

Research Article

Green Marketing Practices and Green Purchase Intentions: Examining the Mediating Role of Consumer Attitudes among Indian Consumers

Deep Shikha Bohra¹ and Dr. Rashmi Sharma²

¹Research Scholar School of Commerce and Management IIMT University, Meerut, India

²Assistant Professor School of Commerce and Management IIMT University, Meerut, India

*Corresponding Author

Deep Shikha Bohra

Email:

deepshikhabohra8@gmail.com

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Abstract: The above-mentioned environmental sustainability factors had an impact on the business strategy in relation to the process of the production and marketing of the product. Eco-marketing is a kind of business strategy which impacts environmentally sustainable production and consumption of the product. Even though the sustainable development has become quite crucial nowadays, the relationship between the eco-marketing strategy and consumers' purchasing intention in regard to developing countries such as India may be described as ambivalent. Hence, the objective of the present research paper is to explore the influence of eco-marketing of the company on the purchasing intention of the consumers in regards to the eco-product considering the consumer attitudes to the product. The theoretical framework of the current research paper was based on TPB theory and S-O-R model. Such approach makes it possible to analyze the attitude of the consumers to the eco-product via eco-marketing and the purchase of environmentally sustainable products. The research was carried out in quantitative terms using 500 Indian consumers via SEM.

Keywords: Green Marketing Practices, Consumer Attitudes, Green Purchase Intentions, Structural Equation Modeling, Sustainable Consumption, India.

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INTRODUCTION

Some of the most pressing challenges that the government, industries, and consumers around the globe face today are the destruction of the environment, climate change, overexploitation of natural resources, and pollution. Due to the process of industrialization and economic development through it, various negative effects have been observed in terms of carbon emissions, plastic pollution, water pollution, and biodiversity depletion. Thus, sustainability has become an important aspect not only for corporate social responsibility but for all the businesses globally.

India is considered to be one of the fastest-growing economies in the world. Indian consumer behavior has undergone a lot of changes during the last ten years. Various factors are responsible for such a change in the consumer behavior of Indians. Some of them are mentioned below.

It is in such places where green marketing practice has caught up in many organizations from all types of industries, and this makes green marketing a crucial part of the marketing practices. As stated by Kotler & Keller (2016), green marketing can be defined as the practice of planning, designing, promoting, pricing, and distributing the goods and services that are friendly to the environment and also meet the needs of the customers. Green marketing is different from the traditional marketing because in the traditional marketing practice the only consideration is to meet consumer's need, while in the green marketing the whole process from the sourcing of raw materials to disposal of waste is taken into consideration.

Sustainability practices have become increasingly important for FMCG companies that operate in India because of the environmentally conscious consumers. Some of the sustainability practices being followed by these companies are sustainable packaging, use of biodegradable packaging material, lesser use of plastic material, carbon neutral manufacturing

process and sustainable supply chain management. In addition to meeting the environmental standards, these sustainability practices have also been followed in order to build a good brand image and brand loyalty.

Nevertheless, it should be said that none of the achievements mentioned above can be used as an indicator of eco-marketing campaign efficiency. First of all, it is needed to note that there are firms spending great money on promoting their eco-image. However, regardless of all measures undertaken by these firms, people simply refuse to buy eco-products produced by them. It should be said that people have a great opinion about eco-products. However, due to various reasons, such as high price, environment, non-availability, convenience and labeling, people would prefer to purchase non-eco products. This inconsistency in behavior and attitudes of people brings certain challenges both for practitioners and researchers.

In particular, consumer's attitude turned out to be one of the main psychological factors influencing consumers' purchase decisions with regard to eco-products. As a rule, consumer's attitude can be defined as the assessment of the eco-product by consumers based on their beliefs, emotions and experience. People having positive attitudes to eco-products would purchase these products, promote eco-companies and would like to purchase eco-products in the future. Therefore, it is extremely important to study the effect of green marketing campaign on consumer's attitude to eco-products.

