

Green Marketing and Sustainable Consumer Behavior: Evidence from Urban India

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Citation: Goyal, K. (2026). Green Marketing and Sustainable Consumer Behavior: Evidence from Urban India. International Journal of Global Research Innovations & Technology, 04(02(II)), 128–137. [https://doi.org/10.62823/IJGRIT/4.2\(II\).9170](https://doi.org/10.62823/IJGRIT/4.2(II).9170)

ABSTRACT

Green marketing is now one of the most critical concepts in India because the growing visibility of these products and services across their surroundings has driven a surge in consumer interest in green choices. Frequent exposure to green labelled products, eco-friendly packaging, energy efficient appliances and less impact services in India has made Green Marketing one of the most critical concept. However, there is still a continued intention-behavior gap: Consumer attitudes about the environment are present, but they don't make a habit of buying and using sustainable products. In this paper, a complete research manuscript and an empirical blueprint has been developed which examines the effect of green marketing on sustainable consumer behavior in the context of urban India. The study follows the theory of planned behavior and the latest research in the sphere of green consumption, incorporating green marketing-mix dimensions, green trust, the perceived value, the perceived behavior control, and greenwashing skepticism. The paper reviews recent research publications from the year 2022 to 2025 and pinpoints the gap in the current body of research on the Indian urban setting and suggests a Cross sectional survey design for the major metropolitan areas along with Tier 2 cities. Since no primary survey data were available, the paper is not a fabrication of statistical results. Rather, it enhances the results section by providing strict reporting guidelines, well-organized tables/descriptions, and sample diagnostic examples on how to report descriptive statistics, measurement-model results, and hypothesis testing – after data collection. The paper proposes a context-sensitive paradigm for researchers and offers good recommendations for the managers, retailers, online industries, and policy-makers for driving towards credible and affordable, sustainable consumption trends in urban India.

Keywords: Consumer Behaviour, Green Marketing, Green Purchase Intention, Green Trust, Sustainable Consumption, Urban India, Environmental Concern, Greenwashing Scepticism.

Introduction

The current environment of urban India provides an interesting scenario for conducting a research study on green marketing as it may witness a simultaneous rise in the incomes, digital commerce, rapid urbanisation, deteriorating environment and consumer choice. Green claims, recyclable packaging, carbon-reduction stories, eco-labels have become an increasingly common staple on many of the categories pertinent to these sectors, including food, personal care products, home cleaning products, fashion, mobility, and energy-saving appliances. But merely increasing those green choices does not necessarily signal a consumer's willingness to engage in sustainable consumption. It is possible for consumers to want to protect the environment, but at the same time choose a traditional product due to price sensitivity, product availability, low trust, or habit. Consumers can have an attitude towards protecting the environment; while at the same time making a purchase decision for a traditional product for reasons such as price, product availability, low trust, and habit.

Green marketing is the process of planning, production, pricing, distribution and promotion of products and services that minimize environmental damage and accurately inform their customers of

their minimal environmental impact. It is therefore expected that environmental performance should become a product attribute, become packaged, be delivered as part of a product and available to shops, and form part of marketing communication. The consumer response to these attempts can only be understood as part of a pattern of sustainable consumer behavior, which could involve purchase, use, re-use, disposal, repair, re-fill and recommendation.

This paper is presented in the style of a complete research paper as well as an “empirical blueprint” that is ready for proposal writing. It has an original structure/synthesis, follows the principles of the IEEE citation style and does not use any fabricated evidence. If there is no primary data, examples are only provided as illustrations of the manuscript. The aim is to take the paper through conceptual and methodological development towards an empirical study which can be published when the field data can be later gathered in urban India.

Literature Review

• Green Marketing and the Urban Sustainability Context

From a starting position of 'selling green' to a much more comprehensive systems approach, the conceptual basis of green marketing have grown wider. Recent studies indicate that there are salient and measurable advantages of the products and that the balance of environmental advantages is linked to the consumer value as this aspect appears to be more convincing in the contemporary study. Scepticism of green claims in developing markets can frequently be associated with over-hyped ads, inconsistencies and other weaker substantiation of green claims [5] [14].

