Spirituality: An Attitudinal Variable among Other Factors that Drive Purchase Behaviour of the Green Consumer Segment

Akanksha Aggarwal* and Chandrasekhar Balasubramanian

Assistant Professor, Department of Management and Commerce, Sri Sathya Sai Institute of Higher Learning, Vidyagiri, Prashanti Nilayam - 515134, Andhra Pradesh, India

Abstract

This paper empirically examines "Spirituality" (an understudied construct) as one of the variables influencing consumers' decision to buy green products among other factors, such as Environmental Concern (EC), Perceived Environmental Knowledge (PEK), Green Peer Influence (GPI), and Perceived Consumer Effectiveness (PCE). The data was collected through a structured questionnaire, and 418 responses were gathered. The research model is based on the Theory of Planned Behaviour (TPB) by applying structural equation modelling using WarpPLS software. A significant direct relationship between EC, PCE, and Spirituality with Attitude and purchase of green products was observed as hypothesized indicating Spiritual beliefs of consumers impact their green purchase behaviour. The study adds to the literature by providing an additional construct of spirituality to existing models of consumer behaviour as per TPB. The study holds important implications for marketers suggesting that if the products are seen as environmentally friendly and ethical, then they can have a good place in the hearts of the consumers.

Keywords: Green Consumer, Purchase Behaviour, Purchase Intention, SEM, Spirituality

1. Introduction

In the last two decades, green consumer behaviour has received heightened attention with a large number of investigations being done on finding the antecedents that affect green purchase intention and behaviour. This is because it helps businesses with the designing, pricing, and positioning of products through a clear understanding of green consumer segments. However, unsustainable purchasing practices are still one of the most significant obstacles to attaining sustainability, and unless we modify our daily habits, we will not be able to achieve the triple bottom line. To combat this, sustainable consumption is a suitable strategy that emphasizes the environmental and social benefits of consumption while managing the economy's demand side (Baktash & Talib, 2019). Hence, a movement towards sustainable consumption is advised under the

Sustainable Development Goals established by the UN and endorsed by India.

The research in the field of sustainable consumption proposes that green consumers are worried about the environmental impact of their purchasing decisions, marketplace activities, and consuming habits, and they do contemplate the bearing of their actions on the natural environment. The researchers also believe that these considerations are not limited to commodities alone. They propose that these concerns may also have an impact on how green customers travel or where they work or vacation. In general, these consumers exhibit environmentally conscious behaviour (Shabani *et al.*, 2013). A survey reveals that mainstream Indian customers favour ecologically friendly products like energy-saving devices, recyclable packaging, and fair-trade goods (Sharma *et al.*, 2016). As a result,

*Email: akankshaaggarwal@sssihl.edu.in

it's unsurprising that Indian and Asian businesses are compelled to switch from traditional marketing to green marketing to gain an eco-advantage in the global green competitiveness movement due to consumers' positive attitudes toward sustainable products and their growing EC (Chen & Chai, 2010). However, this market is niche and there is an existence of an intention-behaviour gap. Consumer demand for ecologically friendly products does not necessarily correspond to their environmental understanding or positive attitude toward such products (Jaiswal & Kant, 2018). It is found that though there is an increase in the number of customers who are bothered about the environment, not all green consumers are the same, and their worries seldom translate into green purchases. As a result, it appears that utilizing a targeted marketing strategy is required for effective green product marketing (Chen & Chai, 2010).

Further, post-pandemic, customers and businesses have become more mindful of nature-related worries like contamination, squander age, and dangerous atmospheric deviations, and hence are logically changing toward economic utilization of resources for the future's prosperity (Anderson & Cunningham, 1972). Increased pollution and environmental problems have plagued the modern world, raising public concern about the environment. These concerns have now started to show themselves in consumers' buying propensities, bringing about the development of another purchaser category known as green customers (Koniari *et al.*, 2009). Thus, scholastics and government officials have focused on the idea of reasonable or green utilization in the contemporary period of green industrialism. Investigations have been made on the new changing green behaviour of consumers. Several authors have investigated and shown the relevance of values to environmental concerns and green behaviour. Bhatia and Jain (2013) discovered that environmental generativity was more prevalent in the elderly, whereas Vilkaite-Vaitone *et al.,* (2022) observed that youngsters scored higher in generativity, and Frensch *et al.,* (2007) claimed that in early adulthood, the concept was present. In this unique situation where research is scattered and giving incongruent results, it seems fundamental to additional

