendly colleagues because the increasing number of companies offer environmentally friendly products/services. Ishaq and Di Maria [6] explain why going green is essential for businesses that want to grow or stay in business. From a consumer point of view, the term "greening" refers to acts that mitigate adverse effects on the environment [5].

Green consumer behaviour is beneficial to environmental problems and concerns. It motivates companies to design and implement guidelines to protect the environment safely. Green consumer behaviour can be defined as understanding and identifying problems, causes, and concerns related to environmental damage affecting the world. Many human practices have damaged environmental infrastructure and created ecological inequalities. Proper involvement in the environmental change process leads consumers to a more active interest in Earth-saving strategies, which is why they are known as environmentally friendly consumers. As consumers pay more attention to the environment, changes will drive people's movement for and with people.

The environmental practices of consumers reflect and buy. Consumers are forcing the industry to redesign products, packaging, systems, and organic food standards. Green eaters shape their personalities and lifestyles with the aim of sustainable development. Consumers' mindset changes in their choices reflect the products they purchase. Green consumer behaviour is influenced by environmental awareness, ethical conviction, and social responsibility. The decision to purchase goods and services that mitigate environmental damage is in the hands of the consumer. Being conscious of the environmental impacts of their choices can help consumers make better decisions. Also, moral conviction and corporate social responsibility can encourage consumers to choose eco-friendly products. Ultimately, it is up to the consumer to be aware of how their decisions affect the environment and to make choices that will protect the world's resources.

2. Review of Literature

2.1. Green Marketing

Green marketing is also known in various terms as environmental or sustainable marketing. In green marketing, consumer knowledge of consumption has increased in recent years [11]; [20]. To communicate with consumers directly about environmental issues [22], products with environmentally friendly labels become a practical tool for promoting a green economy [2]; consumer behavior forms [12], especially in the younger generation [4]; [8].

Explained the importance of green as an option for some companies to thrive or even survive. From a consumer perspective, "green" is an action that reduces negative environmental impacts, such as environmentally friendly shopping [7]. Haws et al. [3] define green consumption as the tendency to explain the importance of environmental protection by purchasing environmentally friendly products/services. Have shown that green marketing aims to generate profit and maintain social responsibility. They also agreed that green marketing encompasses various activities, including product modifications, manufacturing process changes, packaging changes, redesign, style changes, and advertising. Green marketing can be used in a much broader sense: consumer goods, industrial goods, and services.

Support green marketing, including a broad range of products. Argued that green marketing includes product modifications, changes in the production method, packaging process, and advertising. Argue that green marketing reduces environmental damage when planning and implementing products, services, prices, locations, and advertising. Although evaluation and estimation regarding the effectiveness and practice of ECO labels have been carried out worldwide [23]; [26], mediation of consumption factors Regarding environmentally friendly labels remains ambiguous [1].

Lack of knowledge makes it misleading to design different managerial policies and strategic practices [18]; [21]. Previous studies show how environmentally friendly labelling and other influential factors relevant to green consumption can affect green consumption [12]. Environmental problems have advanced through various stages, and concern for their challenges has doubled each decade [28]; [13]; [15]. Increasing awareness of environmental problems has led policymakers to promote "green behaviour" that can reduce environmental impacts, such as reducing waste and behaving correctly or avoiding errors [16]. However, an individual is aware of his commitment to protecting the environment by carefully buying green products.

2.2. Green Consumption

Among the various benefits, green consumption activities can reduce human health risks associated with emissions of toxic substances and waste production. Moreover, it helps raise environmental consciousness by encouraging environmental orientation in consumer decisions and decreasing natural resource depletion. Raska and Shaw [19] say that sustainable consumption and green practices can help stakeholders maximize their long-term investments. Green consumption is a movement toward buying, consuming, and disposing of goods and services with an eye toward ecological and social well-being [27]; [29]. It is suitable for the environment and the economy. It could lower the health risks associated with pollution and waste, make people more aware of the environment by encouraging them to make better decisions, and slow down the use of natural resources. Furthermore, companies are beginning to recognize the commercial prospects of 'greening' to gain a competitive advantage. However, this focus on short-term profits and self-centered approaches to the good of society has caused dissatisfaction among various stakeholders. So, green consumption and sustainable practices can help everyone get the most out of their investments in the long run while making the environment healthier and more stable.

3. Research Methodology

This study looks at the quality of customer service in the Salem District and how happy customers are with it. Primary and secondary data were collected to address the study's objective. To get the first set of data, a random sample of 300 people in the study area was given a pre-made, structured questionnaire. Only 277 questionnaires were used for data analysis after they were reviewed, and incomplete answers were thrown out. The questionnaire was comprised of two parts: Part I contained questions about the respondents' socio-economic background, and Part II focused on service quality and customer satisfaction statements.

