

# Development of a New Conceptual Model: Consumers' Purchase Intention towards Eco- friendly Bags

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## Development of a New Conceptual Model: Consumers' Purchase Intention towards Eco-friendly Bags

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### ABSTRACT

**Purpose:** *The main purpose of the study is to look at the elements that influence customers' buying intentions for eco-friendly bags. This investigation aims to provide useful information for stakeholders, including corporations, legislators, and environmental groups. It will investigate the factors that influence customer purchasing intentions toward environmentally friendly solutions, as well as their implications for accomplishing sustainability goals such as reducing resource consumption, limiting waste creation, and lowering carbon emissions. The primary goal of this research is to promote a more environmentally conscious and socially responsible consumer culture that develops a more sustainable relationship with the environment.*

**Design/Methodology/Approach:** *This research relies on secondary data obtained from scholarly sources available on platforms like Google scholar, ReserachGate, Web of Science, SSRN, and others. The study also employs focus group discussions to formulate hypotheses and identify factors that influence consumers' intentions to purchase eco-friendly bags.*

**Findings/Result:** *This study employs empirical data and a conceptual model to investigate the determinants of consumers' intentions to purchase eco-friendly bags. Key factors identified include environmental consciousness, social influence, product attributes, willingness to invest, and perceived environmental advantages. Consumers are more inclined to buy eco-friendly bags when they possess strong environmental awareness, are influenced by social factors, find the product appealing, express a willingness to pay a premium, and perceive tangible environmental benefits. The research contributes valuable insights into drives of consumer preferences for sustainable and eco-friendly products, exemplified by eco-friendly bags.*

**Originality/Value:** *This study used conceptual models, theories, and focused group interactions to establish several postulates about the factors influencing consumer purchase intentions for eco-friendly bags.*

**Paper Type:** *Review of literature for the development of the conceptual framework.*

**Keywords:** Inductive Approach, Theory of Planned Behaviour, Theory of Reasoned Actions, Conceptual Model, Purchase Intention, Consumer Perception, Environmental Awareness, Social Influence, Product Attributes, Willingness to Pay, Perceived Environmental Benefits, ABCD Framework

### 1. INTRODUCTION :

The marine ecosystem is facing a growing issue of plastics, necessitating immediate action to mitigate this deteriorating trend. (Rios, L. M. et al. (2007). [1]); (Rochman, C. M. et al. (2015). [2]). In 2014, findings from a six-year investigation conducted by the 5 Gyres Institute revealed that there were an estimated 5.25 trillion plastic particles, collectively amounting to 2,69,000 tons, present in the Earth's oceans. Despite the fact that plastics account for about 10% of man-made waste by mass (Barnes, D. K. et al. (2009). [3]). Plastic has an expected lifespan of hundreds to thousands of years due to its resilience (Wang, J. et al. (2016). [4]). As a result, global governments, scientists, non-governmental organizations, and the general public are concerned about marine plastic pollution (Seltenrich, N.

(2015). [5]). Plastic bags first appeared in the 1970s (Williamson, L J. (2003). [6]). It is becoming more popular among consumers and retailers. They are abundant and diverse throughout the planet. It is estimated that 500 billion plastic bags are used globally each year (Spokas, K. (2008). [7]). Another typical issue caused by these wastes is the killing of domestic and wild animals (Yuan, S. Y. et al. (2002). [8]). The majority of these bags are disposed of as garbage, generally after a single use (Yamamoto, T. et al. (2001). [9]). The problem of sewerage system blockages is increasingly common in urban areas, and measures such as implementing levies and taxes are being employed to restrict the production and utilization of polyethylene bags (Hasson, R. et al. (2007). [10]). The growth of the population, coupled with rapid urbanization and industrialization, has led to significant surge in the amount of waste generated by contemporary society. Humans' increased economic activity and food consumption, as well as changing lifestyles, produce a massive amount of household trash, posing a significant challenge in both developed and developing countries worldwide (Palmer, J. A. (1998). [11]). To reduce plastic bag usage, promote reusable bags, enforce government policies against plastic bags, support eco-friendly alternatives, collaborate with businesses for alternative options and recycling initiatives, and raise public awareness about the environmental impact of plastic bags and benefits of sustainable alternatives.

Eco-friendly bags are being marketed all over the world as a kind of green consumerism aimed at reducing the environmental impact of single-use plastic bags (Yeow, P. et al. (2014). [12]). Green bags are being promoted as an alternative to single-use plastic bags (SUPBs). Green bags are considered to be more environmentally friendly than SUPBs (Xanthos, D. et al. (2017). [13]). Eco-friendly bags, also known as reusable bags, are intended to cause as little harm to the environment as possible. Unlike single-use plastic bags, they are made of durable materials such as cloth or recycled materials and can be reused multiple times. We can significantly reduce waste, conserve resources, reduce pollution, protect wildlife, and reduce carbon emissions by using eco-friendly bags. Their use promotes sustainable practices and has a positive impact on the environment (Ashwini, V. et al. (2022). [14]). The advantages of eco-friendly bags are biodegradability, reusability, and recyclability (Thomas, G. O. et al. (2016). [15]). Eco-friendly bags may also be composted or burned, resulting in low greenhouse gas emissions (Sushmitha, B. S. et al (2016). [16]). Eco-friendly bags are increasingly being promoted in the marketplace under the auspices of the '3R Campaign,' which emphasizes reducing, recycling, and reusing (Muthu, S. S. et al. (2013). [17]). It is also predicted that a green bag emits around three times less greenhouse gas emissions when disposed of than an SUPB (Sharp, A. et al. (2010). [18]). The primary sources of plastic waste are retailers, conventional markets, and street vendors. Opting for reusable bags is an effective approach to minimizing plastic bag usage. Green marketing plays a vital role in safeguarding the environment for generations to come (Adiwijaya, M. (2011). [19]). Consumers are willing to invest more in environmentally conscious products. Sustainable bags motivate individuals to embrace eco-friendly practices, thereby playing an active role in advancing sustainability objectives. Eco-friendly bags can aid businesses and organizations in more efficiently promoting their brands (Ashwini, V. et al. (2023). [20]).

