

Investigating the Relationship between Green Loyalty and Green Behavior on Green Purchase Decisions with the Moderating Effect of Environmental Concerns

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Abstract

The research investigates the effect of Green Loyalty and Green Behaviors on Green purchasing choices, emphasizing the moderating influence of environmental consciousness among consumers of environmentally-friendly fashion, encompassing garments, accessories, and footwear. This complex association was carefully assessed in this study using a survey approach entailing a 16-item questionnaire based on a 5-point Likert scale. More specifically, the selected sample involved customers who belong to the Southern Punjab region. The empirical results further pointed out the importance of both the constructs of green loyalty and green behaviors in making green purchases; however, the environmental concern failed to become an important moderating factor in this regard. By grounding the study in the present environmental context, the research underscores the relevance of green products for present-day business while emphasizing that marketers have to manage two key factors: customer loyalty and behaviors to encourage green buying. This research effort is unique in its attempt to examine green loyalty in relation to green behavior and green buying behavior with special reference to the moderating role of environmental concern.

Keywords: Green Loyalty, Green Behavior, Green Purchase Decision, Environmental Concerns

Introduction

Globally, humankind's historical disregard for the natural world has precipitated extensive environmental degradation (Tang et al., 2020). The increasing emphasis on environmental preservation arises from an urgent necessity to mitigate the effects of climate disruption, manifested through phenomena such as global warming, contamination of aquatic ecosystems, and the encroachment of deserts. These developments present profound threats to human well-being, a matter of enduring concern (Dwidienawati et al., 2021). The collective environmental ethos, encompassing individuals' intrinsic values and behavioral tendencies, underscores the essential need for a populace that is both enlightened and motivated, equipped to safeguard ecological systems for posterity (Sharma et al., 2020). In old times, the heightened awareness of

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environmental concerns has catalyzed a burgeoning interest in green goods, which has, in turn, profoundly influenced consumer behavior and corporate strategy. The concept of "green loyalty" and its relationship to sustainable purchasing behavior is becoming a pivotal area of inquiry. Green loyalty refers to consumers' steadfast allegiance to environmentally sustainable brands, a loyalty that significantly shapes their purchasing patterns over time. This evolving dynamic is central to understanding the driving forces behind the growing inclination toward ecological consumption. This loyalty is encouraged by environmental consciousness, brand trust, and the perceived effectiveness of green goods (Saeed et al., 2023). The prevalence of global environmentalism necessitates that companies prioritize ecological sustainability. Consequently, they are eager to identify innovative strategies for utilizing green marketing to promote their goods in the green age. More firms are interested in developing a green brand image to distinguish their green contributions, as green promotion has become an essential method of appealing to consumers who prioritize environmental protection (Chen & Wu, 2015; Chen & Chang, 2013; Wu & Lin, 2016). Moreover, environmental movements are increasingly prevalent globally. This popularity has compelled numerous companies to cultivate an environmentally friendly image via green marketing. There is a growing tendency to demonstrate environmentally conscious behavior today. CSR initiatives positively impact consumer behavior and green purchasing intentions, particularly when a company's ethical stance is explicitly communicated, regardless of whether CSR activities favor the firms or the consumers (Mli & Rabeeu, 2024).

Consumers appear increasingly inclined to incorporate sustainable goods into their routine use, such as organic foodstuff items and Forest Stewardship Council-proficient timber goods. *Green products* are defined as objects that have a minimal adverse influence on the atmosphere, do not compromise human health, and are typically composed of biodegradable, plant, and sustainable materials or have decomposable components (Reshmi and Johnson, .2014). Green customer loyalty denotes a client's inclination to sustain a relationship with an organization that highlights conservational concerns and their commitment to steadily repurchase a favored product in the future (Chang & Fong, 2010).

The empirical research on green marketing has a rich history that spans various disciplines, including financial markets, philosophical thought, administration, promotion, and psychological research. The majority of market concepts that inspect the impact of specific variables on green purchasing conduct believe that ecosystem values and knowledge influence consumers' environmental perspectives to influence green purchasing behavior. (Xu et al., 2020; Guan & Frenkel, 2019). Additionally, there are market hypotheses that examine the effect of internal and outside forces on green purchase behavior. Several believe that both specific and external issues have a direct influence on green purchase behavior (Trivedi et al., 2018; Wang et al., 2017). Others believe that external factors contribute to stabilizing the connection between intrinsic factors and purchase behavior. (Li et al., 2018).