4. Analysis and Interpretation

Two hundred seventy-seven respondents, 122 (44%), are from urban areas. Ninety respondents (32.5%) and 65 respondents (23.5%) belong to semi-urban and rural areas, respectively. One hundred forty-five respondents (52.3%) are male, and the remaining are female. Ninety-two respondents (33.2%) are younger than 25 years old. Eighty-three respondents (30%) and 78 respondents (28.2%) belong to ages 26–40 and 41–55, respectively. Twenty-four respondents (8.7%) belong to those above 55, respectively. One hundred sixty-five respondents (59.6%) are married, and 110 respondents (39.7%) are unmarried. Eighty-four respondents (30.3%) belong to the school level. Seventy-three respondents (26.4%) are graduates. Forty-seven respondents (17%) belong to PG. Fifty-five respondents (19.9%) are professionals. Eighteen respondents (6.5%) belong to Others. Seventy-two respondents (26%) have private jobs. Sixty-seven respondents (24.2%) have government jobs Table 1.

Table 1: Socio-economic variables of the respondents (N=466)

No.	Variables	Factors	Frequency	Per cent
1	Native place	Rural	65	23.5
		Semi-urban	90	32.5
		Urban	122	44.0
2	Gender	Male	145	52.3
		Female	132	47.7
3	Age (in years)	Less than 25	92	33.2
		26-40	83	30.0
		41-55	78	28.2

No.					
			Above 55	24	8.7
4	Marital status		Unmarried	110	39.7
			Married	165	59.6
			separated	1	0.4
			Widow/ Widower	1	0.4
5	Education		School Level	84	30.3
			UG	73	26.4
			PG	47	17.0
			Professional	55	19.9
			Others	18	6.5
7	Occupation		Agriculture	14	5.1
			Business	47	17.0
			Student	31	11.2
			Private	72	26.0
			Government	67	24.2
			Professionals	31	11.2
			Others	15	5.4
8	Nature of Family		Nuclear Family	186	67.1
			Joint Family	91	32.9
9	Family Size		Less than 3	93	33.6
			3-4	156	56.3
			5-6	24	8.7
			Above 7	4	1.4
10	Number of educated persons		One	136	49.1
			Two	90	32.5
			Three	41	14.8
			More than three	10	3.6
11	Number of Earning Members		One	166	59.9
			Two	72	26.0
			Above two	39	14.1
12	Personal Income/ Month		Less than Rs.10,000	15	5.4
			10,001-20,000	44	15.9
			20,001-30,000	131	47.3
			30,001-40,000	63	22.7
			Above 40,000	24	8.7
13	Are you aware of green products?		Yes	277	100
			No	0	0

Forty-seven respondents (17%) belong to the business. One hundred eighty-six respondents (67%) belong to the nuclear family. Ninety-one respondents (32.9%) belong to a joint family. 56.3 per cent of the respondents have 3–4 members in their family. 33.6 per cent of the people who answered have fewer than three family members, and 8.7 per cent have fewer than six. One hundred thirty-six respondents (49.1%) said one person is educated in their family is educated. Ninety respondents (32.5%) said two persons are educated in their families. Forty-one respondents (14.8%) said three persons are educated in their families Table 2. One hundred sixty-six respondents (49.1%) said one person earns in their family. Seventy-two respondents (26%) said two persons earn in their family. One hundred thirty-one respondents (47.3%) belong to less than 20,001-30,000 personal income per month. Sixty-three respondents (22.7%) belong to Rs. 30,001 – 40,000. Forty-four respondents (15.9%) belong to Rs. 10,001 – 20,000 personal income per month. All the respondents (100 per cent) are aware of green products in the Dindigul district.

Table 2: Opinion about green products (Male vs. female respondents)

No.	Variable	Factors	Mean Score	'T' statistics	CR	AVE
1	Green products (Cronbach alpha -0.7826)	Green products contain non–toxic ingredients	3.6024	4.282*	0.7106	68.33
		Green products are good for health	3.4746	3.567*		
		Green products have a better quality	3.7749	0.1862		
		Green products are safe for the environment	3.5059	3.615*		

2	Green price (Cronbach alpha -0.8407)	The price of green products is reasonable	3.9838	4.107*	0.7533	70.21
		The price of green products is symmetric with their quality	3.5818	3.716*		
		The price of green products is the same as conventional products	3.6920	5.446*		
		The price of green products is justified by its performance	3.7477	1.043		
		The price of green products is reasonable	3.8209	1.038		
3	Green promotion (Cronbach alpha -0.8582)	Green promotion is motivated to make a decision	3.4332	4.034*	0.7358	64.72
		Green promotion gives a better approach to green products	3.7418	1.995		
		Green promotion is effective in creating awareness of the environment.	3.7726	1.754		
		Green marketing campaigns are encouraged	3.3282	4.138*		
4	Consumer behaviour (Cronbach alpha -0.8031)	I feel comfortable using green products to replace conventional products.	3.9804	7.149*	0.7803	67.49
		The price of green products affects my buying behaviour	3.7191	5.058*		
		I focus on green marketing fields, which the company follows when buying.	3.4629	1.714		
18	Customer Satisfaction	I am satisfied with the green products	3.8176	1.058	0.7337	69.55
		Satisfied with the price of the green products	3.7629	3.239*		
		Green products are easily available	3.8995	7.224*		
		Satisfied with the promotion aspects	3.9052	1.823		

