Redefining Green Behaviour in The Era of Instant Gratification: A Consumer-Centric Study

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ABSTRACT

In today's fast-moving digital world where everything moves fast — from food deliveries to fashion trends. Today's consumers, especially Gen Z, are fully immersed in this high-speed, convenience-first lifestyle. But alongside this drive for speed and ease, something interesting is happening: more and more people are starting to care about the planet. For many young consumers, being eco-conscious isn't just about doing the right thing — it's a way of expressing who they are and what they stand for. Sustainability has become part of how people shop, what they wear and even the brands they choose to support. The word "green" has gone from being an environmental buzzword to a central theme in modern marketing. Companies are starting to realize that if they want to stay relevant, they need to do more than just talk about sustainability — they need to act on it. This study takes a closer look at how these shifts are shaping real-world buying habits. Using concepts like Social Media Influence (SMI), Instant Gratification (IG), Environmental Concern (EC), Eco-Literacy (EL), Green Purchase Intention (GPI), Green Purchase Attitude (GPA) and Green Purchase Behaviour (GPB), we explore how today consumers make choices that are both fast and mindful. The goal is to understand how people are blending eco-values with everyday convenience in a world that rarely slows down.

Keywords: *Green marketing, Green products, Social Media Influence (SMI), Instant Gratification (IG), Environmental Concern (EC), Eco-Literacy (EL), Green Pricing, Green Packaging, Green Purchase Attitude (GPA), Green Purchase Behaviour (GPB), Green Purchase Intention (GPI).*

1   INTRODUCTION

In an era defined by pressing environmental concerns, the concept of "green behavior" – encompassing sustainable consumption, eco-friendly practices and environmental stewardship – has become increasingly critical. However, contemporary consumer culture is simultaneously characterized by a pervasive desire for instant gratification, driven by technological advancements, marketing strategies and evolving societal norms (Katz, 2002). We live in a time where speed, convenience and digital connectivity drive almost every aspect of consumer life. Gen Z and Millennials, who are often labeled as the "always-on" generations, expect instant results—from streaming entertainment to shopping and delivery. But beneath this appetite for speed, a strong undercurrent of eco-consciousness is emerging. For today's consumers, sustainability is no longer a niche concern—it's a part of personal identity and a critical factor influencing

purchasing decisions (Ghouse, Shekhar, & Chaudhary, 2024). These younger consumers are not only well-informed through digital platforms but are also vocal about holding brands accountable. Green consumerism, once seen as a lifestyle choice, is increasingly becoming a cultural norm. This shift is particularly evident in digital spaces where consumers blend personal values with shopping habits, making decisions that reflect both convenience and conscience (Rana et al., 2024). Traditional definitions of green behavior often emphasize long-term ecological outcomes and societal benefits, sometimes overlooking the immediate needs and motivations of individual consumers (Stern, 2000). This research posits that a more effective approach requires understanding and leveraging the psychological drivers behind consumer choices, particularly the desire for immediate satisfaction. As Sheth et al. (2011) argue, consumer behavior is shaped by a complex interplay of functional, social, emotional and

epistemic values. Therefore, redefining green behavior necessitates integrating sustainability into these value systems, rather than presenting it as a sacrifice of immediate gratification. However, the challenge lies in navigating a world of fast fashion, one-click purchases and dopamine-driven gratification, while still making choices that are sustainable. In this context, green behaviour is being redefined—not by sacrificing speed but by integrating eco-responsibility into the fast-moving consumer experience (Ghassani, 2023). Brands that can successfully align their strategies with this dual expectation—immediacy and integrity—are seeing stronger loyalty and engagement from the younger demographic (Jain et al., 2024). This study explores how constructs such as Environmental Concern (EC), Eco-Literacy (EL), Green Purchase Intention (GPI), Green Purchase Attitude (GPA)and Green Purchase Behaviour (GPB) manifest in this new consumption model. By examining these factors through a consumer-centric lens, the study aims to understand how sustainability can thrive in an age dominated by instant gratification.