Green loyalty is defined as consumer loyalty to green brands based on customer values in a manner that overcomes the traditional perception of price or convenience (Chen, 2010). *Green loyalty* is a process that unfolds through time and is a strong indicator of repeated green purchases. In this study, green loyalty is established as a predictor variable, illustrating how consumers' loyalty to sustainable brands results in repeat green consumption. Green loyalty is, therefore, not just an observed behavioral disposition; it is a disclosure of values the holder may deeply cherish, which, if tapped, arguably can transform green purchasing intentions

Literature Review

Relationship between Green Behavior and Green Purchase Decision

Sharma and Foropon (2019) studied green buying habits and the features of goods linked to choices to acquire green goods and found that customers are eager to address ecological issues and may be ready to purchase green items, provided that the green items operate similarly to non-green merchandise in respect to price, effectiveness, resilience, and ease of use. Highly conscious shoppers engage in unreserved purchasing and are willing to give up the ease and convenience linked to green goods.

Lopes et al. (2024) examine the key green marketing factors influencing Generation Z's green purchasing decisions in Portugal. It finds that green inclination to purchase, price awareness, and perceived benefits are positively linked to environmental concerns, which in turn mediate their effect on green purchase decisions. This study highlighted the unique part of environmental concerns for Generation Z and provides insights for manufacturers and policymakers to better target this cohort in promoting eco-friendly products.

Mabkhot (2024) investigates the factors influencing millennial green purchase behavior (GPB) in emerging markets, utilizing the theory of planned behavior. Based on a survey of 1,094 students from King Faisal University, it was found that environmental awareness and product value positively influence GPB, while trust, price sensitivity, and perceived quality do not. Cheung and To (2019) studied the process and circumstances of how customers' concern for the environment affects buying habits implicitly through environmental perceptions. Consumers' views on environmental issues and attitudes towards eco-social advantages had more impact on green product purchasing instead of poor-quality goods. So, it can be concluded that there exists a strong relationship between Green Behavior and Green Purchase Decisions, and the following statement can be hypothesized.

H1: There is a significant relationship between green behavior and green purchase decision.

Relationship between Green Loyalty and Green Purchase Decision

Brand loyalty refers to an individual's consistent preference for purchasing the same goods, company, or service continually, demonstrating an intention to purchase again a favoured option in the marketplace (Dick & Basu, 1994; Oliver, 1999). In addition, loyalty may be employed to quantify an individual's commitment or dedication to a product, business, or service, as well as their intention to make repeat purchases. (Dick & Basu, 1994). *Green brand loyalty* is defined as 'the level of intent to repurchase caused by an enthusiastic environmentally conscious and sustainable engagement towards a business.' Organizations can boost the practicality of their sustainable goods, build the audience's green brand loyalty, and boost the revenues of respective green items (Chen, 2013).

Das et al. (2024) investigate how green marketing influences consumer behavior, specifically focusing on purchasing habits, brand loyalty, and inclination to pay an extra amount for eco-friendly goods. Drawing upon a quantitative framework with a cohort of 200 consumers previously engaged in the purchase of sustainable products, the research elucidates that robust green marketing strategies exert a profound influence on consumer decision-making and foster heightened allegiance to environmentally mindful brands. The revelations from this study illuminate the necessity for enterprises to integrate potent green marketing initiatives to effectively champion eco-friendly offerings. Dabija et al. (2018) meticulously examined the interplay between consumer eco-conscious behavior and green loyalty within various retail contexts. Their conclusions underscore that individuals' prior engagements with, and positive predispositions

toward, sustainable and eco-aligned goods referred to as green behavior fluctuate significantly across different retail environments when cultivating green loyalty. The empirical evidence suggests that respondents' antecedent green experiences with fashion-related products weigh more heavily than their experiences with food products in engendering loyalty. This nuance in consumer behavior emphasizes the differentiated impact that product categories have on green loyalty, with fashion emerging as a more pivotal determinant in driving continued eco-conscious engagement. Ramadhan et al. (2024) examine how green marketing, brand image, advertising, and price influence product purchasing decisions. They find that green marketing has no substantial effect, while brand image, advertising, and price positively impact decisions. Managers should focus on maintaining an eco-friendly image, consistent branding, and competitive pricing.