Probability of Green Products and Non-Green Products is shown below in the table. Anything that is related to spontaneous purchase decision has to be dealt with according to the decision made by the individual; intentions are just one of the many variables that affect the decision making process for purchase. There are many studies that show individuals with positive attitude towards nature tend to choose green products.

In accordance with Model "Stimulus-Organism-Response," the stimuli play an important role in the formation of consumer attitude and consumer psychology in the case study under discussion. Behavioral Intention plays an important role in the formation of consumer attitudes, subjective norm, and perceived behavioral control in accordance with Theory of Planned Behavior. As for the current case study, the stimuli include eco-marketing, consumer attitudes and purchase intentions. In addition, the psychological reaction of consumers is investigated in the case study in question. The case study in question is supposed to make an important contribution to the state-of-the-art. Firstly, the problem of sustainable consumer behavior is discussed on the basis of consumer attitude mediation. Secondly, the problem of sustainable development is investigated on the basis of Indian market. Thirdly, the theories mentioned above can become the theoretical framework for the analysis of the psychological reaction of consumers to eco-marketing. Fourthly, the results of the case study in question will be helpful for the development of eco-marketing strategy of sustainable consumption. The goals of sustainable development have been achieved in the Indian market; therefore, the problem of influence of psychological factors on consumer behavior is topical. Organizations that succeed in cultivating positive consumer attitudes using true green marketing strategies will find themselves capable of fostering greater consumer trust, developing a competitive edge, and making important contributions to sustainability.

LITERATURE REVIEW

But there is a need to consider the changes made in the green marketing strategies in the last thirty years. First of all, it is necessary to say that the green marketing strategy depends on the environmental awareness of the company. To put it another way, the environmental awareness of the company is the key point at each stage of the production and distribution process. Second of all, it is important to note that the reputation and competitive advantage of the company are key points in developing the green marketing strategy. In addition, it should be said that the influence of marketing on the environment impacts the behavior of consumers according to Nekmahmud & Fekete-Farkas (2020). Hence, the environmental awareness of consumers depends on marketing according to Paul et al. (2016).

Moreover, it is important to say that the attitude of consumers to eco-products is one of the main factors. It goes without saying that the attitude of consumers to eco-products depends on the theory of planned behavior by Ajzen. However, it is necessary to emphasize that the behavior of consumers depends on their attitudes. The attitudes of consumers to eco-products are positive.

Of course, there are some pieces of research that prove this relationship. Specifically, Joshi and Rahman (2017) found out that favorable environmental perceptions have an important role for customers' purchase intention toward environmentally friendly products. Additionally, Yadav and Pathak (2017) proved that customers who have favorable environmental perceptions are ready to purchase environmentally sustainable goods even in case of higher price.

However, existing literature shows the existence of the attitude-behavior gap. Despite many people having positive attitudes towards sustainability, customers' behavior is inconsistent because of such factors as economic aspects, effectiveness of products, doubts about environmental sustainability, and the lack of goods on the market.

At the same time, the importance of consumers' perceptions is a relevant issue in modern literature. Specifically, Kautish et

al. (2019) showed that green marketing strategies affect consumers' buying intentions indirectly through improving their attitudes and environmental perceptions. Furthermore, Nguyen et al. (2019) state that environmental communication affects consumers' perceptions, thus affecting their purchase decisions.

Taking into account existing literature, it can be said that green marketing strategies have influence on psychological perceptions that lead to customers' attitudes and purchasing intentions. Nevertheless, there is no empirical proof of this mediation in the Indian context.

Research Gap and Justification

Yet, despite the presence of a large amount of academic writing on sustainable marketing and consumer behavior, there are certain gaps within the existing literature on this subject.

First of all, a great many researches have been made regarding the influence of green marketing on consumers' intentions to buy. However, none of these researches has taken into consideration the influence of certain psychological aspects that might have an impact on the issue under consideration. Consumers' perceptions are considered to be independent variables, not mediators.