test this idea, particularly among youngsters. Further, consumers who are concerned about the environment are more likely to engage in environmentally beneficial consumer behaviour (Kaufmann *et al.*, 2012). People with a positive attitude toward the environment are found to be more interested in green items (Szocs, 2011). Accordingly, attitudes, rather than knowledge or behaviour, are the most important determinants of customer willingness to pay a premium for environmentally friendly products (Chen *et al.*, 2022) On the other hand, consumers do not always base their purchasing decisions on their environmental beliefs, even though these beliefs might have a significant impact on their purchases (Abzari *et al.*, 2013).

Environmental awareness, environmental concern, perceived consumer effectiveness, peer influence, and attitudes have all been connected to green consumption and consumers' green lives (Peattie, 2010) as detailed further in the following sections. However, such studies are limited to the global north, and very few such studies carried out in India and Asia (Cohen, 2020). Further, the research carried out so far shows a lack of information on the subject of the Theory of Planned Behaviour (Conner & McMillan, 1999. The theory combines a proportion of inclinations, social factors, and behavioural dispositions to catch the customer's attitude and conduct in connection of green consumption. Contrasting results have been observed in the association between environmental attitude and green purchase behaviour when they applied the TPB design in a social fixture (Sarkar *et al.*, 2019) recyclable shopping bags (technology non-intensive. Thus, other attitude components such as environmental concern, perceived environmental knowledge, perceived consumer effectiveness, green peer influence, spirituality, green product attitude, and green purchase intention are needed to explain the process of green buying behaviour in today's green consumption era (Ellen *et al.*, 1991; Kamalanon & Chen, 2022). Yet they are seldom tested in India and require repetitive validation given the presence of contrasting results. Furthermore, the concept of environmental concern, love for nature, and affinity towards animals seem to be in line with the consumer's spirituality. These factors relate to the concept of going beyond self and being

able to care about the world at large. Despite the clear connection between consumers' spiritual beliefs and green purchase behaviour, this relationship is seldom studied (Casidy & Arli, 2018; Harizan & Rahman, 2016; Joshi, 2016).

Among the rare few attempts at spirituality's connection with green purchase behaviour, most have confused spirituality with religiosity (Casidy & Arli, 2018; Chairy & Syahrivar, 2020; Johnson *et al.*, 2017). One study suggests that religious and spiritual ideas have an indirect but significant impact on people's thinking about sustainable activities (Johnson *et al.*, 2017). Another work suggests that Catholic philosophy leads to the developing culture of sustainable consumption (Orellano *et al.*, 2020). Studies conducted on Buddhist philosophy also recognised a mediating effect of spirituality on green purchase intention (Chairy & Syahrivar, 2020). Further, a study conducted on Muslim and Non-Muslim groups directed a presence of a relationship between willingness to purchase green and spirituality, hence, again mixing religion with spirituality (Harizan & Rahman, 2016). While there is some overlap between religiosity and spirituality, it is important to differentiate the two. Religion refers to membership in a particular religious organisation and carrying out activities similar to the faith of religious groups (Guthrie, 1996); while spirituality refers to experiencing the divinity beyond oneself and establishing relationships with these outer elements (Sharma & Sharma, 2017). The concept of spirituality, thus, examines the consequences of one's actions on others and nature (Joshi, 2016) and hence, holds huge potential to explain the intrinsic motives of consumers' green intentions. There is very little research that suggests a connection between spirituality in itself and green purchasing intentions (Johnson *et al.*, 2017). Therefore, there is a need to investigate the degree to which green consumption can be related to the buyers' spiritual direction (Johnson *et al.*, 2017; Orellano *et al.*, 2020).