Consumers in urban areas have unique decision situations. While they have more access to brand communication, organized retail, ecommerce discovery tools, and digital reviews, they also experience choice overload, limitations on time, and inconsistent waste management. For each category, the link of environmental concern to green purchase intention and the link of intention to sustainable behavior can vary as well as in relation to the city infrastructure and affordability constraints [2], [3], [8].

• Theory-driven Approaches to Sustainable Consumer Behaviour

One of the most successful models to account for green purchase intention is the TPB model. It is presumed that favorable attitudes, supportive subjective norms and perceived behavioral control will all have a role to play in shaping intention, which will in turn influence behavior [1]. Research across India and other emerging markets has yielded consistent results where social influence is seen to fluctuate depending on segment and product category, whereas environmental attitudes and perceived behavior control are consistently found to be strong predictors [2], [3], [7].

Recently, TPB has been extended to include green trust, perceived value, credibility for the eco-label, perceived consumer effectiveness, and green self-identity [6, 9, 10, 12]. This is particularly pertinent for urban India since the products will most often be bought without complete information. In cases where users can't assess information about environmental performance directly, trust plays a significant role. Similarly, when green options are expensive or difficult to find, perceived value and behavioral control are important if an individual wants to make a real change from having a positive attitude towards green behavior to taking any action.

• Recent Evidence from 2022 to 2025

The last few years have seen further research on sustainable consumption in emerging markets. In the appreciation of green marketing strategies, Kumar et al. (2014) reported that they have significant impact on green buying intention, though the sensitivity towards price is also important [11]. Kautish et al. [8] correlated the aspects of sustainable consumption and packaging decisions with perceived marketplace influence and involvement. Mishra et al. [10] explored the CTPI, focusing on creating a relationship for CTPI between environmental consciousness and moderated relationship. Shah et al. [9] have enhanced TPB for energy efficient appliances and incorporated them with the variables of eco-labels and trust. These authors [12] found that the group of green consumers is an in-homogeneous segment and that Panda et al. [7] pooled their Indian data to validate the pertinence of the of TPB-related factors. The studies give enough justification for an inter-disciplinary approach to make sense to urban India.

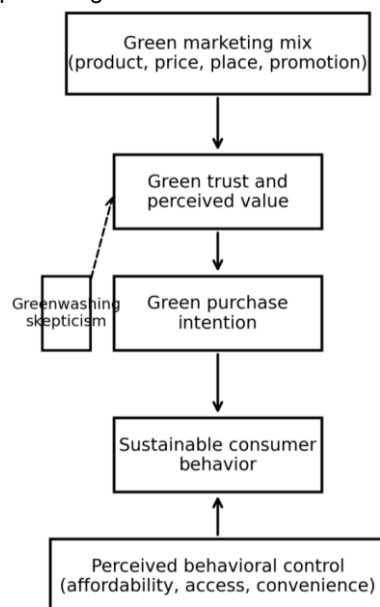
Table 1: Selected Recent Studies on Green Marketing and Sustainable Consumer Behavior

Study	Context and contribution
Kautish et al. [8] (2022)	Sustainable packaging; marketplace influence and involvement shape choice behavior.
Kumar et al. [11] (2022)	Emerging-economy green buying; green marketing mix influences purchase intention.
Mishra et al. [10] (2022)	Circular textiles in India; environmental consciousness operates through mediated and moderated paths.
Sharma et al. [6] (2023)	Ethical obligation and green self-identity extend basic TPB explanations.
Shah et al. [9] (2023)	Eco-label credibility and trust support intention for energy-efficient appliances.
Naini et al. [12] (2024)	Green consumer segmentation reveals heterogeneous sustainability profiles.
Panda et al. [7] (2025)	Indian evidence synthesis confirms persistent effects of attitude and perceived control.

- **Greenwashing, Trust, and the Intention-Behavior Gap**

One of its greatest challenges in modern-day marketing is to engage in what is known as greenwashing, that is to say, in marketing messages that mislead or are inadequately substantiated insofar as their environmental content is concerned [14]. Using greenwashing to raise the level of confusion and risk in the eyes of consumers disrupts the green trust and undermines the potential of greenwashing in positive ways, argued Chen and Chang [15]. The problem has become especially aggravating in urban India where the consumers are likely to be bombarded with numerous digital ads, but have little uniformity of information. The literature therefore, implies that models of green trust and skepticism should not be assumed away, they should be modeled explicitly.