Choi and Lee (2019) studied the implications of characteristics such as engagement with skin safety, confidence in knowledge specific to the domain, and feelings of security and ethical standards of green-grade beauty products on purchasing choices about green-grade cosmetology. The brand loyalty component was also evaluated for our research model. It was determined that the stronger the interest in skin safety, the greater the expectation in domain-specific knowledge, the lesser the brand loyalty and the more people are inclined to purchase green-grade makeup. Hence, the following verdict can be proposed.

h2: there is a significant relationship between green loyalty and green purchase decision.

Moderation effect of Environmental concerns on the relationship between Green Behavior and Green Purchase Decision

Green consumer behavior is associated with buying green products and services that are ecologically safe, protect the environment, and help reduce waste and pollution (Mostafa, 2007; Huang et al., 2014). Consumers who exhibit green behavior are usually concerned about the environment and ensure that the products and services they consume are environmentally safe. Existing literature supports the presence of a positive relationship between consumers' green behavior and their green purchase decisions. A vast amount of data supports the direct relationship between environmental concern and the desire to exhibit green behavior (Park & Lin, 2020; Goh & Balaji, 2016).

Customers who are concerned about environmental concerns have a favorable attitude toward green goods and are strongly driven to purchase environmentally friendly items to keep a good, healthy lifestyle (Magnier & Crié, 2015; Tompa et al., 2020). According to the study by Huang et al. (2014), environmental consciousness has a positive impact on consumers' green behavior. He noticed that environmentally conscious customers prefer the services of green hotels over non-green hotels. A study by Borah et al. (2024) examines the impact of green consumer knowledge on Gen-Z's green purchase behavior in the footwear industry, focusing on the roles of consumer social responsibility, green advertising, and green consumer trust. Using data from 559 Chinese Gen-Z consumers, it finds that green knowledge influences green purchasing, with consumer social responsibility partially mediating this relationship. Green advertising and trust strengthen this effect. The research highlights the importance of educating Gen-Z on sustainability to promote eco-friendly purchasing.

In their study, Alghamdi and Agag (2024) investigated the factors influencing conscious green purchasing behavior (GPB) and the impact of COVID-19 on consumers' GPB in Saudi Arabia. Using the S-O-R model and data from 884 respondents, the research finds that media and peer influence significantly activate altruistic and egoistic motivations for green purchasing, while family influence is insignificant. Peer influence has a stronger impact on GPB than media, and the

pandemic positively affected the adoption of green purchasing. The study offers valuable insights for marketers on promoting green consumption.

The existing literature motivates the current study to hypothesize the following:

H3: Environmental concerns moderate the relationship between green behavior and green purchase decision.

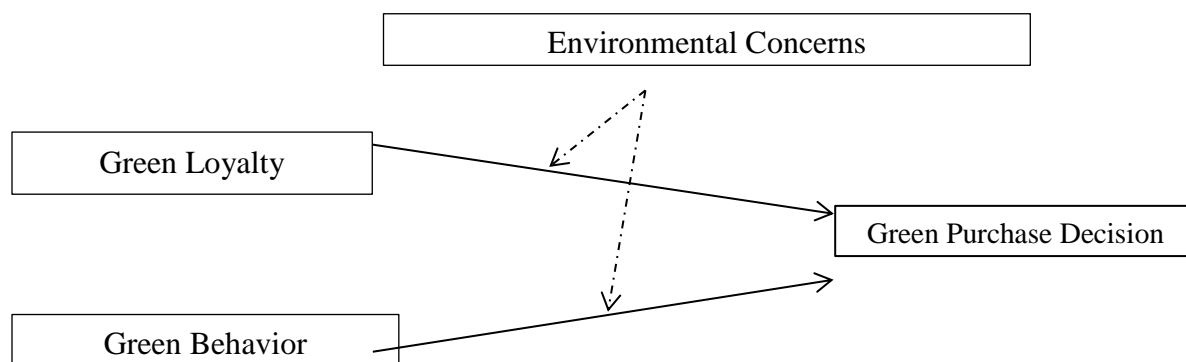
Moderation effect of Environmental concerns on the relationship between Green Loyalty and Green Purchase Decision

