

# Validating Consumer-Centric Approaches in Attaining Ecological Sustainability

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**Abstract** This study develops hypothesised model that examines how strategically and successfully individual consumers establish and practice a concrete sustainable approach to achieve sustainable development. This empirical paper connects four distinct environmental dimensions of consumption patterns to encourage the integration of sustainability-related issues. The dimensions considered in the study are environmental concerns, perceived behavioral control, perceived consumer effectiveness, and environmental knowledge. Ten propositions related to these dimensions have been developed to craft ecological sustainability by exploring green purchase intention, and the data were collected from 356 respondents. This study contributes to existing research, reveals the relationship between sustainable environment development of organizations, and provides a plan for future comparative, longitudinal, mixed approach research. The study is circumscribed to the consumers' initiatives in promoting ecological sustainability through practicing green purchase intentions. More studies that foster and hinder consumers' contribution to environmental sustainability should be explored. Green purchase intentions act as a bridge between consumers and ecological sustainability. The usage and purchase of eco-friendly products are milestones in achieving ecological sustainability. The eco-friendly behaviour of consumers drives a sense of hedonic

motivation, which sustains their green purchase intentions.

**Keywords** Sustainable Development Goal, Ecological Sustainability, Environmental Dimensions, Consumption Patterns

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## 1. Introduction

Over the years, the world has witnessed exceptional and exponential growth in environmental deterioration [1]. Thus, it is a moment to raise consumer awareness about human interventions in deteriorating the natural environment [2]. This realization led many marketers to increase apprehensions and concerns about the environment and envisioned innovative green practices [3-4], promoting eco-friendly consumption and sustainability. Many researchers agreed that shifting to an environmentally sustainable society is essential in the coming years. As defined at the Oslo Symposium on Sustainable Consumption, a sustainable society is a society in which "the use of goods and services respond to basic needs and bring a better quality of life, while minimising the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardise the needs of future generations" [5].

The number of consumers who act appropriately towards the environment is negligible because even though past research indicates that consumers have a positive attitude toward environmental protection [6] and expressed their demand for green products to companies. Still, there is little evidence of green consumption. The green products market share is confined to 1-3 % [7] of the whole market, even though there is a rise in the availability of “environmentally friendly” consumer products.

Many researchers attempted to explain the underlying values, behavioural intentions and attitudes toward eco-friendly products [8] using attitude-intention-behaviour models [9]. However, many studies showed a weak relationship between the positive attitudes of consumers towards the actual purchase behaviour, generally referred to as the attitude-behaviour gap [10]. The attitude toward green purchase behaviour remained debatable, and attitudinal variables failed to capture green purchase behaviour [11]. The pro-environmental behaviour results from the living and consumption style of consumers. It results when consumers value others or the environment; often, there is no direct benefit to engaging in these behaviours. For example, reduce car use by replacing it with walking benefits the environment and society because it reduces environmental pollution and congestion. However, reducing car use, on the other hand, probably leads to individual disadvantages such as increased travel time and decreased freedom. Pro-environmental behaviour implies acting morally. “what is the right or wrong thing to do” [12]; however, it often does not benefit individual interests in the short term but mainly benefits other people or the environment [13]; thus ecological sustainability can be achieved. Thus, the former statement can be concluded that walking by replacing cars may not benefit in the short term, leading to several health benefits in the long run. Unfortunately, behaving pro-environmental is commonly perceived as difficult, disturbing, and potentially threatening to one’s quality of life [14], thus as something one would not do out of self-interest. The literature indicates that a positive attitude does not necessarily lead to green buying. Then what stimulates a positive attitude individual toward green buying behaviour? It is essential to understand the influencing factor between attitude and buying behaviour.

Therefore, it is important to understand consumer purchasing behaviour before providing them with eco-friendly products. What motivates the consumers to buy and consume green products? Typically, the variables researched so far, such as attitudes, values, perceptions, etc., are the individual’s life experiences and their effect on green buying. But, researchers have overlooked the importance of motivation that drives an individual to buy a particular product. The present study introduced hedonic motivation as a moderator variable that results in ecological sustainability. The present study aims to extend and expand the sustainable consumption patterns of consumers learned from the literature review and notably

decisive motivational constructs such as Hedonic motivation. Precisely, we propose (a) to empirically test the relationships between four pro-environmental behavioural patterns, (b) to develop theoretical explanations and novel operational measures of pro-environmental behaviour patterns, and (c) to commend and test an integrated theoretical model based on relationships between each of the pro-environmental behavioural patterns and the two constructs of Green Purchase intention and hedonic motivation in the context of the Indian market.