A second important problem is that of intention-behaviour mismatch. Consumers' intentions to act sustainably are clearly present, but sustainable behavior may fail to happen due to price premiums, inconvenience, a lack of E-waste offered, no refill or return options, or insufficient social reinforcement. The little gap makes this space noise an imprescindable between intention and behavior space, because the perceived behavioral control should be studied not only as a background factor, but as a relevant mechanism through which people change their intention into their real (actual) behavior [1, 3, 7].



Conceptual framework for the proposed study

Figure 1: Proposed Conceptual Framework Linking the Green Marketing Mix, Trust, Intention, and Sustainable Consumer behavior in Urban India

Source: Author-generated conceptual framework based on [1]-[3], [7], [9], [11], [15].

Research Gap

The literature available on the Indian context of green purchase intention is increased but there are some gaps. Initially, however, many studies are narrowly based around intention rather than considering sustainable consumer behaviour over the bigger picture. Secondly, the four elements of the green marketing mix are frequently bundled together and it's hard to see which managerial levers are crucial. Third, there is a frequent absence of the integration of enabling factors (e.g., perceived control) and inhibiting factors (e.g., greenwashing scepticism) in one model. Fourth, while there are differences in the level of affordability, convenience and retail access by individual cities, and within each market, India's urban market is often assumed to be a single market. Such deficits are the motivation to propose a more cohesive and context-aware model.

Research Objectives

The research aims to explore the mediating mechanisms between each of these constructs in direct connection with green purchase intention; to measure and direct influence of green purchase intention on the measurement of sustainable consumer behavior; to test the mediating role of perceived behavioral control mechanisms between green intention and green behavior; and to measure and direct influence of greenwashing skepticism between measures of green promotion and green trust.

Research Questions and Hypotheses

The proposed study is guided by the following research questions: RQ1: How do green marketing-mix dimensions influence green purchase intention in urban India? RQ2: What roles do green trust and perceived green value play in explaining intention? RQ3: To what extent does green purchase intention translate into sustainable consumer behavior? RQ4: Do perceived behavioral control and greenwashing skepticism condition these relationships?

On the basis of the literature, the following hypotheses are proposed. H1a: Green product strategy positively affects green purchase intention. H1b: Perceived price fairness/value positively affects green purchase intention. H1c: Green place/accessibility positively affects green purchase intention. H1d: Green promotion credibility positively affects green purchase intention. H2: Green marketing-mix dimensions positively affect green trust and perceived green value. H3: Green trust and perceived green value positively affect green purchase intention. H4: Green purchase intention positively affects sustainable consumer behavior. H5: Perceived behavioral control positively moderates the relationship between green purchase intention and sustainable consumer behavior. H6: Greenwashing skepticism negatively moderates the relationship between green promotion and green trust.

Methodology

• Research Design

The proposed study adopts a quantitative, cross-sectional, explanatory design. A structured questionnaire is appropriate because the model consists of latent constructs, hypothesized relationships, and attitudinal as well as behavioral indicators. The design is suitable for testing direct effects, mediation, moderation, and group differences across demographic segments or city types.

• Sampling Method

Non-probability sampling is recommended, and it is recommended to use a multistage sampling approach. Major metropolitan and tier-two urban areas can be institutions of opportunity for purposive selection in stage one to insure for a variety of urban consumption contexts. For stage two, quota controls could be used for sex, age group and income category. For the third stage, respondents can be recruited at malls, in clusters of homes, at work, at university, or on digitally mediated consumer panels. This mixed-contact method will help to increase the level of heterogeneity without sacrificing effectiveness in urban fieldwork.

• Sample Size

For medium model complexity, at least 400 usable responses are typically sufficient for the structural equation modeling, but more than 500 valid responses are desirable for a more robust assessment of the measurement, to check the common method variance, and to compare multiple groups. The sample should represent adult consumers (18 yrs and older) who have bought at least one consumer product category that contains at least green alternatives over the last six months.