In this study, we aim to seal this gap in the literature through a conceptual framework formed from the insights of the Theory of Planned behaviour (TPB) (Ajzen, 1991). The study investigates the relationship between Environmental awareness (Cheng *et al.*, 2019), environmental concern (Yarimoglu & Binboga, 2019), perceived consumer effectiveness (Yarimoglu & Binboga, 2019), peer influence (Mohd Suki & Mohd Suki, 2019), spirituality (Saleem *et al.*, 2018) and attitudes (Jaiswal *et al.*, 2021) with green purchase intention and consumption (Peattie, 2010). The study not only aims to explain how these variables are related but also how they impact each other (positively and negatively). The current paper endeavours to move toward the mental model of attitude-intention-behaviour to catch the green purchasing behaviour of sustainable consumers, given the above contemplations. The main contribution of this study lies in the element of spirituality along with other attitudinal variables responsible for driving green purchase behaviour among Indians. Using a framework designed based on the TPB, we aim to test the role of each of these variables in developing the attitude and intention of a consumer to purchase green products. In the end, we also discuss the important implications of this research for policy and practice as it explains/reveals deeper motivations of consumers to engage in sustainable endeavours through their consumption activities.

2. Literature Review and Conceptual Framework

2.1 Environmental Concern

The concept of EC guides consumer environmental research. EC can be understood as consumers' knowledge of and readiness to deal with environmental challenges (Akehurst *et al.*, 2012). Research has discovered that EC predicts the green product attitudes of consumers (Chaudhary & Bisai, 2018). As a result, customers' environmental worries have a significant impact on their positive sentiments toward environment-friendly things, encouraging Green Purchasing Behaviour (GPB). Thus, the hypothesis is:

H1 Environmental concern is positively related to attitude toward green products among consumers.

2.2 Perceived Consumer Effectiveness (PCE)

PCE, according to some experts, is one of the most vital indicators of green consumer behaviour (Rehman *et al.*, 2021). The conviction or self-perception of one's actions being a contributor to environmental conservation is referred to as PCE (Gleim *et al.*, 2013). The bigger the ecological and sociological impact of customers' green purchases, the more they believe that their actions protect the environment (Verma & Chandra, 2018). Despite such insights, the phenomenon of PCE received less attention in India and is rarely studied in conjunction with Green Product Attitude. By confirming the likely connection between PCE and attitude toward green products, we attempt to test this association in the context of sustainable buying behaviour in India (Joshi & Rahman, 2015).

H2 Perceived Consumer Effectiveness positively relates to attitude toward green products among consumers.

2.3 Green Peer Influence

Researchers use the Theory of Planned Behaviour to comprehend how social norms affect GPB (TPB). According to this school, societal norms and referent perspectives impact consumers' intentions to purchase environmentally friendly goods. Environmental concerns, peer pressure, and previous consumption experiences affect how consumers view green products. The literature has noted the significance of social acceptance, peer group influence, and environmental awareness. It is anticipated that young people in India would exhibit like tendencies (Khare & Sadachar, 2017). Susceptibility to interpersonal and GPI is therefore thought to influence GPB, as a result, we hypothesize:

H3 Green Peer Influence positively relates to attitude toward green products among consumers.

2.4 Perceived Environmental Knowledge

Environmental Knowledge (EK) refers to the understanding of consumers on the ecological topics related to environmental pollution, goods recycling, use of energy-efficient devices, and other green technology (Chan, 2001). According to literature, EK is often seen in two ways: (A) the general knowledge of a person about the natural environment, ecosystems, and interrelated aspects; and (B) the specific environmental knowledge relating to a consumer's comprehension of a certain specific topic (Gupta & Singh, 2019). The other sort of knowledge is behavioural or tangible knowledge based on consumers' comprehension of sustainability-related signs and notions and their ability to find a solution to these problems. As a result, customers' action awareness brings out a positive attitude toward buying green products (Chaudhary & Bisai, 2018; Sharma & Sharma, 2017). Thus, we hypothesize:

H4 Perceived Environmental Knowledge positively relates to attitude toward green products among consumers.

2.5 Spirituality

Spirituality is known to include love, care, kindness, satisfaction, tolerance, a spirit of accountability, and acceptance of coexistence (Banbury *et al.*, 2012). Spirituality can be expressed in several ways: intrapersonal (a sense of intimacy within oneself), interpersonal (relationships with others and the natural world), and transpersonal (relationships with a higher power or God). Spiritual concepts such as mindfulness, a sense of responsibility, and respect for nature are recently connected to sustainable/environmental consumption by researchers (Joshi & Rahman, 2019). As a result, a subjective understanding of spirituality expresses a person's sense of connection to the earth and nature. Spiritually inclined persons have a concern for self, nature, and community, influencing attitudes toward green things and leading to green purchase intentions.