Nekmahmud et al. (2020) delved into the determinants influencing consumer proclivity toward making ecologically conscious purchasing decisions in Bangladesh, with a particular focus on the ramifications of green marketing. Their study underscored that, in emergent economies, communicating any environmental product requires increasing the consumers' awareness, perceived benefits, brand loyalty, and environmental consciousness. In addition, self-health consciousness and ecological sensibility are the other important aspects reflecting young people's attitude towards natural food identified (Rana & Paul, 2017). In one study by Utami et al. (2024), the complex relationship between the use of environmentally friendly raw materials and customers' awareness of the environment, purchasing behavior, and customer loyalty was examined among industrial companies in Central Java. By using the SEM-PLS approach on the 125-respondent database, the current study affirmed a sound relationship between sustainable practice and customer awareness that defined their purchase decisions and loyalty. It also reaffirms the need for sustainability to dictate new consumer habits, business relationships, and loyalty. The research presented supports the argument, stating that consumers of a young age show a heightened active propensity to make green product purchases, given their higher environmental consciousness, which is also highlighted by Yadav and Pathak (2017). The study showed that environmental concern influences the consumers' willingness to purchase environment-friendly products significantly and positively, thus supporting the findings of (Kamalanon et al., 2022)

H4: Environmental concerns moderate the relationship between green loyalty and green purchase decision.

Research Framework

Figure 1: Research Framework



Methodology

Research Design

It is the principal obligation of the scholar during the research to concisely define the research design (Saunders & Lewis, 2019). This study utilized the quantifiable method because this study has used questionnaires to collect responses from individuals. The positivism philosophy is used in this research as this comprehends general philosophical position (Saunders & Lewis, 2019). The 5-point Likert scale was used as a survey instrument to collect the data from respondents (Saunders & Lewis, 2019).

Population and Sample

The population of the study is customers using Green Attire (clothing, accessories, and shoes). The size of the sample for the population of unknown subjects is sufficient up to 100-200 for PLS-SEM analysis (Hair et al., 2019). Since the total population of the customers using Green Attire (clothing, accessories, and shoes) is unknown, about 270 consumers were selected for the study's data collection through a questionnaire survey.

Sampling Technique

Convenience sampling technique is used for this research.

Theory Underpinning

Theory of green purchase behavior (TGBP)

The Green Purchase Behavior Theory (GPBT) elaborates the complex reasons that govern the consumers' decision to purchase green products.. Conceived by Han (2020), the GPBT synthesises the cognitive factors which include cognitive inclinations, ethical considerations, sociocultural expectations, and attitudinal demeanour that jointly control green buying. It also emphasizes the powerful relationship between environmental beliefs and the purchasing intention showing that the subjects with positive environmental perceptions tend to use only environmentally friendly products. Through its broad scope, the GPBT unmasks the complex web of antecedents underlying consumers' inclination to purchase environmentally friendly products and argues that businesses should focus on enhancing the cultivation of an environmental lifestyle and fostering a concrete environmental culture to prop up greenspun consumerism.

Data Collection

Research Instrument and Scale Measures

A five Likert scale was employed to help in capturing all the responses for all the variables wherein the scale ranged from strongly agree to strongly disagree. With regards to Green Loyalty, a questionnaire developed by Iglesias et al. (2011) was used in this study. To assess Green Behavior the current study has used a scale developed from Kim and Choi (2005).. Hahnel et al. (2014) used the questionnaire on green purchase decisions and Cerri et al. (2018) used the questionnaire on environmental concern.