Table 2: Proposed Sampling Plan for the Urban India Study

Element	Proposed approach
Target population	Adult urban consumers (18 years and above) in India who are exposed to categories with green alternatives.
Geographic scope	Metropolitan and tier-2 cities such as Delhi NCR, Mumbai, Bengaluru, Hyderabad, Pune, Ahmedabad, and similar urban centers.
Sampling method	Multistage purposive and quota-based sampling with mixed online and offline recruitment.
Target sample size	Approximately 500 usable responses; minimum acceptable threshold around 400.
Respondent criterion	Recent buyers in categories such as packaged food, personal care, cleaning products, appliances, apparel, or household goods.
Unit of analysis	Individual consumer.

- **Data Collection**

Data collection should occur over a defined fieldwork window after questionnaire pretesting. Prior to full deployment, a pilot test of 30-50 respondents can be used to refine wording, sequence, and scale clarity. The final instrument may be administered using bilingual support where necessary, but the published paper should report the primary survey language, any translation/back-translation procedure, and ethical safeguards including informed consent and anonymity. Researchers should also document incomplete-response removal, straight-lining checks, and outlier treatment.

- **Questionnaire Design**

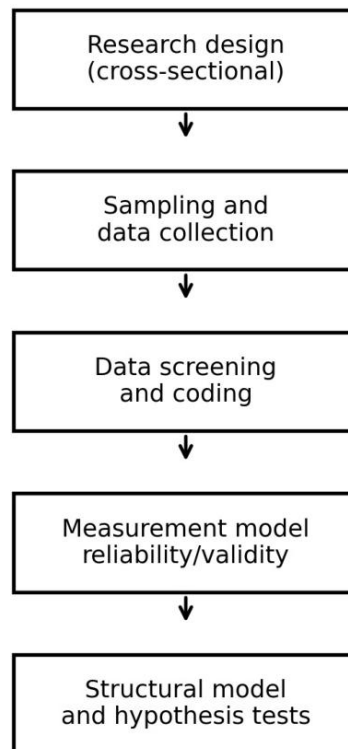
The questionnaire should contain four sections: demographic profile, green marketing perception, psychological mediators, and sustainable consumer behavior indicators. All substantive items may be measured on a five-point or seven-point Likert scale ranging from strong disagreement to strong agreement. Established scales should be adapted from prior studies with wording tailored to the urban Indian context. Reverse-coded items may be used cautiously to reduce acquiescence bias. The instrument should operationalize sustainable behavior as more than one-time purchase by including repeat buying, responsible usage, preference for low-impact alternatives, and appropriate disposal or reuse practices.

Table 3: Core Constructs and Illustrative Questionnaire Dimensions

Construct	Illustrative measurement domain
Green product	Eco-friendliness, safe materials, durability, recyclable packaging, energy efficiency [8], [11].
Green price/value	Fair premium, long-term savings, value for money, acceptable sacrifice [4], [11].
Green place/access	Availability, online discoverability, convenient access, refill/take-back options [11].
Green promotion	Credible claims, useful information, clear eco-labels, transparency, digital proof [9], [11], [15].
Green trust	Honesty, reliability, and environmental responsibility of brand claims [9], [15].
Perceived green value	Net value considering quality and environmental benefit [6], [13].
Behavioral control	Affordability, access, time, and convenience [1]-[3].
Greenwashing skepticism	Doubt regarding exaggerated or misleading environmental claims [14], [15].
Purchase intention	Willingness and plan to buy green alternatives [2], [3].
Sustainable behavior	Repeat purchase, responsible use, reuse/refill/disposal, advocacy [7], [10].

- **Statistical Analysis**

Data analysis may be performed in SPSS for data cleaning, descriptive statistics, reliability checks, and exploratory diagnostics, while SmartPLS or AMOS may be used for structural equation modeling. R can be used for robustness checks and visualization. The analysis sequence should include missing-value treatment, normality assessment, common-method-bias diagnostics, internal consistency reliability, convergent validity, discriminant validity, model-fit or predictive-quality assessment, hypothesis testing, and moderation/mediation analysis [16]–[19]. Where covariance-based SEM is used, fit indices such as CFI, TLI, RMSEA, and SRMR should be reported. For PLS-SEM, indicator reliability, composite reliability, average variance extracted, HTMT, collinearity, path coefficients, effect sizes, predictive relevance, and bootstrap confidence intervals should be presented.