A study conducted in Delhi revealed that spirituality influences GPB among young Indians (Joshi, 2016). The study by (Sharma & Sharma, 2017) concluded that businesses inspire GPB by emphasizing the aspects of spirituality. Spirituality along with PCE and Environmental values acts as one of the factors on which marketers can segment consumers into conservatives, indifferent, and enthusiasts (Saleem *et al.*, 2018).

The construct of spirituality has been understudied for a long time, but with the latest developments in

research, the importance of spirituality as a construct of GPB has been realized. Therefore, this paper studies the impact of spirituality on the attitude of conscious consumers.

H5 Spirituality positively relates to attitude toward green products among consumers.

2.6 Attitude toward Green Products

Consumers' feelings, likings, or belief and their positive and negative tendencies toward environment-friendly products can be referred to as their "Attitude towards Green Products" (AGP) (Alshurideh *et al.*, 2019). Literature supports the fact that consumers favouring eco-friendly products tend to go the extra mile to buy green products (Jaiswal & Kant, 2018). However, such studies are limited in the Indian context and need to be validated. Hence, we get the hypothesis:

H6 Attitude towards Green Products positively relates to Green Purchase Intention among the customers.

2.7 Green Purchase Intention

According to research on green consumer psychology, intention is considered to be a key component affecting purchasing behaviour. Researchers claim that compared to other cognitive and attitudinal criteria, willingness to pay for sustainable goods is a more reliable indicator of consumer knowledge of buying decisions. Numerous studies, particularly those from developing and emerging countries, have shown that PI has a favourable, significant, and direct effect on GPB (Liobikienė & Production, 2017). Therefore, consumers' environmental intentions (PI) serve as an important parameter in consumers' purchasing

decisions for eco-friendly products (Ansar, 2013). Hence, we hypothesize:

H7 Consumers' Green Purchase Intention positively relates to Green Purchase Behaviour among the customers.

2.8 Green Purchase Behaviour (GPB)

GPB can encourage businesses and society to pursue "sustainable/responsible production and consumption" as desired by SDGs while balancing the demand-supply situation, simultaneously addressing environmental and social concerns. In consumers' understanding, eco-friendly products are environmentally safe and conservable and are without excessive packaging and toxic ingredients (Emekci, 2019). These include products like eco-friendly bags, single-use-plastic-free items, recycled products, energy-saving devices, etc. (Karmokar *et al.*, 2021). Researchers used an "attitude–intention" model as per the Theory of Reasoned Action (TRA) and TPB to predict the purchase behaviour of such eco-friendly products (Wilardjo, 2011). However, conventional TRA and TPB models have also been considered to be inadequate in capturing GPB across a range of cultural settings (Joshi & Rahman, 2015). Therefore, researchers must include psychological and cognitive elements in the "attitude-intention-behaviour" model to explicate the GPB (Göncz & Tian, 2020).

As a result, this study is focused on a proposed model (Figure 1) of green buying behaviour, which includes EC, PEK, GPI, PCE, and Spirituality as determinants of attitude toward green products, and indirectly influence consumers' PI and as a result, their purchase behaviour for such products.
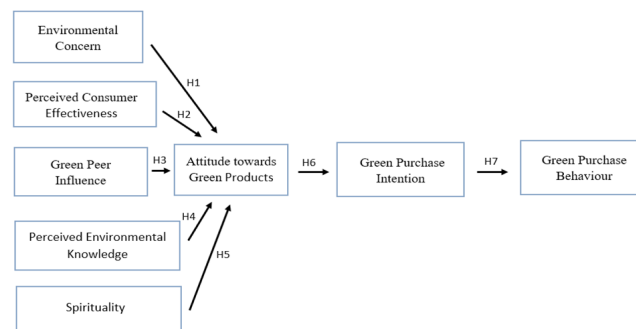
Figure 1. The conceptual model.