Second of all, whereas most of the researches were done in the context of the developed countries, the situation in developing countries like India is entirely different.

Third of all, there is not a single paper written that uses the theory of planned behavior and the stimulus-organism-response model when exploring consumers' green purchase intentions.

Fourth of all, the fast-paced development of sustainable FMCG market in India provides certain premises for doing research on the effects of green marketing on consumers' perceptions and green intentions.

Thus, the main aim of this research paper is to fill the gaps mentioned above.

Research Objectives

- To examine the impact of green marketing practices on consumer attitudes toward green products.
- To investigate the influence of consumer attitudes on green purchase intentions.
- To examine the mediating role of consumer attitudes in the relationship between green marketing practices and green purchase intentions.

Theoretical Foundation

In general, the theoretical model under discussion includes the two theories interaction.

5.1 Theory of Planned Behavior (TPB)

It should be stated that according to the Theory of Planned Behavior (Ajzen, 1991), the desire to perform particular actions depends on the attitude of a person to such actions, social norms, and actions control. As for the current paper, the main element is the attitude towards green products. The strategy of green marketing allows creating positive attitude and encouraging purchasing intentions.

5.2 Stimulus-Organism-Response (S-O-R) Model

As for the Stimulus-Organism-Response theory (Mehrabian & Russell, 1974), it states that the influence of environmental stimuli influences the psychological condition of a person and results in particular actions.

The following elements should be defined within the framework of the current research:

- Stimulus (S): Eco-Friendly Marketing Strategy
- Organism (O): Consumer's Attitude
- Response (R): Eco-Friendly Purchase Intention

Therefore, the two theories (TPB and S-O-R models) are sufficient for building a theoretical model that explains the connection between corporate sustainability and consumers' intentions due to changes in attitudes.

Hypotheses Development

The marketing strategies that will be implemented in the organization will depend on the level of commitment of the organization to environmental sustainability by way of producing eco-friendly products, green labeling, sustainable packaging, and ethical marketing. These marketing practices will improve the perceptions of the consumers about the eco-consciousness and credibility of the firm.

H1: Green marketing practices have a significant impact on consumer perceptions.

Positive perceptions about eco-friendly products will lead to higher purchase intention since these products are socially responsible and environmentally beneficial.

Consumer attitude has a considerable effect on the purchase intentions of the consumers about the eco-friendly products.

H2: Green marketing practices will affect consumer purchase intention through affecting their perceptions.

This is an important psychological relationship between marketing practices and consumer behavior of an organization.

H3: Consumer attitudes positively moderate the relationship between green marketing practices and green buying intentions.

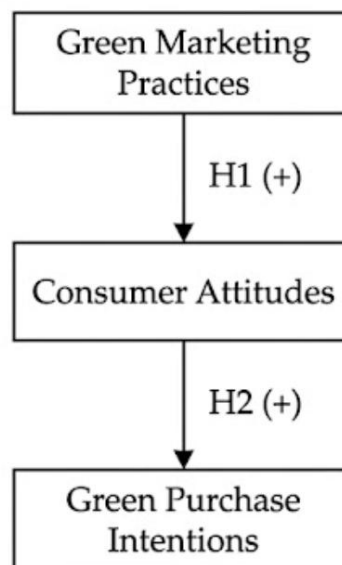


Figure 1: Proposed Conceptual Framework

RESEARCH METHODOLOGY

As a matter of fact, it is important to point out at this stage that the methodology used by the researcher in carrying out his research on the effect of GMP on GPI using the perspective of consumer attitudes has been developed by the researcher himself. In light of this fact, it is important to note that the methodology used by the researcher is very effective for any kind of research because of its statistical nature.