2   LITERATURE REVIEW

"Marketing is the process by which the economy is integrated with society in order to satisfy human needs," writes (Peter Drucker, 1958). As a result, marketing plays a significant role in creating wants and aspirations and marketers must translate societal requirements into successful commercial possibilities. Many researchers have reported that the global green revolution has begun and buyers are seeking for greener options and are ready to pay a premium to do so. According to Philip Kotler, the ideal business strategy is to predict where customers are going and then stop right in front of them, therefore, organizations see this as an opportunity to pave the way for the creation of a new segments and product categories. The field of marketing is witnessing how marketing is constantly evolving in relation to the increasing dynamics of the environment. In contrast to traditional marketing's short-term transactional focus, sustainability marketing stressed long- term perspective (Peattie & Belz, 2010). In order to strike the balance between all the three pillars of

sustainability, namely people, planet and profit and businesses must include environmental issues into their company governance. Firms, marketing departments and marketers have so long assumed that resources are limitless, that production, distribution and consumption do not contribute to pollution, water shortages, or other expenses and that corporations are not responsible for these costs. But businesses must understand resource limits as well as social and environmental costs and rethink their business operations to be more ecologically conscious (Kotler, 2011). Therefore, on one hand, organizations must devise ways to maximize profit and market share for their products and services, while on the other hand, due to consumer demand, changing lifestyles, as well as government norms and pressure from international players, they must include environmental protection measures in their offering while maintaining high consumer satisfaction at the same time. Sustainability has evolved from a fringe value to a central tenet of consumer identity, particularly among younger demographics. Gen Z and Millennials are increasingly concerned with environmental issues and their purchasing decisions often reflect these values (Ghouse, Shekhar, & Chaudhary, 2024). Green consumerism today is not only about ethical consumption but also about self-expression, where buying eco-friendly products reflects a personal stance on global issues (Jain, Naini, & Mekapothula, 2024). Digital platforms play a crucial role in shaping consumer habits. Gen Z, in particular, is immersed in an always-on, hyper-connected world, where gratification is often immediate. Online shopping, influencer marketing and social media trends create environments that fuel rapid decision-making (Ghassani, 2023). This creates a paradox: consumers want to make sustainable choices, but they also expect speed, convenience and personalization (Rana et al., 2024). Nowhere is this tension more evident than in the fast fashion industry. Despite widespread awareness of its environmental impacts, fast fashion continues to thrive because it delivers style quickly and affordably. However, studies suggest that even within this space, consumers are showing growing interest in sustainable alternatives when such options

are integrated seamlessly into digital shopping experiences (Tran, 2024; Kim, 2022). Brands that align green values with fast delivery and trend-responsiveness are gaining traction among younger buyers. As outlined in Sharma et al. (2024), digital-first consumers demonstrate high eco-literacy when exposed to online content promoting sustainability. However, purchase behaviour remains influenced by convenience and peer validation.

Cultural context and generational orientation also mediate green behaviour. For instance, Gen Z consumers in Egypt and Southeast Asia exhibit strong eco-identities but often rely on social cues from influencers or community platforms to validate purchases (Khalil, 2020; Hiew & Kan, 2024). This indicates that green behaviour is not uniform and depends on localized digital and cultural dynamics. The key challenge—and opportunity—for marketers lies in bridging the "green-speed gap." Studies show that when green alternatives are made as easy and accessible as conventional options, adoption significantly increases (Jain et al., 2024; Sharma et al., 2024). Gamified apps, smart filters for sustainable products and one-click green certifications are among the tools driving this transition. The literature indicates a growing but complex commitment to sustainable consumption among young, digitally native consumers. While values align with environmental responsibility, behavioural consistency depends heavily on how easily green products fit into their fast, frictionless digital routines. This study builds upon this foundation by examining how the constructs of SMI, IG, EC, EL, GPA, GPI and GPB manifest in real-world consumer actions within a digital-first, gratification-oriented economy.

3.2 Objectives of the study

1. To examine the impact of social media influence on consumers' green purchase intention and behaviour.
2. To investigate the role of instant gratification in shaping or hindering sustainable purchase decisions.
3. To assess the level of environmental concern (EC) and eco-literacy (EL) among Gen Z and Millennials and how these factors influence their green attitudes and behaviours.
4. To evaluate consumer perceptions of green pricing and green packaging and their influence on green purchase intention and behaviour.
5. To analyze the relationship between green purchase attitude (GPA), green purchase intention (GPI)and green purchase behaviour (GPB) within the framework of the Theory of Planned Behaviour.

3.3 Hypothesis

H1: Social media influence has a significant positive effect on green purchase behaviour (GPB).

H2: Instant gratification significantly reduces green purchase behaviour.

H3: Environmental concern positively influences green purchase behaviour.

H4: Eco-literacy significantly contributes to green purchase behaviour.

H5: Consumers' perception of green pricing has a significant influence on their green purchase behaviour.

H6: Preference for green packaging positively influences green purchase intention.