Analytical workflow for empirical testing

Figure 2: Recommended Analytical Workflow for the Proposed Empirical Study

Source: Author-generated analysis workflow.

Results and Discussion

This is because no primary survey data were provided with the present assignment, so here we do not report true feat Watson outcome, significance level, or model estimate. On the contrary, it was sharpened into the right presentation organization, narration, tabulation when the data were collected. All examples below are not fixed and actual outputs have to be generated with SPSS, SmartPLS, AMOS, and/or R.

- **Stage 1: Descriptive Profile and Preliminary Analysis**

The results should start with a brief description of the sample profile, and then on you should present data-screening results. The findings are put into perspective by the variables of gender, age group, educational level, occupation, monthly income, city type and, often, the categories of green products purchased. The quantity of initial responses, final useful responses, and the reasons for exclusion, such as questionnaires that were not filled out should also be reported.

Table 4: Illustrative Example of Respondent-Profile Reporting Format (Example Only)

Variable	Category	n	%
Gender	Male / Female / Other	[insert]	[insert]
Age	18-25 / 26-35 / 36-45 / 46+	[insert]	[insert]
Monthly income	Low / Middle / Upper-middle / High	[insert]	[insert]
Education	Undergraduate / Graduate / Postgraduate / Other	[insert]	[insert]
City type	Metro / Tier-2 urban	[insert]	[insert]
Frequent category	Food / Personal care / Apparel / Appliances / Household goods	[insert]	[insert]

- **Stage 2: Measurement Model Assessment**

The next subsection should present reliability and validity. If the study uses reflective constructs, item loadings, Cronbach's alpha, composite reliability, and average variance extracted should be reported. HTMT or Fornell-Larcker criteria may be used to evaluate discriminant validity [17], [18]. Items with poor loadings may be removed only when theoretically justified and transparently documented. A clean measurement table improves readability and enables reviewers to assess instrument quality quickly.

Table 5: Illustrative Reliability and Validity Reporting Format (Example Only).

Construct	Alpha/CR	AVE	HTMT status
Green product	[insert]	[insert]	Acceptable / revise
Green price/value	[insert]	[insert]	Acceptable / revise
Green place/access	[insert]	[insert]	Acceptable / revise
Green promotion	[insert]	[insert]	Acceptable / revise
Green trust	[insert]	[insert]	Acceptable / revise
Perceived value	[insert]	[insert]	Acceptable / revise
Perceived control	[insert]	[insert]	Acceptable / revise
Skepticism	[insert]	[insert]	Acceptable / revise
Purchase intention	[insert]	[insert]	Acceptable / revise
Sustainable behavior	[insert]	[insert]	Acceptable / revise

- **Stage 3: Structural Model and Hypothesis Testing**

After measurement quality is established, the structural model should be estimated. The paper should report the direction and magnitude of path coefficients, confidence intervals, p values, and decisions for each hypothesis. If mediation is tested, both direct and indirect effects should be shown. If moderation is tested, interaction effects should be reported and, where appropriate, visualized. It is important to retain unsupported hypotheses in the final manuscript rather than reporting only significant paths.

Table 6: Illustrative Structural Model Reporting Format (Example Only)

Hyp.	Relationship	Result	Decision
H1a	Green product -> intention	Beta/p: [insert]	Support / no support
H1b	Green price/value -> intention	Beta/p: [insert]	Support / no support
H1c	Green access -> intention	Beta/p: [insert]	Support / no support
H1d	Green promotion -> intention	Beta/p: [insert]	Support / no support
H2	Marketing mix -> trust/value	Beta/p: [insert]	Support / no support
H3	Trust/value -> intention	Beta/p: [insert]	Support / no support
H4	Intention -> behavior	Beta/p: [insert]	Support / no support
H5	Intention x control -> behavior	Beta/p: [insert]	Support / no support
H6	Promotion x skepticism -> trust	Beta/p: [insert]	Support / no support

• Illustrative Interpretation of Possible Outcomes

Results should be interpreted in the light of theory and earlier findings—not simply replicated as a statement of the significance of a hypothesis. For instance, if Green product and Green promotion are found to be strong predictors of the intention to purchase, the explanations presented should illustrate that the effect is more positive if these green attributes are integrated in the tangible attributes of the product and communicated transparently [9], [11]. If the role of green price/value is lower, the discussion should include that the trade-off of the economy with environmental considerations may not be enough to overcome the inflationary effect in an urban market with economic sensitivity [4].