Statistical Analysis

Response Rate

The online survey forms of 400 customers of green products were administrated. The respondents were asked to muster ant/con responses to questions on green consumption in relation to GL, GB, GPD, and EC. Once, the researchers retrieved the 400 distributed questionnaires, a scrutiny was

done on the responses to determine their authenticity. Some responses were removed if they were not comprehensive, or if the respondent answered all questions in the same manner. Finally, only 250 usable questionnaires were used for data analysis.

Table 1: Response Rate

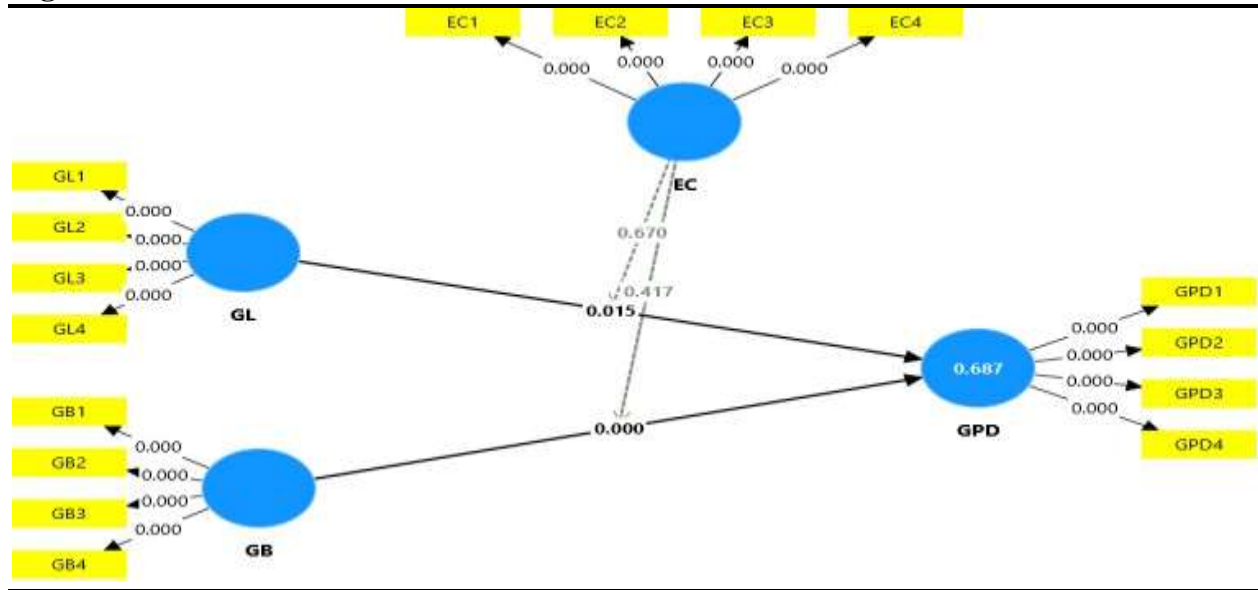
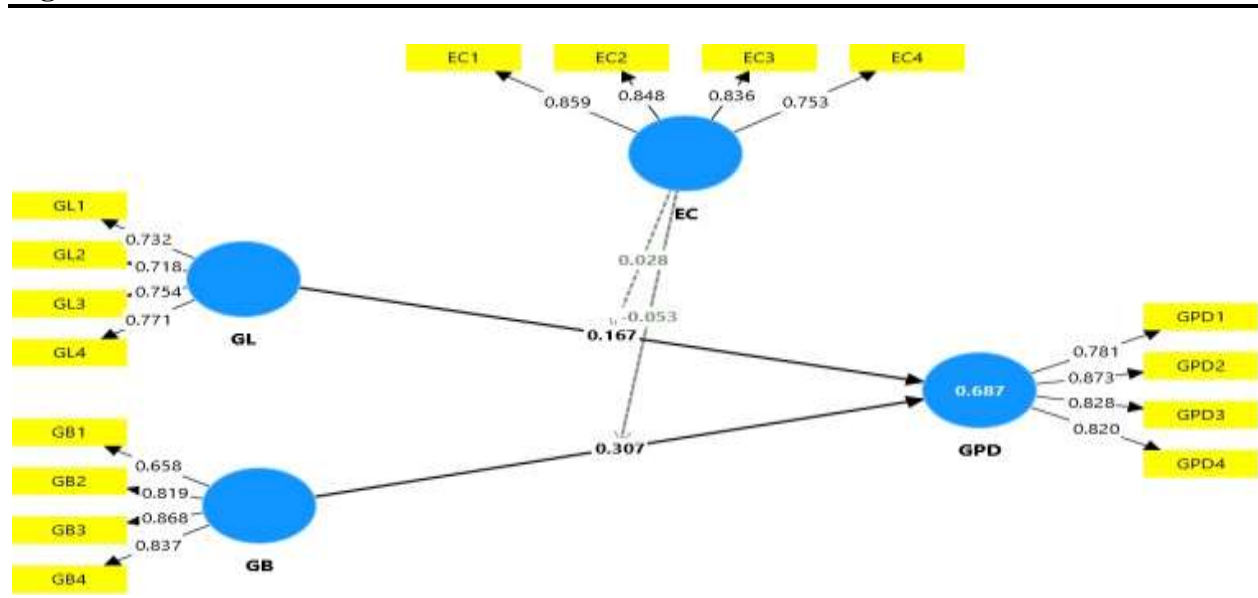
	Circulated	%
	400	100%
Finalized	250	78%