H7: Green purchase attitude positively influences green purchase behaviour.

H8: Green purchase intention positively predicts green purchase behaviour.

RESEARCH METHODOLOGY

4.1. Research Design

This study adopts an exploratory quantitative research design, aimed at investigating the evolving patterns of green consumer behaviour among Gen Z and Millennials in the context of instant gratification and social media-driven consumption. The study is grounded in the Theory of Planned Behaviour (TPB) framework, which posits that individual behaviour is shaped by attitude, subjective norms and perceived behavioural control. TPB is extended in this study by integrating modern variables such as social media influence, instant gratification and green marketing.

4.2. Population and Sampling

The target population consists of urban Gen Z and Millennial consumers (aged 18–35), who are active on digital platforms and engage in online shopping. A non-probability purposive sampling technique is employed to ensure inclusion of participants who are both digitally active and aware of sustainability issues. The sample size is 300, respondents. After data processing and removal of outliers the total sample size stands at 287.

4.3. Questionnaire design

The data was collected with the help of a structured questionnaire. The questionnaire consists of a total of 35 items pertaining to variables like SMI, IG, EC, EL, GPA, GPI and GPB. All the items were measured on a five-point Likert scale, with 1 representing 'strongly disagree' and 5 representing 'strongly agree.'

4.4 Data Collection

Primary data is collected through a structured online questionnaire using platforms such as Google Forms. The questionnaire comprises closed-ended Likert-scale items (typically 5-point or 7-point scales), measuring responses related to Social Media Influence, Instant Gratification, Environmental Concern (EC), Eco-Literacy (EL), Green Pricing & Packaging, Green Purchase Attitude (GPA), Green Purchase Intention (GPI), Green Purchase Behaviour (GPB), Perceived Behavioural Control (from TPB), Subjective Norms (from TPB).
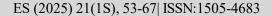
4.5. Instrument Validation

The questionnaire is pre-tested on a small group (n = 30) to ensure clarity and reliability. Construct validity was verified using Cronbach's Alpha for internal consistency of each variable scale. The cronbach alpha stood at 0.798, which proves the reliability of the questionnaire.

5. DATA ANALYSIS

5.1 Descriptive Analysis

Demographics	Category	Number of Respondents	Percentage
Age	18–21 years	95	33.10%
	22–25 years	102	35.54%
	26–30 years	60	20.91%
	Above 30 years	30	10.45%
Gender	Male	132	46.00%
	Female	148	51.57%
	Other	5	1.74%
	Prefer not to say	2	0.69%
Occupation	Student	157	54.70%
	Employed	102	35.54%
	Homemaker	15	5.23%
	Other	13	4.53%
Educational Qualification	Undergraduate	123	42.86%
	Graduate	87	30.31%
	Postgraduate	65	22.65%
	Other	12	4.18%
Active on Social Media?	Yes	265	92.32%
	No	22	7.68%
Regularly Shop Online?	Yes	210	73.17%
	No	77	26.83%

Source: Author's analysis

5.2 Inferential Analysis

Correlation Matrix: Table 2

Variable	SMI	IG	EC	EL	GPA	GPI	GPB
SMI	1						
IG	−.12	1					
EC	.45	−.21	1				
EL	.38	−.17	.51	1			
GPA	.42	−.18	.48	.55	1		
GPI	.60	−.32	.44	.50	.63	1	
GPB	.58	−.27	.40	.47	.61	.71	1

Source: Author's analysis

The correlation matrix presents the interrelationships between seven key variables central to understanding green consumer behaviour: Social Media Influence (SMI), Instant Gratification (IG), Environmental Concern (EC), Eco-Literacy (EL), Green Purchase Attitude (GPA), Green Purchase Intention (GPI), and Green Purchase Behaviour (GPB). Notably, Social Media Influence (SMI) exhibits a positive and moderately strong correlation with Environmental Concern (r = .45), Eco-Literacy (r = .38), Green Purchase Attitude (r = .42), Green Purchase Intention (r = .60), and Green Purchase Behavior (r = .58). These associations suggest that individuals influenced by social media are more likely to be environmentally conscious, better informed about eco-issues, and more engaged in green purchasing behaviours. Conversely, Instant Gratification (IG) displays negative correlations with all other variables, especially with Green Purchase Intention (r = −.32) and Green Purchase Behavior (r = −.27), indicating that individuals who seek immediate pleasure or convenience are less inclined to act in environmentally responsible ways. Environmental Concern (EC) shows moderate to strong positive correlations with Eco-Literacy (r = .51), Green Purchase Attitude (r = .48),

