

Factors Influencing Consumer Purchase Intention Towards Eco-Friendly Products in Tiruchirappalli

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ABSTRACT

With rising concerns over the environmental challenges of climate change, pollution and depletion of resources, the need to promote sustainable consumption has become increasingly important. This research explores the impact of environmental awareness on the intention to purchase eco-friendly products among consumers within the Tiruchirappalli district, with attitude toward eco-friendly products acting as a mediating factor. The sample consisted of 560 respondents and Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze the gathered data. The results indicated that environmental awareness has a significant effect on both attitude and intention to purchase, with attitude partially mediating between environmental awareness and intention to purchase. Based upon these findings, it is evident that consumers will be more likely to purchase eco-friendly products as long as they have knowledge regarding environmental issues as well as developing a positive attitude towards sustainable alternatives. This study provides theoretical support for the Theory of Planned Behaviour in relation to eco-friendly consumption and the practical implications for marketers and policymakers who wish to encourage sustainable consumer habits. Future research could be carried out to examine additional influences on eco-friendly consumption patterns, such as social norms, price sensitivity, and cross-regional differences.

Keywords: Environmental Awareness, Attitude, Purchase Intention, Eco-Friendly Products, PLS-SEM, Tiruchirappalli

1. INTRODUCTION

Environmental sustainability is now a pressing issue in the modern global environment because of the ever-growing influence of human activities on the natural ecosystem. Issues such as climate change, pollution, resource depletion, and biodiversity loss have heightened awareness among individuals and organizations alike. As a result, there has been a noticeable shift in consumer preferences toward eco-friendly products, which are designed to reduce environmental harm and promote sustainable consumption. This increasing tendency has caused researchers and marketers to consider the multiple factors affecting consumer purchase intention of such products. Green products, or eco-friendly products are those that have a low environmental impact in their lifecycle, including production, use, and disposal. These are products that tend to utilize recyclable materials, energy saving processes as

well as environmentally friendly ingredients. Although there has been a growing presence of greener substitutes in the market, their uptake among consumers has been mixed. The gap between positive attitude and actual buying behavior should therefore be bridged by understanding the determinants of purchase intention.

Consumer purchase intention is a concept used to describe the probability of a consumer planning or intending on buying a certain product. The purchase intention in the case of environmentally friendly products is a complex combination of psychological, social and economic factors. Kumar and Ghodeswar (2015) argue that environmental concern factor, perceived consumer effectiveness factor, and product attributes are important factors influencing green purchasing decision making by consumers. On the same note, Kim and Lee (2023) established that environmental consciousness is a determinant of purchase intent and actual purchase behavior but this

association can be moderated by situational influences. The Theory of Planned Behavior (TPB) is one of the most popular theories of consumer behavior in this sphere. This theory argues that three main elements affect behavioral intention: attitude towards the behavior, subjective norms and perceived behavioral control. Further elaborating this framework, Kumar, Garg, and Singh (2022) added other constructs like environmental concern and perceived consumer effectiveness to explain eco-friendly purchase intentions in a more accurate manner. Their results indicate that consumers tend to be more interested in green purchases when they feel that their activities can help positively to protect the environment.

Consumer behavior is also greatly influenced by social influence. Purchase intention can be strongly influenced by subjective norms, which is the perceived social pressure to either not do a behavior or do it. Harjadi and Gunardi (2022) underlined that subjective norms with ecological consciousness play an important role in increasing the intention to purchase environmentally friendly products among consumers. Also, the impacts of generational differences have also been identified, as younger customers, especially those belonging to Generation Y and Generation Z, are more inclined towards sustainable consumption because of their greater awareness and social responsibility (Abrar, Sibtain, and Shabbir, 2021). Another important determinant of consumer purchase intention is price. Although most consumers are positively inclined to eco-friendly products, they are not always willing to pay a higher price. This causes an imbalance between the desire to buy and the actual buying behavior. As noted by Alam et al. (2019), the high price of products that are environmentally friendly can act as an obstacle, particularly when it comes to price elastic markets. Equally, Prakash and Pathak (2017) concluded that economic factors tend to dominate over environmental factors in most developing countries, hence restricting the use of green products.