3. Methodology

3.1 Data Collection

For data collection, a questionnaire adapted from present literature was circulated to the students, staff, and alumni of a non-profit organization, i.e., Sri Sathya Sai Institute of Higher Learning (SSSIHL), which inculcates ethics and values in every course with Bhagawan Sri Sathya Baba being the founder of this organization. 418 responses were generated. The sample covered the young and adults who are in the educated segment of Indian populations, are energetic, and embrace spirituality through their formal schooling. The quantitative study was carried out using an adapted questionnaire as shown in Table 3 to assess the hypothesized model. Respondents were required to provide a rating to the items placed on a 5-point Likert scale, with one being a strong disagreement and five being most strongly agreed with (strongly agree). The demographics of the participants are shown in Table 1.

Table 1. Demographic factors

Demographic Factor		Number of respondents	Percentage
Age	15-24	267	64%
	25-34	62	15%
	35-44	38	9%
	45-54	38	9%
	55-64	13	3%
Gender	Male	128	31%
	Female	290	69%
Marital Status	Married	100	24%
	Unmarried	315	75%
	Divorced, Separated, Single Parent	3	1%
Education	Graduates	186	44.5%
	Postgraduates	216	51.7%
	Doctoral	16	3.8%
Status	Students	223	53%
	Staff	10	3%
	Alumni	185	44%
Household Annual Income (INR)	Upto 1,00,000	118	28%
	1,00,000-5,00,000	123	29%
	5,00,000-10,00,000	92	22%
	Above 10,00,000	85	20%

3.2 Analysis

This study is a quantitative study employing the tools of Partial least squares structural equation modelling (PLS-SEM). PLS-SEM is a widely used method of analyzing multivariate data among business and social science specialists. It allows us to conduct various robustness tests (such as endogeneity tests) and account for the measurement error associated with abstract notions while examining correlations between observable and latent variables in a model (Hair & Sarstedt, 2019).

SEM approach employed a two-staged model involving a measurement model and a structural model. First, Exploratory Factor Analysis (EFA) on SPSS using Principal Component Analysis (PCA) was performed to group a set of underlying indicators (Anderson & Gerbing, 1988). The commonalities of all 38 variables were greater than 0.05, which is the threshold level. The sphericity (13892.804) and sample adequacy (0.969) were determined to be satisfactory.

3.2.1 Measurement Model

After determining the appropriate results of EFA, Confirmatory Factor Analysis (CFA) was conducted using maximum likelihood estimation. The convergent and discriminant validity tests were run and found satisfactory. Standardized factor loadings (>0.50), composite reliability (>0.70), and Average Variance Extracted (AVE) (>0.50) of each construct were significantly beyond the recommendation (Hair & Sarstedt, 2019). For instrument Validity, the Cronbach-alpha test was conducted (Table 2).

3.2.2 Structural Model

Hypothesis testing of the structural model was done, and model fit was established after achieving the required reliability and validity criteria by measuring the standardized regression weights (β) and p-values (Figure 2).

The association between AGP and PI (H6, β = 0.74) was found to be the utmost significant followed by H7 (β = 0.73), the relation between PI and GPB, PCE and AGP (H2, β = 0.35), and between S and AGP (H5,