Green Purchase Intention (r = .44), and Green Purchase Behavior (r = .40), emphasizing that those who are concerned about the environment also tend to possess greater knowledge and are more committed to green actions. Similarly, Eco-Literacy (EL) correlates positively with Green Purchase Attitude (r = .55), Intention (r = .50), and Behavior (r = .47), underscoring the role of knowledge in fostering sustainable consumer choices. Furthermore, Green Purchase Attitude (GPA) is strongly associated with Green Purchase Intention (r = .63) and Behavior (r = .61), affirming that a favourable attitude towards green products is likely to translate into both the intention and actual practice of purchasing them. The strongest correlation in the matrix is found between Green Purchase Intention and Green Purchase Behavior (r = .71), highlighting a robust link between what consumers intend and what they eventually do when it comes to eco-friendly consumption. Taken together, the matrix underscores a logical and theoretically consistent pattern where social influence, environmental awareness, and eco-knowledge reinforce each other to drive attitudes, intentions, and ultimately, green behaviours, while the pursuit of instant gratification works counter to this progression.

Multiple Regression Summary: Table: 3

Predictor	Standardized Coefficient (β)	t-value	Sig. (p-value)
Social Media Influence	0.27	4.12	0.000
Instant Gratification	−0.19	−3.01	0.003
Environmental Concern	0.14	2.20	0.029
Eco-Literacy	0.17	2.58	0.011
Green Pricing	0.09	1.45	0.148 (NS)
Green Packaging	0.11	1.91	0.057
Green Purchase Attitude	0.23	3.89	0.000
Green Purchase Intention	**0.36**	**5.21**	**0.000**

Source: Author's analysis

The multiple regression analysis was conducted to examine the combined predictive power of various independent variables on Green Purchase Behavior. The model includes Social Media Influence, Instant Gratification, Environmental Concern, Eco-Literacy, Green Pricing, Green Packaging, Green Purchase Attitude, and Green Purchase Intention as predictors. The results indicate that Green Purchase Intention emerged as the strongest predictor of green purchasing behavior with a standardized coefficient (β) of 0.36, a t-value of 5.21, and a highly significant p-value of 0.000, suggesting a strong and statistically significant relationship. Similarly, Social Media Influence (β = 0.27, p = 0.000) and Green Purchase Attitude (β = 0.23, p = 0.000) were also found to be strong and significant predictors, indicating that individuals who are more influenced by social media and have favorable attitudes toward green products are more likely to engage in environmentally responsible consumption. Instant Gratification had a negative and significant effect on green purchase behavior (β = −0.19, p = 0.003), demonstrating that individuals with a higher tendency for immediate gratification are less likely to make environmentally conscious purchases. Eco-Literacy (β = 0.17, p = 0.011) and Environmental Concern (β = 0.14, p = 0.029) were also significant positive predictors, further reinforcing the role of environmental awareness and knowledge in promoting green consumer actions. On the other hand, Green Packaging showed a marginal level of significance (β = 0.11, p = 0.057), suggesting a potential, though not definitive, influence on consumer behavior. Finally, Green Pricing was found to be not statistically significant (β = 0.09, p = 0.148), implying that price-related factors alone may not be sufficient to drive green purchase behavior in this sample. Overall, the results suggest that attitudinal, informational, and behavioral intention variables exert a more pronounced influence on green purchasing than price or packaging considerations, with behavioral intention serving as the most robust predictor in the model.

Hypotheses Table: 3

Hypothesis Code	Hypothesis Statement	Expected Direction
H1	Social media influence has a significant positive effect on green purchase behaviour (GPB).	Positive
H2	Instant gratification negatively affects green purchase behaviour.	Negative
H3	Environmental concern positively influences green purchase behaviour.	Positive
H4	Eco-literacy significantly contributes to green purchase behaviour.	Positive
H5	Green pricing significantly influences green purchase behaviour.	Positive
H6	Green packaging positively influences green purchase intention.	Positive
H7	Green purchase attitude positively influences green purchase behaviour.	Positive
H8	Green purchase intention positively predicts green purchase behaviour.	Positive