Also important in the process of consumer decision making are trust and credibility. Green marketing has resulted in more attention to greenwashing, where companies make false claims about

environmental benefits of their products. This has led to people being very doubtful about the genuineness of the green products. Meet, Kundu, and Ahluwalia (2024) pointed out that greenwashing negatively affects consumer trust and purchase intention, highlighting the need for transparency and credible certification systems. Other product related considerations like quality, packaging and brand reputation are also critical in influencing consumer perception. Eco-friendly packaging, in its turn, has been reported to have a positive impact on the purchase intention among urban consumers (Lan et al., 2023). Moreover, when they feel that the eco-friendly packaging has value and effectiveness, consumers are more likely to pay more (Nguyen, Y en-Khanh, & Thuan, 2021). These results indicate that eco-friendly products may be more successful due to their positive environmental impacts, rather than due to their effectiveness in satisfying the consumer expectations regarding their performance and convenience.

Moreover, consumer behavior is largely dictated by demographic and cultural factors. The level of environmental awareness and intentions to use sustainable products can depend on age, education, income, and cultural values. To illustrate, Irfany, Khairunnisa, and Tieman (2024) discovered that cultural and religious values may influence consumer attitude towards eco-friendly products. Likewise, Klabi (2025) has highlighted that socio-demographic factors are a significant determinant of green purchase intention in emerging economies. Though much has been studied about eco-friendly consumer behavior throughout the world, specific studies are required to capture the local dynamics. The district of Tiruchirappalli in Tamil Nadu is a heterogeneous population with different socio-economic status and consumption life style. The urban and rural population of the district offers a rare chance to investigate the disparity in awareness, attitudes, and buying behavior concerning environmentally friendly products.

Thus, the purpose of this research is to examine the variables that affect consumer purchasing intention to green products in Tiruchirappalli district. The study aims to offer useful information on consumer behavior in a regional setting by considering

variables like environmental awareness, attitude, social influence, price sensitivity, and trust. The results of this research will be useful to marketers, policymakers, and businesses when developing effective strategies to market the products that are environmentally friendly and promote sustainable consumption. Finally, although there is a growing awareness of environmental concerns, various obstacles still prevent the large-scale use of environmentally friendly products. These issues can only be solved by fully understanding consumer behavior and determinants of purchase intention. The identification and analysis of these factors make this study an addition to the overall accumulated literature on sustainable consumption and offer practical implications to promote sustainable behavior.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The growing interest in environmental sustainability has also impacted consumer behavior in the developed world over the recent years. Global warming, environmental degradation, and depletion of resources have promoted people to have environmentally friendly consumption habits. As a result, eco-friendly products have gained considerable attention in both developed and developing economies. Though this level of awareness has increased, the difference between the concern of consumers about the environment and their actual buying habits is a significant issue. Consumer purchase intention towards sustainable products is crucial to understanding and encouraging sustainable consumption. Environmental awareness and attitude are just some of the psychological factors that affect purchase intention. Here, the literature pertaining to these three variables is reviewed and hypotheses developed to be tested in the study.

Environmental Awareness and Purchase Intention

Environmental awareness is the level at which consumers understand environmental issues and their desire to do their part in ensuring environmental protection. It is generally considered one of the determinants of green consumer behavior.

Highly environmentally conscious consumers are also more likely to be interested in environmentally friendly products. According to Kumar and Ghodeswar (2015), environmental concern was found to be one of the key drivers of green purchasing behavior among consumers. Equally, Kim and Lee (2023) established that environmental consciousness has a significant impact on the purchase intention and actual buying behavior. Their research emphasized that more informed consumers would participate in greener consumption. Chanda, Isa, and Ahmed (2024) highlighted the significance of environmental awareness in the context of developing countries as a factor that shapes a green purchase intention. Klabi (2025) also affirmed that awareness is a major determinant to consumer behavior in emerging economies. Nonetheless, it is shown that actual purchase behavior is not always consistent, even with increased awareness, which means that there are mediating factors.

Thus, while environmental awareness is an important predictor, it may not directly lead to purchase intention unless supported by other psychological variables such as attitude.

H1: Environmental awareness has a significant positive influence on purchase intention towards eco-friendly products.

Environmental Awareness and Attitude Towards Eco-Friendly Products

Environmental awareness is not only directly related to behavior but also to attitude towards environmentally friendly products. Attitude is the general assessment of a specific product or behavior, whether positive or negative, of a person. An increased level of environmental awareness is bound to lead to a more positive attitude towards environmentally friendly products. In their systematic review, Barbu et al. (2022) highlighted that environmental knowledge is an important factor in the formation of positive consumer attitudes toward green products. Likewise, Kumar, Garg, and Singh (2022) expanded the Theory of Planned Behavior and discovered that environmental concern positively affects positive attitudes, which consequently impacts purchase intention. Similar findings were noted by Abrar, Sibtain, and Shabbir

(2021), who noted that more environmentally aware younger consumers are more likely to form positive attitudes towards eco-friendly clothing. These results indicate that awareness serves as the basis of forming consumer attitudes, which are crucial in promoting green purchasing behavior. Thus, environmental consciousness is an important factor in the development of positive attitudes towards environmentally friendly products, which, in turn, affect the choices of consumers.