## 2. Literature Review

This section addresses the theoretical perspectives on consumers’ purchase intentions to buy eco-friendly products and proposes hypotheses regarding purchasing intention using hedonic motivation, thus leading to ecological sustainability. Numerous models have been developed to explain green purchase intention [15], green purchase behaviour [16], consumers’ intentions in green marketing areas such as recycling behaviours, energy conservation [17] perception and intentions towards to green buying behaviour [18]. There is a dire need to understand the stimuli behind green consumption because the estimated market share is negligible. In this scenario, understanding consumer attitudes toward green products would help marketers, producers and policymakers to promote consumer habits that are less harmful to the environment [19]. Positive attitudes, environmental conscientiousness, and quality of life are relevant factors to be considered to support the green buying decision of consumers. Some studies showed the psychological benefits and social recognition as Green products consumers considered more relevant than product price and quality [20].

The lack of knowledge about sustainable consumption seems to be the greatest barrier and the consumption decision could be based only on the economic aspects. Apart from economic and environmental benefits, there is also a social benefit (social sustainability) which will change the customers’ thought process to go for more sustainable products [21]. The present study conceptualises hedonic motivation as a moderator toward buying behavioural acts to determine the Purchase Intention construct to achieve ecological sustainability, because the specificity of motivation or stimuli may be crucial in predicting behaviour. Our study examines what motivates an individual to buy and consume eco-friendly products. Why should one engage in sustainable behaviour?

The study used the theory of planned behaviour (TPB) is the popular model that explains an individual’s intentions to engage in any behaviour pattern [22] and the prudent structure of behavioural control constructs, subjective norms, and attitudes across most kinds of

behavioural domains [23]. However, the Theory of Reasoned Action (TRA) was developed before TPB [24], which is based on the impression that attitude is the key factor that affects human behaviour [25] that acts rationally with systematic use of available information towards a particular action [26]. Some studies showed a strong ability to explain the relationship between attitude and subjective norms to the individuals' behavioural intention [27]. TRA is widely used to predict consumers' intentions in green marketing areas such as recycling behaviours, energy conservation, and sustainable behaviour [28]. However, TRA addresses purely volitional control (internal and external barriers in action) and fails to address owning requisite opportunities and resources [29]. TPB "allows us to examine the influence of personal determinants and social surroundings as well as non-volitional determinants on intention" [30]. The inclusion of perceived control behaviour in TPB validated its applicability in many fields [31].

Many researchers conducted TPB in several fields, such as sustainable agricultural practices [32], recycling behaviour [33], energy use [34], composting [35], and water conservation, and transitions of subjective norms, positive attitudes, and controlled experiences at the individual level. TPB improves the purchase intention model's predictability [36] for green products.

### 3. Theoretical Framework and Development of Hypothesis

EC of consumers deals with their purchasing decision-making [37], mostly measured by the New Environmental Paradigm scale [38]. Later, studies were conducted to find an association between environmental concerns and the sustainable behaviour of consumers, and found a strong correlation between EC and sustainable behaviour. Consumer EC increases intention and purchasing behaviour and an increased EC leads to buying sustainable goods, thus benefiting the eco-friendly environment. EC is a major determinant of buying green products.

There are three distinct factors of EC, i.e., concern for self, concern for other people, and concern for the biosphere. Due to the mounting importance of sustainable behaviour, the main factors which influence sustainable behaviour include external and internal factors, more specifically, demographic variables and psychological factors. The underlying dilemma for marketers is knowing what factors motivate consumers to behave and consume eco-friendly products. Therefore, the present study examines what factors motivate sustainable behaviour. Is EC influenced more by hedonic motivation?