Source: Author's analysis

Variable Mapping with TPB and identified Constructs

Construct	Mapped TPB Component	Role in Model
Social Media Influence (SMI)	Subjective Norms	External motivator for eco-behaviour
Instant Gratification (IG)	*New construct* (Barriers to intention)	Digital-age constraint on sustainable action
Environmental Concern (EC)	Attitude / Norm activation	Personal value system affecting intention
Eco-Literacy (EL)	Perceived Behavioural Control	Capability to act on green choices
Green Pricing (GP)	Attitudinal influence	Evaluation of cost-value analysis
Green Packaging (GPK)	Attitudinal + Sensory cue	Influences purchase intention
Green Purchase Attitude (GPA)	Core TPB Attitude	Predictor of intention and indirect behaviour
Green Purchase Intention (GPI)	TPB Behavioural Intention	Direct precursor to actual green behaviour
Green Purchase Behaviour (GPB)	Actual Behaviour (DV)	Outcome variable of the TPB framework

Source: Author's analysis

Final Model

The regression equation for GPB is:

$$GPB = 0.27 \cdot SMI - 0.19 \cdot IG + 0.14 \cdot EC + 0.17 \cdot EL + 0.09 \cdot GreenPricing + 0.11 \cdot GreenPackaging + 0.23 \cdot GPA + 0.36 \cdot GPI$$

This model explains a significant portion of the variance in GPB and provides actionable insights into how digital and psychological factors interact with sustainable consumer behavior.

This study extends the Theory of Planned Behaviour (TPB) by incorporating variables that reflect the digital-age consumer mind-set—namely, Social Media Influence and Instant Gratification—alongside classic green marketing constructs. Such as affects green purchase behaviour, green purchase attitude (GPA), Environmental concern, Eco-literacy, Green pricing, Green packaging.

According to TPB, behavioural intention is influenced by:

- Attitude toward the behaviour (e.g., Green Purchase Attitude - GPA)
- Subjective norms (e.g., Social Media Influence - SMI)
- Perceived behavioural control (approximated through Eco-Literacy and accessibility factors)

These intentions (GPI), in turn, predict actual behaviour (GPB). To reflect today's fast-paced consumer culture, this model integrates:

- Instant Gratification (IG) – to account for psychological urgency vs. sustainable habits
- Green Pricing (GP) and Green Packaging (GPK) – to represent value perception in green marketing

6. CONCLUSION AND RECOMMENDATION

This study highlights the growing significance of sustainability in consumer behaviour, particularly among younger generations such as Gen Z and Millennials, who are redefining the balance between eco-consciousness and instant gratification. The findings underscore the critical role of constructs like Social Media Influence (SMI), Instant Gratification (IG), Environmental Concern (EC), Eco-Literacy (EL), Green Purchase Attitude (GPA), and Green Purchase Intention (GPI) in shaping Green Purchase Behavior (GPB). Social media emerges as a powerful platform for promoting green values, while the conflict between immediate convenience and long-term sustainability remains a barrier to widespread adoption.

The results validate the extended Theory of Planned Behavior (TPB), emphasizing the importance of integrating sustainability into consumer experiences without compromising convenience. Variables like Green Purchase Intention and Green Purchase Attitude

are strong predictors of actual green behaviour, pointing to the need for targeted interventions that align with consumer values and preferences.

To bridge the gap between intention and Behavior, businesses and policymakers must innovate by leveraging digital tools, promoting affordability, and enhancing accessibility to green products. Collaboration between stakeholders, emotional storytelling, and gamified incentives can further encourage sustainable choices. Ultimately, this research provides actionable insights for fostering a harmonious relationship between fast-paced lifestyles and responsible consumption, paving the way for a more sustainable future.

Recommendations

Organizations should harness the power of digital platforms to promote sustainability education among consumers. Leveraging social media and other online tools to simplify complex environmental concepts can improve eco-literacy and encourage more informed and sustainable decision-making. To address the conflict between instant gratification and green behaviour, businesses need to integrate sustainability into convenience-driven models. Ensuring that eco-friendly products are easily accessible through fast delivery services and prominent placement in online marketplaces can make sustainable choices more appealing to modern consumers.

Collaborating with social media influencers who resonate with younger audiences can further amplify eco-conscious messages. These influencers can act as advocates for sustainability, inspiring their followers to adopt greener lifestyles. To tackle the cost barriers associated with green products, companies should consider implementing cost-effective production techniques, partnering with stakeholders, or advocating for government subsidies to make green alternatives more affordable without compromising quality. Additionally, emphasizing eco-friendly packaging in marketing campaigns can serve as a sensory cue that reinforces sustainability perceptions and encourages eco-conscious purchases.