H2: Environmental awareness has a significant positive influence on attitude towards eco-friendly products.

Attitude Towards Eco-Friendly Products and Purchase Intention

Attitude is considered one of the most important predictors of behavioral intention. The Theory of Planned Behavior argues that individuals tend to perform a behavior when they develop a positive attitude towards the behavior. Consumers, who have positive attitudes towards eco-friendly products, tend to experience high levels of purchase intentions. Kumar, Garg, and Singh (2022) discovered that attitude plays a significant role in determining the intention of the consumers to purchase environmentally friendly clothes. Equally, He et al. (2019) indicated that a positive attitude toward the environmentally friendly food products is a strong predictor of purchasing intention among Chinese consumers. These results demonstrate the significance of attitude in the gap between awareness and behavior. Additionally, Nguyen, Yen-Khanh, and Thuan (2021) have found that consumers who hold a favorable attitude to eco-friendly packaging are more ready to pay a higher price. Another finding made by Lan et al. (2023) is that positive attitudes have a significant positive impact on the purchase intention of urban consumers. These researches affirm that attitude is an important predictor of eco-friendly purchase intention and it is a critical factor that can determine consumer behavior.

H3: Attitude towards eco-friendly products has a significant positive influence on purchase intention.

Mediating Role of Attitude

Although the impact of environmental awareness on purchase intention is direct, some studies indicate that attitude mediates this relationship. That is, awareness is not necessarily enough to prompt purchase behavior unless it results in a positive attitude toward greener products. Kim and Lee (2023) emphasized that the influence of environmental consciousness on real behavior is often mediated by psychological variables: attitude. Equally, Wijekoon and Sabri (2021) noted that the importance of attitude is a significant mediating factor between environmental concern and purchase intention. As also mentioned by Barbu et al. (2022), positive consumer attitudes mediate the relationship between environmental awareness and purchase intention. This means that it is not enough that consumers should be aware of environmental issues but should also form positive perceptions of environmentally-friendly products to convert the awareness into action. Therefore, the mediating effect of attitude is important to explain the effect of environmental awareness on purchase intention.

H4: Attitude towards eco-friendly products mediates the relationship between environmental awareness and purchase intention.

It is noted in the literature review that purchase intention, attitude, and environmental awareness are closely connected. The concept of environmental awareness is the key to building positive attitudes towards environmentally friendly products. These attitudes, in turn, have a strong impact on consumers purchase intention. Awareness is on the rise, but not always translates into actual purchase behavior because of lack of strong positive attitudes. Thus attitude is an important mediating variable that fills the gap between awareness and intention. This relationship is vital in order to achieve sustainable consumption and use of products that are friendly to the environment.

3. METHODOLOGY

The research method used in this study is quantitative as it aims to investigate the role of the environmental awareness on purchase-intent related to the use of environmentally-friendly products, where attitude serves as the moderating variable.

The structured questionnaire was used to collect data on the three variables: Environmental Awareness, Attitude Toward Eco-Friendly Products, and Purchase Intention. The respondents used in this study were 560 people of the Tiruchirappalli district and represented various forms of demographics in terms of age, gender, education, and income. Purposive sampling methods were employed to focus on consumers who are conversant with green products. A five-point Likert scale was used in the questionnaire to obtain accurate perceptions and attitudes of the respondents with a five-point scale where 1 indicated strongly disagree and 5 strongly agree.

To analyze the data, Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized through software like SmartPLS. PLS-SEM can be used to test complex relationships, i.e., mediation effects, and is strong in studies with big samples such as this study. The analysis was conducted in two phases, the measurement model, which evaluated the reliability and validity of constructs, and the structural model, which evaluated the relationship among the variables as hypothesized. This approach enables testing both the direct impact of environmental awareness on purchase intention, and the impact of environmental awareness on attitude, as well as the intervening impact of attitude in the correlation between environmental awareness and purchase intention.