According to TPB, individuals who hold a positive attitude towards the environment do improve their support and engage in eco-friendly behaviour, and with the developed positive perception, they get associated with

clear intentions for behaviour [39]. However, the present study conceptualises Hedonic motivation as a moderating variable to determine ecological sustainability.

Perceived consumer effectiveness is defined as a domain-specific belief that an individual's efforts can make a difference in solving a problem. PCE is related to the concept of PBC, which theorists have studied in learned helplessness, locus of control, and perceived control [40]. Many studies have indicated that PCE is a strong predictor of green buying behaviours, which involve purchasing organic goods [1] green products [36] and sustainable products [41]. PCE is a strong predictor of various types of green and environmentally conscious behaviours within consumers, distending from recycling to the use of energy-efficient products [42]. PCE, therefore, seems to have the ability to convince and possibly trigger a purchase intention in the consumer. Previous research has indicated a predictive power of PCE concerning sustainable behaviour, intentions, and self-reported behaviours [43]. Nevertheless, individual consumers with a strong ecological concern intended to change to eco-friendly products may result in a positive mind and are likely to engage in the sustainable movement. This study, therefore, brings the determinants of purchase intention of green products to propose PCE as another factor that deserves attention to understand why and how people are likely to engage in pro-environmental behaviour. What strategies encourage sustainable behaviour, and what triggers and motivates consumers to engage in the environmental movement?

Environmental knowledge (EK) refers to an individual's environmental knowledge [44] also, what people know about the environment [45], and How a consumer collects and organises information and how it gets utilised for the decision-making process. EK was often related to environmentally responsible behaviours. Many researchers investigated the relationship between sustainable behaviour and intention. According to K. is the knowledge of facts and details about an ecosystem. However, consumers with lower levels of EK may find it difficult to make "good" and "rational." Choices while buying sustainable products. Moreover, [46] suggested that the specificity of knowledge may be crucial in predicting behaviour.

Hedonic is a psychological state reached through pleasure and enjoyment experience, a popular conception in psychology. According to [23] the hedonic approach focuses on "happiness, identifying well-being in terms of pleasure attainment and pain avoidance". The result of sustainable behaviour by an individual is a complex, uncertain, and long way to feel. However, personal benefits like car use are certain, immediate, and important. Research on volunteers in environmental organisations experienced reduced hedonic well-being when they felt they failed to attain their goals [45]. Despite the uncertainty about the visibility of results, most people feel they can effectively contribute to protecting the

environment [6]. Studies showed sustainable behaviour leads to better and more comfortable environmental conditions, and thus it leads to bring more hedonic well-being [28] such as perceiving organic food as tastier than non-organic food [47], feeling of walking or cycling as innately pleasurable etc., thus, engaging in pleasurable behaviour (pro-environmental behaviour) will increase hedonic well-being. According to [48] “living a sustainable lifestyle can provide for the pleasure and desire that is so central to consumption and accounts thereof.”

Based on the current need for sustainable development and the impending role of every stakeholder in environmental protection, the following hypothesis has been proposed in this study and depicted in Figure 1.

### 4. Hypothesis Development

H<sub>01</sub>: Perceived behavioural control has a significant impact on ecological sustainability

H<sub>02</sub>: Environmental knowledge has a significant impact

on ecological sustainability

H<sub>03</sub>: Environmental concern has a significant impact on ecological sustainability

H<sub>04</sub>: Perceived consumer effectiveness has a significant impact on ecological sustainability

H<sub>05</sub>: Green purchase intention has a significant impact on ecological sustainability

H<sub>06</sub>: Green purchase intention mediates the relationship between perceived behavioural control and ecological sustainability

H<sub>07</sub>: Green purchase intention mediates the relationship between environmental concern and ecological sustainability

H<sub>08</sub>: Green purchase intention mediates the relationship between environmental knowledge and ecological sustainability

H<sub>09</sub>: Green purchase intention mediates the relationship between perceived consumer effectiveness and ecological sustainability

H<sub>10</sub>: Hedonic motivation moderates the relationship between green purchase intention and ecological sustainability