The population for the current study comprises of Indian consumers who had purchased or have intention to purchase eco-friendly FMCGs during the last six months. The survey was carried out on individuals from metropolitan as well as tier II cities such as, Delhi NCR, Mumbai, Bangalore, Hyderabad, Pune, Jaipur, Lucknow, Chandigarh, Ahmedabad, and Dehradun. This can help to attain diversity in the demographic as well as socio-economic profile of the participants of the study. This could be done with the help of the high demand for eco-friendly FMCGs and the environmental problems faced by the consumers. To find out the awareness of the participants about the eco-friendly products, non-probability sampling technique has been used in the study which is called purposive sampling technique. According to the sample size criteria of Structural Equation Modeling with Mediation analysis provided by Hair et al. (2022), the sample size of more than 400 is sufficient for Structural Equation Modeling with Mediation Analysis. Therefore, 560 questionnaires were distributed online out of which 500 surveys were received, having 89.3% response rate.

Procedure of data collection involved conducting a survey through a structured questionnaire from January to March 2026. The data collection procedure involved the use of Google form software. Links of the structured questionnaires were sent among various professional contacts on LinkedIn, WhatsApp, emails, and other social networking platforms in order to invite people to participate in the study from various places in India. The participants freely responded to the survey questionnaire and were briefed on the objective of the research, confidentiality of their responses, the educational nature of the data collection activity and right to discontinue the survey anytime. Inconsistent data responses were deleted from the data in order to improve the quality of the data collected.

The Structured Questionnaire contained four sections. Gender, age, education, occupation, monthly income and the frequency of purchasing green products were obtained from the first section of the questionnaire. Green marketing practices were addressed in the second section of the questionnaire whereas corporate accountability was addressed in the third section and GPIs in the fourth section. The scales were answered by the respondents using 5 point Likert scale (1= Strongly Disagree, 5= Strongly Agree).

The instruments were designed taking into account certain literature on the matter, but adapted in view of specific features of the Indian FMCG industry. Green Marketing Practices were assessed based on the scale questions suggested by Chen &

Chang (2013), Paul et al. (2016), and Yadav & Pathak (2017). The concepts taken into consideration in terms of Green Marketing Practices included sustainable packaging, honest green advertising, eco-labelling, corporate environmental responsibility and green marketing practices. Consumer Perception was evaluated through the scale questions by Ajzen (1991). The concept in question referred to the perception of environmentally friendly products. Green Purchase Intention was assessed using the scale questions suggested by Paul et al. (2016). The questions referred mainly to the intention of respondents to buy, recommend and pay more for eco-friendly products. Consequently, the questionnaire consisted of 15 questions divided equally between all three constructs.

The results of the analysis of the demographic characteristics demonstrate that the selected sample of respondents consists of environmentally conscious consumers. Out of 500 participants, 56.2% were male while 43.8% were female. The biggest age group included those who were 26-35 years old (45.6%). There were also respondents aged 36-45 (22.8%), 18-25 (20.4%) and over 45 (11.2%).

In addition to qualification, majority of the participants in the sample (54.2%) had postgraduate qualification, 29.2% had degree qualification and 16.6% participants had doctorate degree. In addition to qualification, majority of the participants in the sample (54.8%) belonged to private companies and some of them belonged to business men, government employees and students. From the above data, it can be seen that the participants were highly educated and knowledgeable regarding the concept of sustainable consumption.

From the above table, it is clear that the participants had very positive attitude towards green marketing practices and green purchase intentions. It is evident from the mean and standard deviation of Green Marketing Practices (Mean=3.98, Standard Deviation =0.69), Consumer Attitudes (Mean = 4.11, Standard Deviation = 0.61) and Green Purchase Intention (Mean = 3.92, Standard Deviation = 0.72).

Reliability and validity of measurement model was checked before carrying out structural model analysis. The internal consistency of all the constructs was checked using Cronbach's Alpha and Composite Reliability (CR). The value of all the constructs was greater than 0.70 whereas the Cronbach's Alpha ranged between 0.901 and 0.918 and Composite Reliability between 0.925 and 0.939.