Table 2. Measurement model: Tests of reliability and validity

| Constructs	Sources	Factor Loading	Cronbach's	Composite Reliability	AVE
Green Purchase Intention					
PI1: I would consider buying products because they are less polluting	(Chan & Lau, 2000; Jaiswal & Singh, 2018; Mostafa, 2006)	0.881	0.863	0.916	0.785
PI2: I would consider switching to other brands for ecological reasons		0.875			
PI3: I intend to switch to a green version of a product		0.903			
Green Purchase Behaviour					
GPB1: When I want to buy a product, I look at the ingredients label to see if it contains environmentally damaging things	(Jaiswal & Singh, 2018; Lee, 2008)	0.787	0.832	0.888	0.666
GPB2: I prefer green products over non-green products when their product qualities are similar		0.812			
GPB3: I choose to buy products that are environmentally friendly		0.895			
GPB4: I buy green products even if they are more expensive than non-green ones.		0.766			
Environmental Concern					
EC1: I am worried about the worsening quality of the environment in India	(Jaiswal & Singh, 2018; Lee, 2008)	0.857	0.896	0.927	0.762
EC2: India`s environment is my major concern		0.891			
EC3: I am emotionally involved in environmental protection issues in India		0.867			
EC4: I offen think about how the environment quality in India can be improved		0.875			
Perceived Consumer Effectiveness					
PCE1: Each person's behaviour can gave a positive effect on society by singing an appeal in support of promoting the environment.	(Jaiswal & Singh, 2018; Kim & Chung, 2011; Kim & Choi, 2005)	0.823	0.885	0.921	0.744
PCE2: I Feel capable of helping solve environmental problems.		0.863			
PCE3: I can protect the environment by buying a product that is friendly to the environment.		0.896			
PCE4: I feel I can help solve natural resource problems by conserving water and energy		0.867			
Green Peer Influence					
GPI1: I have learnt a lot about environmental issues from my friends	(Khare & Sadachar, 2017)	0.809	0.922	0.941	0.763
GPI2: My friends often discuss environmental issues / Products with me.		0.902			
GPI3: My friends, often, recommend environment-friendly products to me.		0.908			
GPI4: My friends often go shopping for green products with me		0.872			
GPI5: My friends often share their experiences and knowledge about green products with me		0.872			
Attitude towards Green Products					
AGP1: I like the idea of purchasing green products.	(Chan, 2001;Chen & Chai, 2010; Jaiswal & Singh, 2018)	0.960	0.915	0.959	0.921
AGP2: I have a favourable attitude towards purchasing a green version of a product					
Perceived Environmental Knowledge					

PEK1: I am Very Knowledgeable about environmental issues.		0.824			
PEK2: I know more about recycling than the average person.		0.851			
PEK3: I know how to select products and packages that reduce the amount of landfill waste.	(Jaiswal & Singh, 2018; Mostafa, 2006)	0.890	0.906	0.930	0.727
PEK4: I understand the environmental phrases and symbols on the product package.		0.866			
PEK5: I know that I buy products and packages that are environmentally safe.		0.830			
Spirituality					
S1: I think the current problems in society are due to conflict between the individual's and society's goals.		0.763			
S2: I buy products to fulfil my personal needs and not to improve others or to meet the expectations of others.		0.796			
S3: My efforts are directed towards understanding the purpose and meaning of life.		0.833			
S4: I connect to the universe daily.		0.718			
S5: I prefer to use products that are efficient and less energy-consuming for both my personal and society's benefit.	(Sharma & Sharma, 2017)	0.853	0.947	0.954	0.656
S6: my purchases are aligned with my philosophy of life.		0.801			
S7: Being true in relationships is important to me.		0.864			
S8: I respect everyone.		0.810			
S9: I consider ethical issues in making purchase decisions.		0.817			
S10: I make purchases to please myself and not under any pressure from society.		0.817			
S11: I prefer to buy from those retail outlets that are reliable and trustworthy		0.830			

β = 0.35). Additionally, the tests revealed that the relationship between EC & AGP (H1) was the least significant (β = 0.16).

Additionally, AGP significantly and directly influenced PI and PI further influenced GPB as indicated by H6 (β = 0.74), and H7 (β = 0.73) respectively. Hence, H1, H2, H5, H6, and H7 were supported though the path of H3; GPI and AGP (β = 0.03) and H4; PEK and AGP (β = 0) were not so significant (Table 3).

Figure 2. Research model.

Table 3. Snapshot of hypothesis tests

Hypothesis	Coefficients	P value	Hypotheses supported
H1: Environmental Concern -----> Attitude towards Green Products	0.16	<0.01	YES
H2: Perceived Consumer Effectiveness -----> Attitude towards Green Products	0.35	<0.01	YES
H3: Green Peer Influence -----> Attitude towards Green Products	0.03	0.25	NO
H4: Perceived Environmental knowledge -----> Attitude towards Green Products	0.00	0.48	NO
H5: Spirituality -----> Attitude towards Green Products	0.35	<0.01	YES
H6: Attitudes towards Green Products -----> Green Purchase Intentions	0.74	<0.01	YES
H7: Green purchase Intention -----> Green Purchase Behaviour	0.73	<0.01	YES
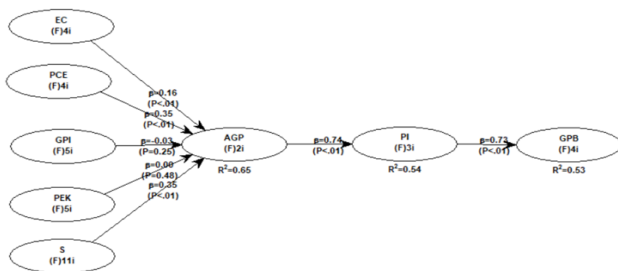
4. Findings and Discussion