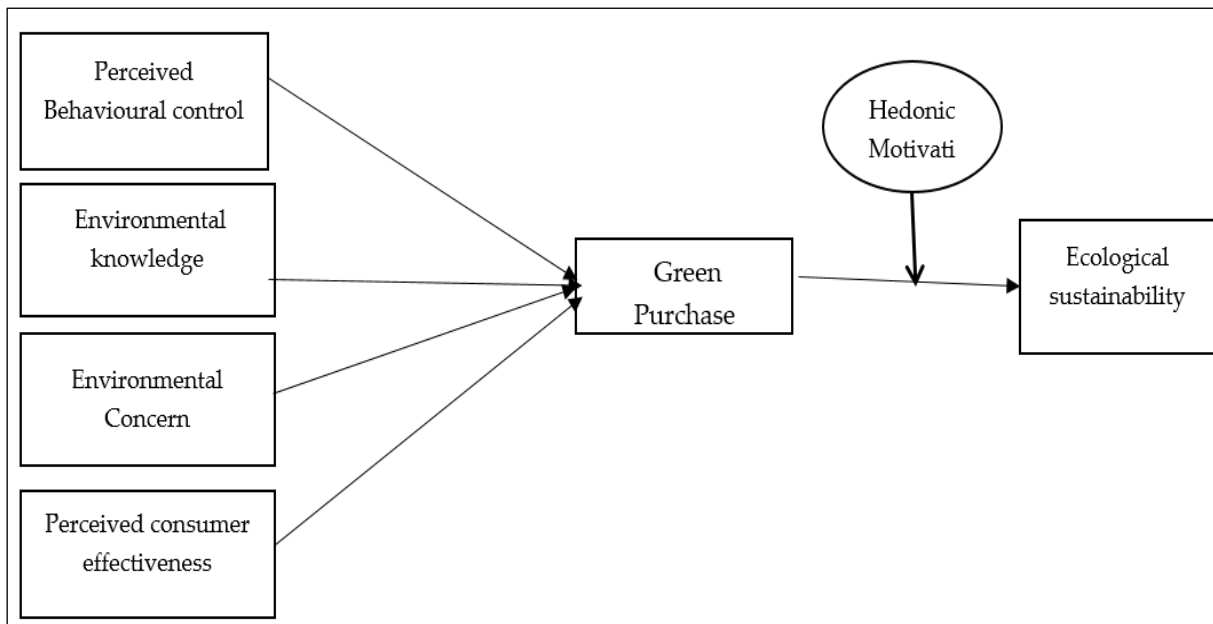


Figure 1. Proposed Conceptual Model

## 5. Methodology

The study adopts a descriptive and causal research design. The study was conducted to substantiate how the consumer’s perception of sustainable development leads to green purchase behaviour, resulting in ecological sustainability. The moderating role of hedonic motivation between green purchase intentions and ecological sustainability is also verified. The study has collected data from 356 consumers. The perceived behavioural control of the consumers, environmental knowledge, environmental concern and perceived consumer effectiveness were hypothesised to cause the green purchase intention of the consumer, which will affect ecological sustainability. The questionnaire has enumerated the consumers in three sections besides the basic demographic details. The first section collects the data about the consumer’s perception of various dimensions promoting ecological sustainability. The second session measures the consumers’ green purchase intention from perceived behavioural control, environmental knowledge, environmental concern and perceived consumer effectiveness. The hedonic motivation among these consumers was also measured in this session. The final part measures the outcome variable, namely ecological sustainability. The data were collected using a well-structured questionnaire that was checked for reliability and validity.

The construct of perceived behavioural control and

environmental concern was conceptualised through the original New Environmental Paradigm of [49]. The five items of the construct environment knowledge were adapted from [50]. The statements measuring the environmental beliefs of the organisation were adapted and curated from [51]. Perceived consumer effectiveness was measured through five items proposed by [52]. The hedonic motivation was measured through three items [8], and green purchase intention using four items. The outcome variable, ecological sustainability, were measured using five items.