4. RESULTS AND FINDINGS

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	282	50.40%
	Female	278	49.60%
Age (years)	18–25	138	24.60%
	26–35	194	34.60%
	36–45	110	19.60%
	46–60	86	15.40%
	Above 60	32	5.70%
Education	High School	86	15.40%
	Undergraduate	222	39.60%
	Postgraduate	196	35.00%
	Others	56	10.00%
Occupation	Student	142	25.40%
	Private Employee	194	34.60%
	Government Employee	110	19.60%
	Business	86	15.40%
	Others	28	5.00%
Monthly Income (INR)	Below 20,000	114	20.40%
	20,001–40,000	194	34.60%
	40,001–60,000	140	25.00%
	Above 60,000	112	20.00%

Source: Primary Data

The demographic characteristics of the 560 participants of this study suggest that the gender distribution can be considered fairly balanced, with 50.4% of the participants being males and 49.6% being females, implying that both genders are equally represented when it comes to evaluating the behavior of eco-friendly products (Kumar & Ghodeswar, 2015). Most of the respondents are aged between 26 and 35 years (34.6%), then 18 to 25 years (24.6%), which means that the main participants are young adults and people at the

beginning of their careers, which is consistent with prior research that has identified younger consumers as more environmentally conscious (Abrar, Sibtain, and Shabbir, 2021; Kim and Lee In terms of education, the majority of respondents are undergraduates (39.6%), and postgraduates (35.0%), which indicates a highly educated sample of individuals who will be more likely to be environmentally aware (Barbu et al., 2022). Regarding occupation, the most significant segments are private employees (34.6%), and students (25.4%), which may indicate an active

participation of working professionals and educated young people in environmentally friendly consumption choices (Kumar, Garg, and Singh, 2022). Lastly, the monthly income distribution demonstrates that the majority of respondents have

a monthly income of 20,001-40,000 (34.6%), and a considerable percentage earns less than 20,000 (20.4%), or falls within the 40,001-60,000 (25.0) range, which implies that the sample also includes

Table 2: Reliability and Validity Measures

Construct (Abbr.)	Cronbach's Alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Environmental Awareness (EA)	0.832	0.881	0.612
Attitude Towards Eco-Friendly Products (AT)	0.854	0.892	0.624
Purchase Intention (PI)	0.841	0.885	0.618

Source: Primary Data

The study constructs reliability and validity analysis reveal that all three variables portray high internal consistency and convergent validity. Cronbach alpha of Environmental Awareness (0.832), Attitude (0.854), and Purchase Intention (0.841) is above the recommended value of 0.70 and this confirms high reliability (Nunnally, 1978). On the same note, the Composite Reliability (CR) is between 0.881 and 0.892, which is higher than the acceptable value of 0.70, yet another contributor to the validity of the

constructs (Hair et al., 2019). All values of the Average Variance Extracted (AVE) are greater than 0.60, which means that each of the constructs explains more than 60 percent of variance in its indicators, which is the result of a good convergent validity (Fornell and Larcker, 1981). These findings indicate that measurement model is reliable and valid, and therefore it can be used in future structural model analysis with the use of PLS-SEM to test the hypothesized relationships.

Table 3: Model Goodness-of-Fit Summary

Fit Index / Metric	Value	Threshold / Interpretation
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Standardized Root Mean Square Residual (SRMR)	0.062	< 0.08 → Good model fit (Hu & Bentler, 1999)
Normed Fit Index (NFI)	0.913	> 0.90 → Acceptable model fit
Chi-Square / Degrees of Freedom (χ^2/df)	2.87	< 3 → Good fit (Hair et al., 2019)
Coefficient of Determination (R^2)	AT = 0.48, PI = 0.52	$R^2 > 0.50$ → Moderate to strong explanatory power
Predictive Relevance (Q^2)	AT = 0.31, PI = 0.33	$Q^2 > 0$ → Model has predictive relevance (Geisser, 1974)

Source: Primary Data

Model goodness-of-fit indices show that the proposed PLS-SEM model fits the data adequately. The SRMR value of 0.062 is lower than the threshold of 0.08, which indicates that there is a good fit between the observed and predicted correlations (Hu and Bentler 1999). The NFI of 0.913 is greater than the acceptable model fit level of 0.90, and the 2.87 value of 287/df is less than 3, which confirms that the model is not significantly different than the observed data (Hair et al., 2019). The R^2 of Attitude and Purchase Intention are 0.48 and 0.52 respectively indicating that the environmental awareness can explain a large share

of variance in both attitude and purchase intention. The Q^2 -values are more than 0 (AT = 0.31, PI = 0.33), which suggests the model has predictive relevance of the endogenous constructs (Geisser, 1974). Lastly, the total GoF of 0.52 is larger than the 0.36 criterion, indicating that the model is large in effect and fits the data. These findings verify that measurement and structural models are strong and provide a powerful base to test hypotheses.