The study attempts to explicate the phenomenon of green purchasing in India and Asia through an attitude–intention-behaviour model.

The results showed a significant direct influence of AGP on PI (β =0.74). Furthermore, GPB is found to be a substantial and direct mediator of PI as found by Chan (2001). Thus, the study of attitudes is important to understand the purchase intention and further, the purchase behaviour of the individuals. It also implies purchase intention mediates green purchase behaviour as in line with previous studies. Thus, positive attitudes towards green products are not enough to encourage them to purchase. To form purchasing intentions, marketers must require some call to action by giving time-bound discounts, promotional offers etc., to get their customers to move to green products.

Similar to previous studies, AGP significantly affects EC, PCE, and S, AGP being the most important predictor of GPB (Chan, 2001; Sangroya & Nayak, 2017). EC, PCE, PEK, GPI, and spirituality are found to form the attitudes of green consumers. The study also shows that spirituality, EC, and PCE can together play an important role in GPB. Thus, marketers could focus on these aspects in their marketing communications. Also, the impact of spirituality in forming the attitudes of sustainable consumers is the novel output derived from this research as earlier works have not identified the impact of spirituality. In a spiritual country like India, these findings hold important implications. This means that if environmental knowledge and awareness are created and consumers' environmental concerns (like environmental issues and how individuals can single-handedly contribute to reversing the situation) can be addressed, then there is a high likelihood that individuals may behave in a more eco-conscious manner. Further, the spiritual dimension of consumer citizens could be touched upon by requiring them to take steps by going beyond self for the benefit of self and society.

Further, it was also found that PCE positively influences AGP. This conclusion was obtained for the first time in the Indian context, implying that Indian consumers believe their efforts favourably influence environmental impact and that they will opt for green consumption. Advertisers ought to stress the utilization of earth-safe things and the evasion of plastic using environmental marketing to promote green consumption (Ansar, 2013). Considering that India is among the fastest developing economies, with most of the populace being educated grown-ups who have confidence in self-activity, such an advertising effort would drive interest in green items.

The link between PEK and GPI and AGP was shown to be minor. These findings partially validated the investigation in a Western environment. This may be because India's sustainable consumption phenomena are still in their early stages, with low knowledge and availability of green products to other industrial nations.

As stated by TPB, GPB was found to be the result of GPI, and GPI is a result of AGP (Mostafa, 2009). This confirms that Purchase Intentions are the closest predictor of green purchase behaviour. To make India sustainable, first, there is a need to form attitudes that focus on environmental protection. Until individuals are conscious of the consequences of their consumption, there will not be any intention to make green choices. Once such attitudes are formed, then there is a formation of an intention to translate these into action by making green choices.

Finally, the overall results were as follows. The relationship between AGP and GPI was most significant followed by GPI and GPB, PCE and AGP, and spirituality and AGP. Thus attitudes are the strongest determinants of a person's intentions which in turn determine their behaviour confirming the findings of (Chen *et al*., 2022). It was also observed that a strong belief (Abzari *et al*., 2013) that a single individual can contribute in a big way to the environment was considered the strongest determinant of attitude. Notably, another factor that significantly impacted green attitude formation was spirituality. However, the relationship between EC and AGP was the least significant, which means that a person's concern for the environment is not a strong predictor of his attitude development towards saving

the environment. Yet, the relationship between EC, PCE, and spirituality was found to be strong, however, that of GPI and PEK was observed to be negligible in this study. This means that individuals' environmental concerns, beliefs in the effectiveness of their actions and spiritual inclination are strongly interrelated. Further, the three variables work together indicating higher chances of consumers behaving green. Also, it was found that having environmental knowledge may not necessarily translate into the development of intentions to behave green, thus validating the existing research (Chen *et al*., 2022). These findings hold important implications for policy and practice which are detailed in the next section.