Speaking about the issue of convergence validity (factor loading and AVE), the following things should be taken into consideration. Firstly, one should say that, in case of factor loading, their values vary between 0.78 and 0.91. Secondly, regarding AVE, it is important to emphasize that their values vary between 0.734 and 0.767. This means that factor loading and AVE are above 0.50. Furthermore, the calculation of discriminant validity in the current research will be done using HTMT.

The first type of bias which can happen in case of measuring approach to the same variables is common method bias. Speaking about the definition of this phenomenon, one can state that the Harman single factor test will be used in this research for measuring it. Speaking about the table below, the variance of the first factor equals 36.41%.

The software package which can be used for data analysis is IBM SPSS Statistics 29 and AMOS 29. The difficulties encountered while conducting data analysis include:

Data Cleaning; Missing Value Analysis; Descriptive Statistics; Reliability Analysis; Confirmatory Factor Analysis (CFA); Convergent Validity; Discriminant Validity; Structural Equation modeling; Mediation Analysis; and Model Fit Analysis. The bootstrapping approach was applied to test the hypotheses.

For this specific situation, the estimation of the model will rely on the measurement models. As seen from the above statement, it is quite clear that structural equation modeling will be applied in testing the measurement model because it is necessary to control for errors in the measurement model as well as in the structure model. It is important to note that mediation will be done through structural equation modeling.

Conclusions on goodness of fit of the proposed model based on the above results can be reached. The threshold values of goodness of fit for the proposed model have been obtained based on recommendations of Hair et al. (2022) and Kline (2023). For instance, $\chi^2/df = 2.184$, which is the goodness of fit criterion in the proposed model. Apart from χ^2/df , there are several other goodness of fit criteria in the proposed model. They include: GFI = 0.942, AGFI = 0.918, CFI = 0.968, TLI = 0.961, IFI = 0.968, and NFI = 0.946. Goodness of fit of the proposed model apart from the listed criteria is attained by error RMSEA = 0.049 and SRMR = 0.041.

That is, in the case under discussion, the test, which is utilized for proving or refuting the formulated hypotheses, is the one, which measures the correlation between the variables. Based on the results of the conducted research analysis, it can be stated that the positive correlation between Green Marketing Practices and Consumer Attitudes ($\beta = 0.691$, CR = 16.874, p

< 0.001) was found. Thus, the first hypothesis is supported. It means that the environmentally-oriented marketing practices such as sustainable packaging, green marketing communication, and environmental certification affect the formation of positive consumer attitudes to green products. In addition, it has been proven that Consumer Attitudes influence Green Purchase Intentions ($\beta = 0.736$, CR = 19.246, $p < 0.001$).

The predictability of the structural model was estimated using the Coefficient of Determination (R^2). Having analyzed the above results, it is necessary to say that Green Marketing Practices explain 47.7% of variance of Consumer Attitudes ($R^2 = 0.477$) and Consumer Attitudes explain 54.2% of variance of Green Purchase Intentions ($R^2 = 0.542$). Consequently, one can state that the above coefficients show high predictability of the model. In order to estimate the effect size (f^2), the statistically significant influence of each of structural paths was examined: GMP $\rightarrow$ CA ($f^2 = 0.51$); CA $\rightarrow$ GPI ($f^2 = 0.63$). Thus, it can be stated that these variables have the ability to make predictions concerning endogenous variables. The predictability of the structural model was evaluated using Stone-Geisser Q^2 that was calculated using the technique of blindfolding. Positive values of the coefficient for Consumer Attitudes ($Q^2 = 0.334$) and Green Purchase Intentions ($Q^2 = 0.401$) allow stating that the developed model has predictive relevance.