To assess the internal consistency of the items, the researchers used Cronbach alpha. It was observed that the alpha values for all the constructs are above 0.7, making them reliable (Table 1). The composite reliability values are also greater than 0.60, indicating better reliability of the constructs. The convergent validity was assessed through AVE values above 0.50 [52]. The researcher has computed the square root of AVE, which is all higher than the inter-correlation between the study’s constructs (Table 2). Thus, the measures adopted in this study also confirm convergent and divergent validity (Table 1). The results of the CFA show that all the factor loadings were greater than 0.40 ( $p < 0.05$ ), signifying the unidimensionality of the measuring items (Table 1). The confirmatory factor analysis tests for the overall goodness of fit for the measurement model (CMIN/DF= 1.50 AGFI=0.90 GFI= 0.92 NFI=0.93 CFI=0.97 TLI= 0.97 RMSEA= 0.03).

**Table 1.** Outcomes of confirmatory factor analysis

Dimensions and items	Factor loadings	AVE	CR	Cronbach alpha
<b>Perceived behavioural control</b>				
I feel Eco-friendly products are good, better, and more pleasant	0.83	0.612	0.904	0.904
I usually decide whether to buy eco-friendly products	0.68			
Most people opined to prefer eco-friendly products	0.73			
I feel buying eco-friendly products is a wise choice	0.81			
Most people, important to me, would want me to buy eco-friendly products	0.83			
I usually read and try to understand environmental aspects such as recycling, re-use etc.	0.80			
<b>Environment knowledge</b>				
I have knowledge about resource conservation (concepts such as water energy use)	0.79	0.623	0.892	0.847
I have knowledge about waste management (concepts such as recycling re-use	0.75			
I have knowledge about global warming and ozone layer problems	0.85			
I have knowledge about uses of green product usage	0.74			
I have knowledge about endangered plants and animals on earth	0.81			

Table 1 Continued

<b>Environment concern</b>				
Environmental issues are one of the major issues facing the world today	0.66	0.566	0.837	0.861
The environment is severely abused by human intervention	0.83			
Nature often produced disastrous consequences with human interference	0.67			
Environment protection is relevant to save future generations	0.83			
There is a need to maintain the balance between nature and humane	0.80			
<b>Perceived consumer effectiveness</b>				
I feel a sense of belongingness with environmental protection	0.74	0.546	0.826	0.836
I feel protected when I buy eco-friendly products	0.72			
I feel a sense of achievement if I can learn, discuss, and teach about the environment to others	0.64			
I feel I can actively participate in improving the environment	0.84			
It would mean a lot to me if I could contribute even a small contribution to environmental protection	0.83			
<b>Green Purchase Intentions</b>				
I consider buying eco-friendly products because they are less polluting	0.84	0.642	0.876	0.823
I switch to eco-friendly products for ecological reasons	0.76			
I am willing to spend more on eco-friendly products	0.70			
I will purchase eco-friendly products soon	0.89			
<b>Ecological sustainability:</b>				
Sustainable consumer behaviour helps in conserving resources	0.85	0.701	0.921	0.875
sustainable behaviour leads to the conservation of biological diversity	0.84			
Sustainable practices impact the ecological system and balance	0.77			
sustainable processes help to achieve carbon neutrality and reduce pollution in any form	0.90			
sustainable production and consumption have less impact on the global climate change	0.82			
<b>Hedonic Motivation</b>				
I feel pleasure when I buy eco-friendly products	0.74	0.583	0.807	0.710
I feel the importance of engaging in environmental safety activities	0.78			
I feel a positive vibe and am satisfied when I buy eco-friendly products	0.77			

Notes: All the factor loadings are significant,  $p < 0.05$ .

**Table 2.** Inter-correlation coefficients of latent variables

<b>Variables</b>	<b>PBC</b>	<b>EK</b>	<b>EC</b>	<b>PCE</b>	<b>GPI</b>	<b>HM</b>	<b>ES</b>
PBC	0.782						
EK	0.246	0.789					
EC	0.290	0.307	0.752				
PCE	0.407	0.327	0.300	0.738			
GPI	0.291	0.376	0.390	0.290	0.801		
HM	0.416	0.391	0.437	0.338	0.478	0.763	
ES	0.314	0.261	0.412	0.236	0.247	0.249	0.837

Note: PBC is perceived behavioural control, EK is environmental knowledge, EC is an environmental concern, PCE is perceived consumer effectiveness, GPI is green purchase intentions, HM is Hedonic Motivation, and ES is ecological sustainability