4.1. Green products

From Table 2 above, the respondents' maximum mean scores for the "green product" variables are 'Green products contain non–toxic ingredients' and 'Green products have better quality," 'with a mean score of 3.7749 and 3.6024, respectively. Since the P-value is less than 0.05, the null hypothesis is rejected with a 5 percent significance concerning all the 'green product" variables except the variable 'Green products have better quality. The average extracted variance is 68.33, more than the standard threshold value of 0.6. The composite reliability is 0.7106, more than the standard threshold value of 0.6.

4.2. Green Price

From Table 2 above, the respondents' maximum mean scores for the 'green price' variables are 'Price of green products is reasonable' and 'Price of green products is justified by its performance' with a mean score of 3.9338 and 3.7477, respectively. Since the P-value is less than 0.05, the null hypothesis is rejected at a 5 percent significance level concerning all the 'green price' variables except the one where the "price of green products is justified by its performance. The average extracted variance is 70.21, more than the standard threshold value of 0.6. The composite reliability is 0.7533, more than the standard threshold value of 0.6.

4.3. Green promotion

From Table 2 above, the maximum mean score given by the respondents for the 'green promotion' variables are 'Green promotion gives a better approach to green products' and 'Green promotion is effective in creating awareness of facing the environment, with a mean score of 3.7418 and 3.7726, respectively. Since the P-value is less than 0.05, the null hypothesis is rejected at a 5 % level of significance concerning all the 'green promotion' variables except the variables 'green promotion gives a better approach to green products' and 'green promotion is effective in creating awareness of facing the environment.' The composite reliability is 0.7358, more significant than the standard threshold value of 0.6, and the average variance extracted is 64.72.

4.4. Consumer Behaviour

From Table 2 above, the maximum mean scores given by the respondents for the 'Consumer behaviour' variables are 'I feel comfortable using green products to replace conventional products' and 'Price of green products affects my buying behaviour' with a mean score of 3.9804 and 3.7191, respectively. Since the P-value is less than 0.05, the null hypothesis is rejected at a 5 % significance concerning all the "consumer behaviour" variables except the variable 'I focus on green marketing fields, which the company follows when buying decisions'. The composite reliability is 0.7803, more significant than the standard threshold value of 0.6, and the average variance extracted is 67.49.

4.5. Customer Satisfaction

From Table 2 above, the maximum mean scores given by the respondents for the 'Customer Satisfaction' variables are 'Satisfied with the promotion aspects' and 'Green products are easily available, with a mean score of 3.9052 and 3.8995, respectively. Since the P-value is less than 0.05, the null hypothesis is rejected at 5 % significance concerning all the 'Customer Satisfaction' variables except 'I am satisfied with the green products' and 'Satisfied with the promotion aspects'. The composite reliability is 0.7337, more significant than the standard threshold value of 0.6, and the average variance extracted is 69.55.

Table 3: Results of the hypotheses testing

Hypotheses	Standardized β coefficient	Standard error	p-value	Findings
H1: Green product	0.708	0.084	0.001*	Accepted
H2: Green price	0.261	0.224	0.042**	Accepted
H3: Green promotion	0.095	0.0111	0.263	Rejected
Note: Dependent variable: Consumer behaviour: R = 0.781, R square = 0.6099				

The R-value is 0.781, which means a strong correlation exists between green marketing and consumer behaviour. The study variables about green label products account for a 60.9% variance in consumer behaviour (R square = 0.6099). Table 3 shows that the P value is significant for green products and prices at a 5% level. Hence, H1 and H2 are accepted. It shows that female respondents are showing more positive responses towards green products and green prices. P value is not significant for green promotion at the 5% level. H3 was rejected. H1 and H2 had significantly positive impacts on consumer behavior ($\beta1 = 0.708$, $p = 0.001$) and ($\beta2 = 0.261$, $p = 0.042$) and H3 ($\beta3 = 0.095$, $p = 0.263$) was insignificantly associated with consumer behavior.