Moreover, the mediation role of Consumer Attitudes in the relationship between Green Marketing Practices and Green Purchase Intention was assessed by means of bootstrapping with 5,000 samples. From the following figure, it becomes obvious that the value of the direct impact of Green Marketing Practices on Green Purchase Intention is equal to $\beta = 0.182$, while the value of the indirect impact of Green Marketing Practices on Green Purchase Intention mediated by Consumer Attitudes is quite high ($\beta = 0.509$; $p < 0.001$). Furthermore, it should be mentioned that the 95% confidence interval of this indirect impact does not include zero value (0.417 – 0.601). Therefore, it is possible to conclude that this impact is statistically significant. Consequently, taking into account the fact that both mediation and direct impacts are statistically significant, it becomes possible to claim that Consumer Attitudes are partial mediators.

Contrary to this, one may safely say that the listed assumptions have been scientifically proven. To begin with, the quantity of the evidence presented may serve as a proof of the presence of the mediator in the model presented above. This means that the evidence received proves that green marketing plays an important role in attitude formation and purchase intentions. Speaking about the adequacy of the above-presented model as the mediator, it is worth saying that one should consider the following models, namely TPE and SOR.

Table 1: Structural Model Fit Indices

Fit Index	Recommended Value	Obtained Value	Interpretation
χ^2/df	< 3.00	2.184	Good Fit
GFI	≥ 0.90	0.942	Good Fit
AGFI	≥ 0.90	0.918	Good Fit
CFI	≥ 0.90	0.968	Excellent Fit
TLI	≥ 0.90	0.961	Excellent Fit
IFI	≥ 0.90	0.968	Excellent Fit
NFI	≥ 0.90	0.946	Good Fit
RMSEA	< 0.08	0.049	Excellent Fit
SRMR	< 0.08	0.041	Excellent Fit

Table 2: Structural Path Analysis

Hypothesis	Structural Path	β	C.R.	P-value	Decision
H1	Green Marketing Practices $\rightarrow$ Consumer Attitudes	0.691	16.874	<0.001	Supported
H2	Consumer Attitudes $\rightarrow$ Green Purchase Intentions	0.736	19.246	<0.001	Supported

Table 3: Structural model Assessment

Construct/Relationship	Value	Interpretation
Consumer Attitudes (R^2)	0.477	Moderate Explanatory Power
Green Purchase Intentions (R^2)	0.542	Substantial Explanatory Power

GMP → CA (f ²)	0.51	Large Effect	
CA → GPI (f ²)	0.63	Large Effect	
Consumer Attitudes (Q ²)	0.334	Strong Relevance	Predictive
Green Purchase Intentions (Q ²)	0.401	Strong Relevance	Predictive

DISCUSSION

At first, it is necessary to point out that this research focuses on studying the impact of GMP on GPI via CA in India. Therefore, one should keep in mind that information, given in the results section, is sufficient for testing our theoretical framework and understanding the role of CA as a psychological variable that can be used in GMP in order to influence purchase intention.

Speaking about the results given above, one can state that there is a positive impact of GMP on CA; hence, hypothesis H1 is supported. That is to say that green marketing practices, which include such elements as eco-packaging, green communication, green advertisement, sustainability certification, and corporate social responsibility, have an effect on consumer attitudes towards green products. In this regard, it is possible to refer to the theory of planned behavior, offered by Ajzen in 1991. This theory claims that consumer attitudes towards particular products are based on positive beliefs towards these products.

Along with that, it was possible to confirm the hypotheses about the influence of Consumer Attitudes on Green Purchase Intentions, which makes H2 verified. The consumers who believe that their products are eco-friendly, socially responsible and useful to themselves are willing to make a purchase of such products. Hence, the importance of consumer attitudes in stimulating the aforementioned responsibility of people is proved (Joshi & Rahman, 2017).

With respect to the third hypothesis, the most interesting discovery of this research is the mediating role of Consumer Attitudes, which confirms H3. This means that the effect of Green Marketing Practices on Green Purchase Intentions is mediated by the attitudes and perceptions of consumers. This means that apart from environmentally-friendly actions, the company should also take into account consumers' attitudes and perceptions.