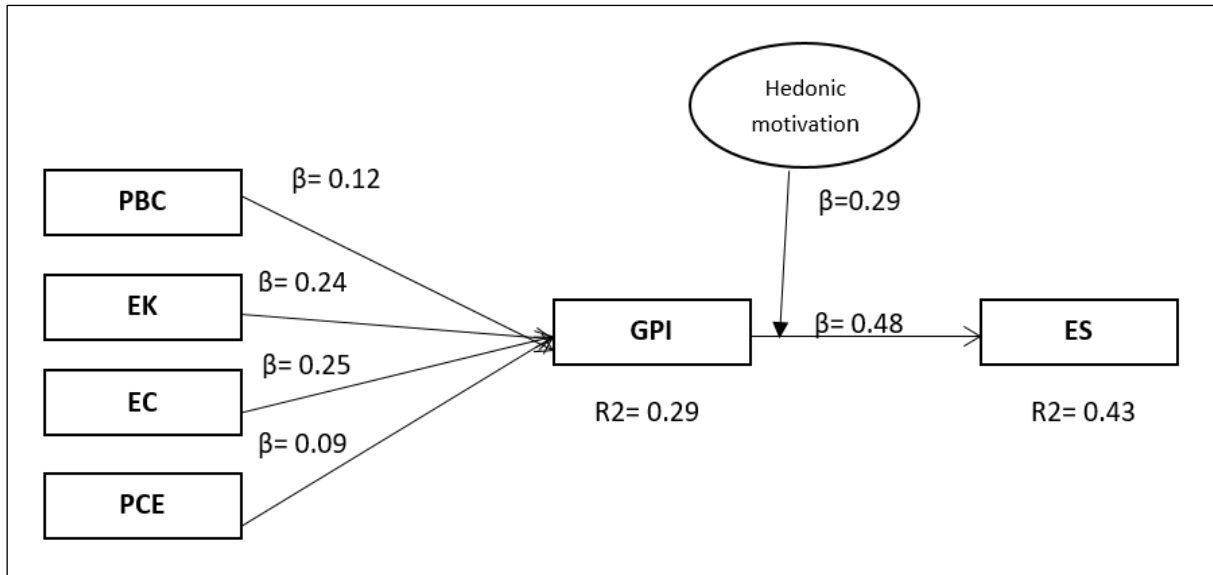


Figure 2. Structural model for promoting ecological sustainability

Table 3. Complete model fit indices for the structural model with mediation

Indices	Model fit	Criteria	Test results of measurement
Normalised Chi-Square			
$\chi^2/df$	2.07	<3	Yes
Absolute fit measures			
GFI	0.98	>0.90	Yes
AGFI	0.95	>0.90	Yes
RMSEA	0.05	<0.08	Yes
Baseline comparisons			
NFI	0.97	>0.90	Yes
RFI	0.90	>0.90	Yes

Note: The p value for the structural model is 0.02 (p<0.05)

## 6. Results and Discussion

The causal relationship between the variables was analysed using the structural equation model. The impact of perceived behavioural control, environmental concern, environmental knowledge and perceived consumer effectiveness on green purchase intentions, which leads to environmental sustainability, is explored in this model. The results confirm to the overall goodness of fit with the following indicators:  $\chi^2/df=2.07$ ,  $p=0.02$ ,  $GFI=0.98$ ,  $AGFI=0.95$ ,  $NFI=0.97$ ,  $RFI=0.90$ ,  $CFI=0.97$ , and  $RMSEA=0.05$ , also can be found in figure 2. These measures satisfy the goodness of fit recommended by [54]. (Table 3). The result of moderation is also significant ( $\beta=0.29$ ). This further means that the path between green purchase intentions and ecological sustainability is moderated by the presence of hedonic motivation in the consumers. Consumers with high hedonic motivation induced by green purchase behaviour are more likely to

contribute in the attainment of ecological sustainability. The psychological feeling that the consumers feel towards protecting the environment results in better ecological sustainability as a result of the significant predictors.