Demographic Profile of the Respondents

Due to the availability of 400 questionnaires we collected 250 effective questionnaires, but there for the response rate is 62.5%. Of the 250 valid responses, a fairly equal gender distribution was found: In the female workers, the mean age was 130 years 52% while in the male workers the mean age was 120 years 48%. The age distribution and educational profile of the participants are shown in the Table 2 below.

Table 2: Demographic Profile of the Respondents

Characteristics	Percentage
Gender	
Male	48%
Female	52%
Age Group	
18-25 years	30%
26-35 years	40%
36-45 years	20%
46 years and above	10%
Education	
High School	15%
Graduate	45%
Masters	35%
Doctorate	5%

Figure 2: SEM-PLS Measurement Model**Figure 3: SEM-PLS Structural Model**

Construct Reliability & Validity

This section addresses the reliability and validity of the constructs in the measurement model using the following key metrics: factor loadings, variance inflation factor (VIF), average variance extracted (AVE), composite reliability (ρ_c), and Cronbach's alpha. The measurement model shows satisfactory reliability and validity. Factor loadings are mostly above 0.70, indicating good representation of constructs (Hair et al., 2019). VIF values are below 3, confirming no multicollinearity issues (Hair et al., 2019). AVE values exceed 0.50, demonstrating good convergent validity (Alarcón et al., 2015). Both composite reliability and Cronbach's alpha are above 0.70, reflecting strong internal consistency across all constructs (Bujang et al., 2018).

Table 3: Validity & Reliability

Constructs	Items	Factor Loadings	VIF	Average Variance Extracted (AVE)	Composite Reliability (rho_c)	Cronbach's Alpha
EC	EC1	0.859	2.404	0.681		0.843
	EC2	0.848	2.214			
	EC3	0.836	1.977			
	EC4	0.753	1.486			
GB	GB1	0.658	1.292	0.640		0.808
	GB2	0.819	1.803			
	GB3	0.868	2.218			
	GB4	0.837	1.976			
GL	GL1	0.732	1.409	0.554		0.732
	GL2	0.718	1.319			
	GL3	0.754	1.425			
	GL4	0.771	1.389			
GPD	GPD1	0.781	1.689	0.683		0.844
	GPD2	0.873	2.315			
	GPD3	0.828	1.912			
	GPD4	0.820	1.879			

Discriminant Validity

The Fornell-Larcker criterion shows that most constructs have acceptable discriminant validity, with the square root of the AVE for each construct being higher than its correlations with other constructs. However, the correlation between EC and GB (0.824) is almost equal to their AVE values, suggesting potential overlap. Other relationships exhibit sufficient discriminant validity. Alarcón et al. (2015).