Introducing gamified incentives is another effective strategy. Gamification-based applications or loyalty programs that reward customers for sustainable actions, such as purchasing eco-friendly products or recycling, can enhance engagement and drive consistent green behaviours. Emotional storytelling is also a powerful tool; sharing real-world impacts of sustainable practices can foster positive attitudes and strengthen the connection between consumers and environmental efforts.

Businesses should collaborate with policymakers to establish clear standards and certifications for green products, which can build trust and transparency. Behavioural nudges, such as eco-labels, carbon footprint indicators, or purchase prompts, can be introduced to gently guide consumers toward more sustainable options. Moreover, tailoring marketing strategies to align with the values and consumption habits of younger demographics, such as Gen Z and Millennials, can significantly enhance engagement and drive long-term behaviour change. By focusing on these initiatives, businesses and policymakers can create a consumer ecosystem where sustainability and convenience coexist, paving the way for a greener, more responsible future.

7. LIMITATION

The findings of the study are restricted in their generalizability because they were conducted in a particular Indian state; they may not reflect the perception of the entire population. The predictive power of merely a few variables was examined so in future the repurchase behaviour of the consumers must be gauged to derive green product effectiveness, satisfaction. In order to research willingness to purchase green products, a convenience sample was used, which may not represent preferences of entire population. For the survey to be generalized, the sample size (287) is too small. The data was only collected online, so the responses could have come from persons who are tech-savvy or privileged enough to afford an internet connection and digital devices such as phone and PC or laptop. As a result, the data may not represent all socioeconomic groups'

perspectives.

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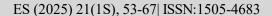
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Annexure

Questionnaire

Section A: Demographic Profile

1. **Age:** _____

2. **Gender:** ☐ Male ☐ Female ☐ Other ☐ Prefer not to say

3. **Occupation:** _____

4. **Educational Qualification:** ☐ Undergraduate ☐ Graduate ☐ Postgraduate ☐ Other

5. **Are you active on social media?** ☐ Yes ☐ No

6. **Do you regularly shop online?** ☐ Yes ☐ No

Section B: Constructs (Likert Scale: 1 = Strongly Disagree → 5 = Strongly Agree)

1. Social Media Influence (SMI)

1. I often learn about sustainable products from social media.

2. Influencers and online creators affect my green product choices.

3. I trust eco-friendly product recommendations on platforms like Instagram or YouTube.

4. My friends' posts about eco-conscious purchases inspire me to do the same.

2. Instant Gratification (IG)

1. I prefer products that are immediately available for delivery or purchase.

2. I tend to choose convenience over sustainability in most purchases.

3. I get satisfaction from quick shopping experiences (e.g., one-click purchases).

4. I sometimes buy things on impulse without considering their environmental impact.

3. Environmental Concern (EC)

1. I am concerned about climate change and environmental issues.

2. I believe my shopping choices can impact the environment.

3. I feel personally responsible for contributing to a sustainable future.

4. Eco-Literacy (EL)

1. I understand what makes a product environmentally friendly.

2. I can recognize eco-labels or certifications when shopping.

3. I follow news or content related to environmental sustainability.

5. Green Pricing (GP)

1. I am willing to pay more for environmentally friendly products.

2. I think green products offer good value for money.

3. High prices discourage me from buying green products. *(Reverse-coded)*

6. Green Packaging (GPK)

1. I prefer products with recyclable or biodegradable packaging.

2. I notice and appreciate brands that use eco-friendly packaging.

3. Packaging impacts my perception of a product's sustainability.

7. Green Purchase Attitude (GPA)

1. I believe buying green products is the right thing to do.

2. I feel good about myself when I choose sustainable products.

3. I have a positive opinion of brands that support sustainability.

8. Green Purchase Intention (GPI)

1. I plan to buy more eco-friendly products in the future.

2. I would choose a green product over a conventional one if available.

3. I intend to reduce my consumption of unsustainable products.

9. Green Purchase Behaviour (GPB)

1. I regularly buy products that are labeled as eco-friendly.

2. I have reduced my usage of single-use or plastic-based items.

3. I often check a product's environmental impact before buying.

10. Subjective Norms (TPB)

1. People who matter to me think I should buy green products.

2. I feel social pressure to make eco-conscious purchases.

3. Buying sustainable products improves my image in social circles.

11. Perceived Behavioural Control (TPB)

1. I find it easy to access green or sustainable products.

2. I feel confident in my ability to make eco-conscious choices.

3. I can usually afford sustainable alternatives.

Survey Closing:

Thank you for your participation! Your responses will contribute to meaningful insights into sustainable consumption in today's fast-paced world. All answers will remain confidential and anonymous.