### 6.1. Results of Path Analysis

The results of path analysis (Table 4) point out that perceived behavioural control has a significant impact on green purchase intention ( $\beta=0.12$ ,  $p<0.05$ ). Environment knowledge significantly impacts green purchase intentions ( $\beta=0.24$ ,  $p<0.05$ ). Environment concern has a significant impact on green purchase intentions ( $\beta=0.25$ ,  $P<0.05$ ), whereas only perceived consumer effectiveness failed to have a significant impact on the green purchase intention of the consumers ( $\beta=0.09$ ,  $p>0.05$ ). The consumers' green purchase intention due to their perceived behavioural control, environmental knowledge, environmental concern and perceived environmental

effectiveness has a significant impact on the overall ecological sustainability ( $\beta=0.48$ ,  $p<0.05$ ). The various path coefficients have been depicted in Table 4. The path estimates indicate that all the independent variables except perceived consumer effectiveness significantly impact green purchase intention. The result proves the importance of green purchase behaviour in promoting ecological sustainability in the long run. Environment-sensitive and motivated consumers have a major say in environment conservation. Having a controlled behaviour in choosing the products, having

wider environmental knowledge, and being concern about the happenings in the environment will help the consumers in choosing environment-friendly products for their day-to-day life. The inherent motivation of consumers is to conserve the environment through practising green purchases and thus lead to ecological sustainability. The potential psychological satisfaction in preserving the environment is essential for promoting more environment-friendly purchases and consumption patterns.

**Table 4.** Results of the direct, indirect and total effects of the structural model

Independent variable	Mediator and Outcome variable		
	Corporate purpose	Sustainable environment development	Hypothesis decision
Perceived behavioural control			
Direct effect	0.124	0.056	Yes
Indirect effect	NA	0.218	Yes
Total effect	0.124	0.274	Yes
Environment knowledge			
Direct effect	0.248	0.079	Yes
Indirect effect	NA	0.169	Yes
Total effect	0.248	0.248	Yes
Environment concerns			
Direct effect	0.254	0.065	Yes
Indirect effect	NA	0.206	Yes
Total effect	0.254	0.271	Yes
Perceived consumer effectiveness			
Direct effect	0.09	0.031	No
Indirect effect	NA	0.063	No
Total effect	0.09	0.094	No
Green purchase intention			
Direct effect	NA	0.48	Yes
Indirect effect	NA	NA	NA
Total effect	NA	0.48	Yes

Note: All the estimates are significant at  $p<0.05$  for the accepted hypotheses.



## 6.2. Discussions

The study discussed a framework for promoting green purchase intention that leads to ecological sustainability. Consumers are treated as the king of every market and have a greater say in how the market functions. These consumers' purchase decisions and behaviour drastically impact the environment through protection and degradation. The footprints of consumers' wrong choices of goods are a widely discussed concept. The enormous consumption and discarding of non-biodegradable products, emissions of harmful chemicals, discharge of hazardous materials into the environment, over usage of plastic in day-to-day life have significantly caused many ecological imbalances worldwide. Consumers collectively can make a potential difference in conserving the environment by exercising green purchase decisions. Control over consumers' behaviour paves the primary way to protect the environment. Checking what an individual buys and knowing its potential impact on ecological sustainability will help the consumers make a purchase decision. The more crucial step in accelerating ecological sustainability is better environmental knowledge. Consumers lacking comprehensive knowledge about their habitat threaten the entire ecological system. Promoting environmental awareness, providing environmental knowledge to the consumers and emphasising the role of each individual in promoting sustainable development are considered essential in this era. An environmentally sensitive individual will be more concerned about their purchase intentions and prefer eco-friendlier products. The researchers suggest that promoting environmental knowledge should not be the sole responsibility of any stakeholder but should be considered a collective initiative of individuals, consumer forums, organisations, NGOs and government. Consumers are aware of and are sometimes victims of many environmental hazards. Consumers' concerns about protecting the environment from such natural and man-made disasters will help them choose better eco-friendly products. Environment sustainable behaviours ensure each consumer is gifting a better world for future generations. The concerns of the individual towards promoting eco-friendly behaviour will also result in increased green purchase orientation. The study results show the insignificant impact of perceived consumer effectiveness in the proposed conceptual model.