Table 4: Fornell-Larker Criterion

	EC	GB	GL	GPD
EC	0.825			
GB	0.824	0.800		
GL	0.716	0.771	0.744	
GPD	0.788	0.781	0.703	0.826
Co-efficient of Determination (R²)				
	R-square		R-square adjusted	
GPD	0.440		0.429	

This statistic shows that 44% of the variation in GDP is explained by the independent variables, GB, in your model. It measures how well the independent variables explain the variation in the dependent variable, but it doesn't account for the number of predictors. The adjusted R-squared adjusts for the number of predictors in the model. In this case, it is slightly lower at 42.9%, indicating that some variables in your model may not contribute much explanatory power.

Hypothesis Testing

The first hypothesis stated that, the relationship between green behavior and green purchase decision is statistically significant. The hypothesis is accepted as the ($p\text{-value}=0.000$, $t\text{-value}=3.500$, $\beta = 0.307$), affirmed by existing study by Mabkhot (2024). The second hypothesis stated that, the relationship between green loyalty and green purchase decision is statistically significant. The hypothesis is accepted as the ($p\text{-value}=0.015$, $t\text{-value}=2.424$, $\beta = 0.167$), affirmed by existing study by Lopes et al. (2024). The third hypothesis stated that, the Environmental Concerns moderates the relationship between green behavior and green purchase decision. The hypothesis is rejected as the ($p\text{-value}=0.417$, $t\text{-value}=0.812$, $\beta = -0.053$), contrasting to the result by existing study by Borah et al. (2024). The fourth hypothesis stated that, the Environmental Concerns moderates the relationship between green loyalty and green purchase decision. The hypothesis is rejected as the ($p\text{-value}=0.670$, $t\text{-value}=0.426$, $\beta = 0.028$) contrasting to the result by existing study by Dabija et al. (2018).

Table 5: Hypothesis Testing

Relationships	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Path Coefficient β	Results
GB -> GPD	0.307	0.306	0.088	3.500	0.000	0.307	Accepted
GL -> GPD	0.167	0.173	0.069	2.424	0.015	0.167	Accepted
EC x GB -> GPD	-0.053	-0.056	0.066	0.812	0.417	-0.053	Rejected
EC x GL -> GPD	0.028	0.033	0.065	0.426	0.670	0.028	Rejected

Conclusion

This study aimed to unveil the relationships between Green Loyalty (GL), Green Behavior (GB), and Green Purchase Decision (GPD) with a moderation of Environmental Concern (EC) among consumers of Green Attire in Southern Punjab. The findings indicates the significance of the Environmental Concern (EC) on Green Purchase Decision (GPD) that indicates that people with higher environmental sensitivity are more inclined to favour green purchasing everywhere. Moreover, they found significant positive correlation between Green Behavior (GB) and Green Purchase Decision (GPD), which suggest that people who consciously engage in green behavioral are most likely to opt for green products. Green Loyalty (GL), despite having a positive association with Green Purchase Decision (GPD), was shown to have a smaller direct impact than EC and GB. However, the result revealed that consumers who had high GL toward environmentally conscious brands were more likely to show higher GPB than those with low GL The research also found that EC did not serve as significant moderator the relationship between GL and GPD as well as the relationship between GB and GPD.

Lack of significant interaction effects also means that while environmental concern is a driving force on its own, it does not magnify/attenuate the roles that loyalty and behavior play in green purchasing decisions. Future research studies could build upon this research by covering different other areas of the world, instead of or in addition to Southern Punjab, to discover how the Nature-conserving purchase behaviors might look like within the different cultures and promising macrosocial conditions. For future research to more richly understand the factors influencing green purchase decisions even more, it is possible to also include such variables as green trust, green

brand image, perceived value, etc. These factors might shed further light on other subtle factors, which might affect the green loyalty as well as behaviours.