The coefficient of determination (R²) is equal to 0.542. This means that the theoretical model explains fifty-four percent of variance in Green Purchase Intentions.

In fact, this is the very reason why this team of researchers was able to analyze the consumer consumption pattern of green products in terms of environment, sustainable development policies of the government, education, internet, and the environment.

This is just one example where it shows how perceptions may be associated with the purchase of eco-friendly products.
Theoretical Implications

Besides this, it is possible to indicate some contributions of the current research to green marketing and sustainable consumption.

First of all, it should be said that the importance of Consumer Attitudes towards Green Purchase Intent mediation in green marketing should be underlined in the current research.

Secondly, it should be noted that two theories were used in the current research: Theory of Planned Behavior (TPB) and Stimulus-Organism-Response (S-O-R). It is obvious that TPB can help to analyze people's behavior and attitudes, while S-O-R theory can help to understand the influence of stimuli on people's psychology concerning certain behavior.

Moreover, another contribution of the current research to the science is associated with the fact that empirical research conducted in India are very rare because the issue of sustainable consumption becomes more urgent in India. The fact is that the majority of such researches are carried out in developed countries.

Finally, it should be noted that the current research makes one more contribution to the science.

Managerial Implications

Certain recommendations may be made to corporate firms, marketing professionals, government and environmentalists on the basis of the findings of this study.

It is vital for the corporate firms to ensure that they formulate an environmental marketing plan which goes much further than the usual way of advertisement. The environmental impact of the firm as well as the marketing plans of the corporate firm will need to be kept in mind. It must be kept in mind by the corporate firm that their attitude towards the environment must not be superficial in nature.

Corporate firms should use their financial resources to manufacture eco-friendly products as well as packages that involve low usage of plastic and other sources of renewable energy.

Communication transparency in the area of environmental marketing can be accomplished through labeling, carbon footprinting and environmental assessment.

For making sure that the customers get to learn about the environmental sustainability of the products, which are being manufactured by the organization, the best method would be digital marketing, customer connectivity and dissemination of information. The management of the company needs to communicate the accomplishments that the organization has made in terms of environmental sustainability of the products.

Methods of green communication such as recycling, reuse of packaging material, rewards for buying sustainable products and environmental education become very important for the organization.

From the above discussion, it can be seen that it is very important for the policymakers to work towards environment education, eco labeling and collaboration between the government and the organizations for educating the consumers about sustainable products.

This is very important in light of the increasing desire of the people to buy sustainable products.

CONCLUSION

Environment sustainability has emerged as an important aspect in strategic planning due to the initiatives undertaken by businesses in order to compete and act responsibly. Among such initiatives that businesses undertake in order to exhibit their commitment to environmental sustainability is the use of green marketing and consumer attitudes towards green purchase intention.

The objective of the present research study is to explore the impact of Green Marketing Practices on Green Purchase Intentions through Consumer Attitudes among 500 consumers in India. It has been observed in the present study that there is a strong influence of Green Marketing Practices on Consumer Attitudes which further impacts Green Purchase Intention. Additionally, Consumer Attitudes are the partial mediators for the relationship between Green Marketing Practices and Green Purchase Intention.

Consequently, it can be stated that TPB & S-O-R Integrated Model is an outstanding model with which the effect of the activities that take place in the external environment in the course of marketing can be assessed in respect of consumer analysis. It is caused by the exceptionally high level of explanations provided by the model; thus, the application of the model in the analysis of sustainable consumer behavior in the developing countries becomes reasonable.

According to the results of this research, it can be stated that for the companies that aim at ensuring that consumers behave sustainably, it is not enough to concentrate on green marketing stimuli but also on the attitude of consumers toward the environment.

Apart from academic significance, this research is also significant for the managers in India.

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