Consumers' resistance sometimes to afford the high cost of eco-friendly products restricts their pro-environmental behaviours. Green purchase intentions act as a bridge between consumers and ecological sustainability. The usage and purchase of eco-friendly products are milestones in achieving ecological sustainability. The eco-friendly behaviour of consumers drives a sense of hedonic motivation, which sustains their green purchase intentions. The psychological satisfaction and the happiness a person receives for their measures to

protect the environment promotes eco-friendlier purchases and ecological sustainability. The study's results corroborate the well-known saying that "many drops make a big ocean". Significant changes in the purchase behaviour of individuals fuelled by hedonic motivation can preserve the ecological balance and promote the better achievement of sustainable development goals.

## 6.3. Theoretical Implications

This study has made manifold contributions to the literature. This study, in line with the TPB, provided a framework through which the green purchase intentions of consumers affect ecological sustainability. The role of consumers in promoting and safeguarding the environment is discussed in this study in line with previous studies [4,5,34]. The drivers of green purchase intentions have been studied under four major dimensions: perceived behavioural control, environmental knowledge, environmental concern and perceived environmental effectiveness. This study also analysed the psychological feelings of consumers in promoting ecological sustainability. The study discussed the hedonic motivation of the consumers after their green purchase intentions that affect ecological sustainability. Consumers with higher hedonic motivation will repeatedly resort to green purchase intentions, resulting in better ecological sustainability. This study enriches the existing TPB through the consumer's perspective of promoting ecological sustainability. The psychological aspects of resorting to particular consumer behaviour are another add-on to the existing studies on green purchase behaviour.

## 6.4. Practical Implications

The study has significant practical implications; numerous studies deliberate the measures to promote ecological sustainability through various action plans. This study proves the role of the consumer in promoting ecological sustainability through purchasing green or eco-friendly products. The study proves the significant impact of green purchase intentions in promoting ecological sustainability. Consumers should resort to more environmentally friendly purchase behaviours to promote sustainability. Consumers with reliable and advanced environmental knowledge should understand the importance of eco-friendly products and their environmental impact. Individuals should have a collective concern towards the environment that shapes their purchase decisions. The effectiveness of each purchase decision should be apparent to the individuals so that better-informed decisions can be framed. Organisations can use the results of this study to promote eco-friendlier products on their end. Promoting green products affects the consumers' psychological satisfaction, followed by green purchase usage leading to ecological

sustainability. Organisations can design their green products to induce more psychological satisfaction and consumers' sense of belongingness to the environment for facilitating more green purchasing behaviour in the future.

### 6.5. Limitations

The proposed model can be utilised only for environmental protection and sustainable development. The study lists and focuses on the consumers' societal responsibilities in sustaining green purchase behaviour that ultimately leads to ecological sustainability. The various constraints an individual faces in adopting green purchase choices are not analysed in the framework. The socio-demographic factors of the consumers also affect their buying behaviour to a great extent. Having mere knowledge about the environment and being concerned about environmental hazards are not sufficient to promote the adoption of green purchase behaviour. The role of several contextual factors promoting green purchase decisions is not discussed here. The hedonic motivation of individuals is not a static one. The dynamic nature of green purchase intentions on consumer psychology is not addressed here. The researcher used the purposive sampling technique to collect the data. The inherent biases of the respondents and their resistance to giving adequate data have also affected this study. The study focus on the principles of stakeholder theory which highlights the responsibilities of consumers in promoting environmental sustainability in which exceptional cases are not addressed.

## 7. Future Directions for Research

The study is circumscribed to the consumers' initiatives in promoting ecological sustainability through practising green purchase intentions. More studies that foster and hinder consumers' contribution to environmental sustainability should be explored. The various metamorphosis of the construct of green purchase intentions, the dynamic way various economic agents conceptualise it, and its empirical impact on the behavioural outcomes of consumers should be explored thoroughly. This study analyses the role of consumers in preserving the environment in line with previous studies [34,44,48,49]. However, it fails to analyse the various individual and organisational factors that sustain the consumer's green purchase intentions. The role of the organisation, government and other social stakeholders in promoting ecological sustainability should be analysed through more sophisticated modelling and combined effects. The psychological outcomes of green purchase behaviour of the individuals should be analysed in a more comprehensive framework that also controls for their socio-demographic backgrounds.

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## Conflicts of Interest

The authors declare no conflict of interest.

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