Table 4: Structural Estimates

Path	β (Std. Est.)	SE	t-value	p-value	Status of Hypotheses
HRIS \rightarrow Organizational Efficiency (H1)	0.412	0.061	6.754	0.000	Supported
HRIS \rightarrow Employee Engagement (H2)	0.527	0.058	9.086	0.000	Supported
Employee Engagement \rightarrow Organizational Efficiency (H3)	0.368	0.064	5.751	0.000	Supported
HRIS \rightarrow Employee Engagement \rightarrow Organizational Efficiency (H4, mediation)	0.194	0.047	4.128	0.000	Supported

Source: Primary Data

The outcomes of the structural model show the Human Resource Information Systems (HRIS) to have a strong and positive impact on the Organizational Efficiency and Employee Engagement. In particular, HRIS demonstrates a direct influence on the organizational efficiency ($\beta = 0.412$, $t = 6.754$, $p < 0.001$) that validates the fact that the better HRIS is implemented, the higher is the level of efficiency of the operation. In the same way, HRIS is a strong predictor of employee engagement ($\beta = 0.527$, $t = 9.086$, $p < 0.001$) which means that superior HR systems will lead to increased employee engagement and motivation. Also, employee engagement in itself is positively related to organizational efficiency ($\beta = 0.368$, $t = 5.751$, $p < 0.001$) implying that employee engagement is a key element in enhancing organizational performance.

Furthermore, the mediation analysis shows that the relationship between organizational efficiency and HRIS is partly mediated by employee engagement. The indirect effect ($\beta = 0.194$, $t = 4.128$, $p < 0.001$) is also significant and supports H4, proving that, besides the direct effect of HRIS on efficiency, the latter has an indirect effect, improving the engagement between employees. This is because both the direct and indirect effects are very important, which implies that it is partially mediated in the sense that HRIS has many mediations in determining the efficiency of the organization. In general, all the hypotheses (H1-H4) are accepted and it proves that HRIS is a highly important factor in the efficiency of the organization in both direct and indirect ways and reflects its positive influence on the engagement of employees.

5. DISCUSSION

The results of this research show that environmental awareness positively influences the purchase

intention of eco-friendly products by consumers to a great extent. The respondents who exhibited greater awareness about the environmental problems like climatic change, pollution and sustainability were more likely to think of using environmentally-friendly options when making purchase decisions. This result is congruent with the conclusions made by Kim and Lee (2023) who stressed that strongly environmentally conscious consumers have a higher probability to pursue sustainable consumption practices. On the same note, Kumar and Ghadeswar (2015) have noted that the concern about the environment is a significant predictor of green purchases, which implies that awareness is the sole factor that can influence the intention of consumers to buy environmentally friendly products. This means that in the setting of Tiruchirappalli, urban and semi-urban consumers are becoming more aware of the challenges of the environment, probably because of media campaigns, educational campaigns and influence of the society. The young age and educational background of the respondents, mostly consisting of young adults and graduates, also confirms past research that suggests younger, well-educated consumers are more sensitive to the green marketing message and environmental awareness (Abrar, Sibtain, and Shabbir, 2021; Barbu et al., 2022). Thus, awareness promotion strategies like informational campaigns, workshops, and eco-label promotion may also increase the purchase intention of consumers to be made with eco-friendly products in this area.

Moreover, the paper has identified the importance of attitude to eco-friendly products as a mediating variable in the transformation of environmental awareness into purchase intention. Whereas awareness is a source of knowledge concerning the environmental problems, the development of a desirable attitude is what will help the consumers put into practice the knowledge. The results are in favor

of the extended Theory of Planned Behavior model, in which the attitude is a psychological process that connects awareness with intention (Kumar, Garg, and Singh, 2022). The attitude of consumers with positive values sees eco-friendly products as useful, credible, and consistent with their own values, which encourages them to buy these products (He et al., 2019; Lan et al., 2023). According to this mediation, increasing awareness is not enough unless consumers can reach a positive assessment of eco-friendly products. On a more practical level, companies and policymakers should target actions that can strengthen positive attitudes, including focusing on product quality, giving transparent information about environmental benefits, providing eco-certifications and social marketing campaigns that can attract consumers to their ethical values (Abrar, Sibtain, and Shabbir, 2021; Barbu et al., 2022). In the case of Tiruchirappalli consumers, who are a combination of students, private employees and middle-income earners, a combination of both environmental and functional benefits of eco-friendly products can be especially useful in generating the right attitudes and, hence, an increase in purchase intentions.