Table 4: Results of the testing hypothesis

Hypotheses	Standardized β coefficient	Standard error	p-value	Findings
H1: Green product	0.551	0.129	0.001*	Accepted
H2: Green price	0.104	0.377	0.386	Rejected
H3: Green promotion	0.277	0.402	0.504	Rejected
Note: Dependent variable: Customer satisfaction: R = 0.8145, R square = 0.6634				

The result of a multiple regression shows the link between green products, green pricing, and green promotion (independent variables) and customer satisfaction (a dependent variable). Each hypothesis' beta coefficients, standard errors, and p-values are displayed in the table. The R-value is 0.8156, which indicates a strong correlation between green marketing and consumer behaviour. Also, all the supported factors explain 66.3% of the difference in customer satisfaction (R square = 0.6634). Table 4 shows that the P-value is significant for green products, and the price is 5%. Hence, H1 is accepted. It shows that female respondents are showing more positive responses toward green products.

A significant and positive beta coefficient (0.551) and a low p-value (0.001) show that a green product (H1) has a large positive effect on customer satisfaction. The P-value is insignificant for green price and promotion at a 5% level. H2 and H3 were rejected. H1 had a significantly positive impact on customer satisfaction ($\beta1 = 0.551$, $p = 0.001$). Green price H2 ($\beta2 = 0.104$, $p = 0.386$) and green promotion H3 ($\beta3 = 0.277$, $p = 0.504$) were insignificantly associated with customer satisfaction. No evidence shows that green pricing and promotions greatly affect customer satisfaction.

5. Suggestions

This research paper explains consumer behaviour for specific categories related to green marketing, such as green products, pricing, and promotion. Hypothesis testing indicates an integrative model in forecasting consumer purchases of environmentally friendly products through price sensitivity and green promotion in a developing market. Many variables, such as consumer

demographics, consumer behaviour, and personal perspectives on green marketing, were studied to justify the purpose of this study. The results show that green marketing has an opportunity, as people tend to shift their buying behaviour towards green consumption. In this sense, organic products have a significant impact on consumer behaviour. These results do not show that respondents prefer sustainable products more than normal ones but that organic products are considered before making decisions. Meanwhile, green pricing and promotion have negligible influence on consumer behaviour in the regression analysis.

The price of organic products directly affects consumer purchases, which means that consumers find organic products expensive, and such high prices discourage their buying behaviour. Therefore, consumers' attitudes toward purchasing organic products are less in their purchasing behaviour. Organic prices could boost the demand for organic products. In this regard, manufacturers of environmental products should do everything possible to improve the performance of the products and implement them at a lower cost. Second is the effectiveness of green marketing. Practice needs to be improved in all stores. It is essential to increase the availability of eco-friendly products and strengthen in-store contacts through brochures, posters, and staff. Third, marketers must innovate in their promotional campaigns to raise awareness of greening. To make green knowledge accessible, marketers must also produce greener displays, demos, and merchandising for customers.

In the case of customer satisfaction, both male and female customers are satisfied with green products. Their behaviour towards the price is positive, and they know the linkage between quality and price. They accept that they have to pay more for better quality green products. However, in the case of satisfaction, they are not satisfied with the price they pay for their green products. Hence, marketers must find a solution for quality and price matching. In the case of green promotion, customers need to have a better attitude toward what marketers do to promote, as they are not happy with how things are done now. So, the green product marketing team needs to find better ways to advertise to bring in new customers and keep the ones they already have happy.

6. Managerial Implications

This study has several ramifications. Green marketing is an opportunity since people buy more ecologically friendly products, especially organic ones. The survey also shows that people only buy organic products if they are affordable. It shows that producers need to improve product quality while lowering prices. To promote greening, marketers must innovate and enhance their efforts. Second, the report suggests boosting green marketing by making eco-friendly products available and letting people know about them in stores through brochures, posters, and staff. Lastly, the study recommends that marketers match quality and pricing to increase customer happiness. Customers comprehend quality and pricing but are unhappy with green product prices. The green product marketing team must develop innovative advertising strategies to retain customers. The study reveals that green marketing has great potential, but price and promotion issues must be addressed to increase customer happiness and behaviour. By fixing these problems, manufacturers and sellers can meet the growing demand for eco-friendly products.

7. Conclusion

The current study shows an overview of green marketing and its impact on consumer behaviour. This study found that organic products have a significant impact on consumer behaviour. The study shows that people are very aware of green marketing, are motivated to buy green products, and want to help keep the environment safe. The finding shows that customers favour green products, even as green pricing and promotion affect purchasing decisions. So, the finding shows that how people see the environment affects their decisions to buy environmentally friendly products. The green market is an emerging global problem that continually pushes companies to improve their green skills and innovations. This study provides researchers with a conceptual basis and a model for future experimental studies. The document also provides a basis for managers and stakeholders to update comprehensive and sustainable strategies for the green market. People in the Salem district are price-sensitive because they do not want to spend more on green products. However, the study shows a positive mindset on the part of consumers and their support for environmental safety. Green marketing has emerged in the market due to the growing concern for environmental protection.

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