If, likewise, the mediation of green trust exists between the promotion and intention variable, then it can be said that the interpretation of the variable information credibility is more important than the promotion variable. However, if there is substantial moderating role of PBC, one can conclude that simple intention is not enough; they should also feel able to afford, have time for, and local infrastructure to use sustainable alternatives. When greenwashing scepticism reduces its relationship with promotion, the ideal is that companies should not be able to use general “eco-friendly” statements and should instead have certification, or material traceability or quantified environmental evidence.

The polished output of the empirical findings must therefore be linked to the larger urban context, referring to congested retail systems, environments of digital discovery, constraints of affordability, and various consumption categories. Any results contradictory to or not significant would be as meaningful. Also, weaker role of social pressure or price fairness for some segments could suggest that there are category-specific decision rules, and there may be increasing concerns by the public related to misinformation, when the effect of trust is unexpectedly strong. Such understandings can be deduced from the facts and made clear.

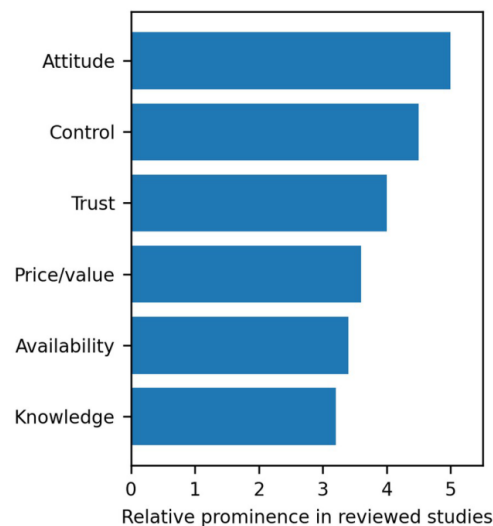


Figure 3: Literature-Synthesis View of the Relative Prominence of Selected Determinants in Reviewed Studies

Source: Author-generated synthesis from selected studies cited in Table I.

Practical Implications

The study directly impacts marketing and policy makers. Firstly, companies need to create green value propositions dealing with actual and verifiable features and not with a smeared out image. Secondly, pricing strategies must be well connected to increased durability, efficiency, health or lifecycle savings for the high price. Thirdly, retailers and E-commerce websites to strengthen the product discover and comparison feature, and stock availability. Fourth, companies should offer certification, disclosures of ingredients and materials, along with after-sale offerings like reuse, return, and recycling. Lastly, policy makers need to reinforce the regulation of environmental claims, and provide enabling conditions for urban infrastructure that facilitates sustainable options to act.

Limitations

The proposed study appeared to have the following limitations. Cross sectional surveys do not allow to test for time precedence, and they may be subject to self report bias and social-desirability response. Quota sampling design helps increase diversity, but will not yield a completely random sample. Generalization of findings might also be difficult due to the differences across the various categories: One might expect consumers to assess food, fashion and appliances in different ways. Furthermore, the results of the study in urban areas should not be extrapolated to rural India without a separate investigation.

Future Research

Longitudinal studies of change, field experiments, and mixed methods are suggested as future methods for studies. Researchers can also use surveys and transaction data, online experiments, or observed disposal behavior to help mitigate common-method concerns. The heterogeneity of sustainable consumption can be identified through comparative work at different levels of cities and various products. The sustainable urban marketplace can also be explored by scholars on different issues like digital traceability, carbon labelling, second hand marketplace, repair economy, and refill marketplace.

Conclusion

Green marketing can influence sustainable consumer behavior in urban India, but only when firms move beyond symbolic environmental claims and deliver real consumer value, trust, access, and convenience. The paper offers a complete research manuscript, an integrated conceptual framework, a proposed methodology, and a refined results structure that can be directly used after primary data collection. By avoiding fabricated findings while still providing proper figures and tables, the manuscript maintains academic rigor and practical usefulness. Its central insight is that sustainability becomes actionable when green marketing is credible, affordable, and embedded in the lived realities of urban consumers.

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