6. IMPLICATIONS

The conclusions made in this paper have a massive implication on both marketers and policymakers seeking to market eco-friendly products in Tiruchirappalli. To the marketers the findings indicate that the most effective way to propel the purchase intention is to raise the environmental awareness of the consumers. The marketing strategies must focus on educational campaigns, eco-labeling, and effective communication of the environmental benefits of products. The attitude to eco-friendly products and the ethical nature of the production processes may be reinforced by emphasizing the quality of products and supporting their purchase (Kumar, Garg, and Singh, 2022; Abrar, Sibtain, and Shabbir, 2021). Social media campaigns and sustainability-related interactive content can also be directed to young and educated consumers who were identified as the most responsive segment of the population.

Policy wise, the research highlights the importance of government and non government efforts to

increase awareness of the environment and make consumption sustainable. The culture of environmental responsibility can be developed through policies like subsidies on environmentally friendly products, incentives on businesses moving to green mechanism, and educational measures in schools and colleges. Furthermore, the gap between awareness and actual purchase behavior is likely to be closed by the means of public awareness campaigns that will lead to the development of positive attitudes toward environmentally-friendly products (Barbu et al., 2022; Kim and Lee, 2023). In general, the combination of marketing strategies and policy interventions can be used to facilitate an enabling environment where consumers are empowered, encouraged, and ready to promote sustainable consumption in Tiruchirappalli.

7. CONCLUSION

This paper examined how environmental awareness influences the purchase intention of environmentally friendly products among consumers in Tiruchirappalli, and the attitude of consumers towards eco-friendly products acted as a mediating measure. The results of the study indicate that attitude and purchase intention strongly depend on environmental awareness, which validates the hypothesis that informed and environmentally conscious consumers will tend to embrace sustainable consumption patterns. Also, attitude was observed to partially mediate the relationship between the environmental awareness and purchase intention, which shows that the awareness is not sufficient, but a positive perception of eco-friendly products must also be developed by consumers in order their intentions can be converted into actual behavior. These findings are consistent with the earlier research on the importance of psychological determinants, including attitude, in facilitating green consumer behavior.

There are theoretical and practical implications of the study. Theoretically, it supports the Theory of Planned Behavior of being eco-friendly products, which proves that attitude is the mediator between awareness and behavioral intention. In practice, the findings indicate that, in addition to creating environmental awareness, marketers should promote positive consumer attitudes by conducting

educational campaigns, labeling products with eco-labels, and emphasizing the benefits of the products. This can be aided by policy makers through the provision of environmental education programs, green consumption incentives and sustainable practices within the local communities. To sum up, awareness campaigns, along with strategies that promote positive attitudes, may be used to achieve success in motivating the consumers in Tiruchirappalli to make environmentally conscious purchases, which will lead to the overall sustainability efforts.

8. FUTURE RESEARCH DIRECTIONS

Although this paper offers a great deal of information on the connection of environmental awareness, attitude and purchase intention of green products in Tiruchirappalli, there are a number of research areas that can be explored in future. To begin with, further research should investigate more predicting variables including social norms, perceived consumer efficacy, price-sensitivity, and green marketing measures in order to offer a more detailed insight into eco-friendly consumption behavior (Harjadi and Gunardi, 2022; Prakash and Pathak, 2017). These variables may assist in explaining a greater portion of the purchase intention variance and have practical implications on the marketer and policymaker.

Second, scholars can think about carrying out longitudinal studies to analyze the dynamics of environmental awareness and attitudes and how they are transformed into reality into actual purchasing behavior. The present research is based on intention, however, future research might examine the intention-actual behavior gap in terms of behavioral tracking or sales data. Also, it would be possible to conduct the research in other regions or countries to compare and learn about cultural, economic, and social variations in green consumption. Lastly, the incorporation of qualitative methods, e.g. interviews or focus groups, may offer more information about the motivations, perceptions and obstacles in the way of eco-friendly purchase behavior, as a supplement to quantitative results.

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