Managerial Implications

The positive link between Environment Concern (EC) and Green Purchase Decision (GPD) establishes why there is a need to increase the awareness level of the consumer regarding the environment. To achieve the green goal, firms should incorporate environmental discourses into their advertising appeals, stressing the ways in which organisational products and services present sustainable opportunities in the market to promote environmentally responsible consumption. Since GB has an important impact on the Green Purchase Decision, enterprises could use enticements such as environmentally friendly promotions or bonus like discounts on any company's green products or incentives for recycling or buying from environmentally friendly companies. Teaching people to embrace environmentally friendly behavior may intensify their engagement from consumer activity, thus changing consumers' buying habits in favor of sustainability. Companies can even subdivide their consumers according to the extent of environmental sensitivity and practical application of environmentally friendly practices. Thus, delivering more targeted messages along with smoothly customized products, there would be improved interactions and powerful marketing mixes. For example, the audience that is sensitive to ecological issues should be informed in terms of sustainability while an audience that is less concerned demographically with ecological concerns may be more likely to make a purchase based on a promise of decreased costs or increased convenience of the product. Since environmental concern as a critical attitude that plays an important role in the motivation of organizations, these enterprises are ready to devote considerable resources to developing extensive informative campaigns that would explain the environmental consequences of consumers' decisions. This could help to develop an environmentally-conscious audience out of which a long-term change towards making sustainable purchases would be driven. Consultation with the ecological advocacy groups or attaining the eco-label certifications could also enhance the credibility of green endeavours of a company in the eyes of the environmentally sensitive buyers or consumers. It also strengthens brand reputation. Since such partnerships increase the appeal of environmentally-conscious purchases hence making buyers confident that the firm is indeed committed to the cause. By doing these, the business entity will be in a position to capitalize on the growing recognition of sustainability, enhance customers' support, encourage green practices, and make environmental conservation a main determinant of buying.

Theoretical Implications

This study contributes towards expanding the literature on green consumer behavior by shedding light on the hitherto unexplored relationships that exist between Environmental Concern (EC), Green Behavior (GB), Green Loyalty (GL), & Green Purchase Decision (GPD) in context to Green Attire. This research enhances the understanding of green consumer behaviour by integrating Green Loyalty, Green Behaviour, and Environmental Concern into one model in order to assess their collective impact on Green Purchase Decision. While previous research has tended to investigate these factors on their own, this investigation presents a more joined-up approach that ties these factors together more complexly, thus enriching the understanding of green purchasing processes. The strong and positive relationship between Environmental Concern (EC) and Green Purchase Decision (GPD) highlighted the significant role that environmental sensitivity has in influencing the decisions of consumer to act sustainably. This finding is an expansion of the

existing Theory of Planned behaviour whereby it is manifests that environmental attitudes specifically fear of the consequences of the environment are powerful indicators of purchase and actual behavior intentions. Moreover, this research emphasizes Green Behaviour (GB) as a robust determinant of Green Purchase Intent (GPI), suggesting that GB definitely leads to GPD meaning that behaviours that passionate the conservation of the environment are converted a thousand and one times into purchase behaviours. The exclusion of Environmental Concern as a moderating factor on the correlation between Green Loyalty (GL) and Green Purchase Decision (GPD), Green Behavior (GB) and Green Purchase Decision (GPD), provides valuable knowledge in Moderation Analysis. It shows that general environmental concern does not increase the effect of loyalty or behaviour on purchasing. Each of these theoretical propositions offers a complex and multifaceted perspective of the several factors underlying green purchasing behavior, which in turn reveals new avenues of research opportunities in the fields of sustainability marketing and green consumer conduct.

Practical Implications

The empirical findings provide practical recommendations in order to improve consumer behaviors to the enterprises, the advertisers and the authorities. Fundamental activities include increasing awareness of the messages and value propositions that are focused on ecology and utilizing incentives to encourage environmentally friendly behaviors. Moreover, the development of environmentally friendly products as a strategic product differentiation promotes a loyal consumer base among the environmentally conscious population. However, appealing to social proof in the form of endorsements or easily verifiable green certifications also strengthens credibility for a brand. This learning responsibility is also evident in educational programs that need to cultivate a customer base that is more sensitive to ecological accountability. Engaging with organizations that support environmental conservation takes the issue to another level by providing extra weightage to the company's enhanced strategy. Thus, by applying these strategies, organizations can help achieve the essential shifts in individual behavior and propel the formation of the environmentally responsible market

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