5. Policy and Practice Implications

The results of the study are in congruence with other latest studies. It suggests that consumers depict an intention and willingness to buy green products, and if motivated enough, they will be able to convert these intentions into behaviour. It has been found that consumers with a spiritual mindset behave in a manner that goes in line with their spiritual values and beliefs (Harizan & Rahman, 2016). This result has important implications for marketers, businesses, and lawmakers. Consumers who are spiritually inclined are likely to extend these behaviours to other contexts and thereby find value in practising sustainable consumption, according to observation. Customers would like to purchase such green products as the objectives of green products align with their aspirations. This implies that firstly Green Purchase Behavior can be encouraged if marketers elicit spiritual emotions through their marketing communication. Secondly, given that awareness leads to green purchase intention, which mediates the green purchase behaviour, therefore, Environmental Knowledge can also be increased through government-sponsored environmental protection initiatives and cause-related marketing by corporations with a spiritual orientation. Furthermore, green purchase intention could be developed by giving discounts and offers to lead to an ultimate purchase. Thirdly, while constructing messages for Governmental campaigns and marketing communications, one should appeal not only to consumers' rational side but also their emotional front given that their attitudes eventually influence green purchase behaviour. This might motivate shoppers to make greener choices. Fourthly, it also implies that green campaigns by the government could also win them greater votes as eco-consciousness among consumer citizens increases. Fifth, Green marketing can not only be an exclusive way of positioning the products but it can serve as a unique selling point through green supply chains which is challenging for every business to achieve. Strong brand names could be built on sustainable grounds. Thus, green supply chains can be a source of competitive advantage for businesses. Sixth, green challenges and initiatives by businesses and governments can increase awareness and engagement among consumer citizens. Further, any kind of marketing communication depicting the personal benefits of green consumption as well as being able to help nature and animals can ensure the protection of both, i.e., profits as well as the planet. Lastly, manufacturing and marketing green products and processes would not only fulfil the company's financial needs by being profitable but will also serve the needs of society and thereby, simultaneously ensure long-term natural and social development. Hence, this can bring the balance between the economic and sustainable goals of any country.

6. Conclusion, Limitations and Future Research

It can be concluded that green communication symbols, emblems, and claims could be a better approach to marketing green goods and services, especially in emerging economies like India. Companies must bring awareness and encourage their consumers to go green and be socially responsible. Businesses can engage their customers through green initiatives where they can spread messages about the importance of being environmentally friendly. This can be advantageous for the companies as they too can market their products keeping the environmental aspects in mind. Not only businesses but even government also hold an important role in generating and increasing green awareness among customers. They can create awareness schemes and programs where the customers can be encouraged

to purchase green products. At the individual level, it's critical to spread awareness and social support for ethical and environmentally friendly products because consumers' purchasing decisions are influenced by their environmental concerns, knowledge, effectiveness, peer influence, and spirituality. This research brings novelty to the existing literature by suggesting individuals' spiritual intentions to be related to their green consumption and holds important implications as mentioned above. Businesses are advised to harness these spiritual tendencies of humans and find their way to success through this.

The study suffers certain limitations like any other research work. First, the research is general and not based on any particular product category. Future research explores the relationship between green consumerism and spirituality concerning particular industries. There is a paucity in research in various sectors like Electric Vehicles, Smart proteins, electronic devices, durable goods, etc. Secondly, this is purely quantitative research based on an adapted questionnaire. The responses are self-reported and could reflect the bias of consumers to appear responsible and desirable. Future research could consider other methodologies like experimental research design, or observations-based studies, or qualitative studies. Thirdly, the study does not make any cross-cultural comparisons. It may be interesting to observe the meanings of spirituality in other nations, and cross-cultural comparisons could be made in future research. Further, the study is a cross-sectional time-bound study. Future research can consider longitudinal studies to validate these results. Finally, this research is one of its kind adding a novel factor of spirituality to the existing list of antecedents of green consumer behaviour. Thus, future research needs to replicate and validate these findings.

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8. References

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