## 2. OBJECTIVES :

- (1) To determine the current status of the theoretical foundations supporting consumers' purchase intentions of eco-friendly bags through a systematic literature review.
- (2) To construct the proposed model framework through engagement with focus group discussion.
- (3) To investigate the factors that influence consumers' purchase intentions of eco-friendly bags.
- (4) To identify postulates based on previous theories, focus group interactions, and personal observations.
- (5) To develop a conceptual model based on the postulates that have been identified.
- (6) To study the benefits, advantages, disadvantages, constraints of the proposed model in influencing consumers' intentions to purchase eco-friendly bags.
- (7) To give suggestions on how to prove the conceptual model by testing the hypotheses.

## 3. RESEARCH METHODOLOGY :

Secondary data from existing scholarly papers in Google Scholar, ResearchGate, Web of Science, SSRN, and other databases were used in this study, as well as an analysis of the outcomes of focused group interaction. This study used the inductive approach development of a conceptual model, with

developed postulates on consumers' intention to purchase Eco-friendly bags.

#### 4. STUDY OF CONCEPTUAL MODELS :

##### 4.1 Related works:

Consumers are more aware of the negative environmental implications single-use plastic bags and are actively seeking alternatives that limit environmental damage. Consumer attitudes and beliefs influence their purchasing intentions significantly. Purchasing eco-friendly bags is associated with positive attitudes toward environmentally beneficial actions and a strong environmental consciousness. The contributions of many researchers are highlighted in Table 1 with a particular emphasis on the notable discoveries regarding consumers' intentions to buy eco-friendly bags.

**Table 1:** Review of significant contributions to consumers' intention to purchase eco-friendly bags.

S. No.	Area	Contribution	Reference
1	Young consumers view eco-friendly shopping bags and how their environmental awareness affects their attitude and intentions to purchase	The research examined how the perceptions of eco-friendly shopping bags (EFSB) among young customers affect their attitudes and intentions to purchase clothing from stores that utilize EFSB. Data from 212 college students in the US was collected through an online survey. The findings indicated that young consumers' views on EFSB had a favorable impact on their attitude towards these retailers, leading them to purchase clothing from stores offering recycled or reusable bags, thus fostering positive attitudes towards clothing shops.	Smith, et al. (2016). [21]
2	Consumer preferences and perceptions regarding eco bags, utilizing the theories of planned behavior and Ginsberg and Bloom.	The article highlights the environmental issues caused by plastic bags in supermarkets and hypermarkets, focusing on customer preferences and attitudes towards eco-bags. It demonstrates how much customers value eco bags' environmental advantages and is informed about them by green marketing activities. The analysis reveals significant consumer acceptance and support for the new marketing campaign, underscoring the need of stepping up and pushing green marketing initiatives. As customers express their support and give these initiatives a greener value, they produce insightful data from the consumer's point of view.	Gano-an, J. C. (2018). [22]
3	Consumer perceptions toward environmental issues and intention to buy green products: Social leaning theory	The primary objective of this study was to investigate consumer opinions on environmental concerns, the determinants affecting to make eco-friendly purchases, and the factors associated with the utilization of reusable bags. Positive attitudes toward recycling bags and environmental conservation were noticeable. According to regression research, "Perceived environmental responsibility" is the best indicator of the likelihood that a consumer will make green purchases, followed by "Social influence" and "Concern for self-image." These elements correlated favorably	Choshaly, S. H. (2017). [23]

		to buy green purchases. Analysis of correlations revealed variables connected to the use of recyclable bags.	
4	Consumer inclination towards employing environmentally sustainable, reusable bags: Theory of planned behaviour	The study's findings suggest that intentions to utilize reusable, environmentally friendly bags are positively influenced by moral norms, attitude, and perceived behavioural control. Unexpectedly, subjective norms had a detrimental effect. This ground-breaking study makes use of an enlarged TPB model that incorporates the moral norm variable to forecast the understudied behaviour of using ecologically friendly bags. These results underscore the significance of social marketing campaigns conducted by retailers and policymakers to encourage the adoption of reusable bags while decreasing the prevalence of plastic bags.	Ekasari, et al. (2020). [24]
5	Understanding Attitude towards Reusable bag: Theory of planned behaviour	This study examines internal and external factors and their effects to learn more about attitudes toward the use of reusable bags. In this study, 300 people who were familiar with reusable bags filled out a survey form. Analyzing the data involved structural equation modeling. The outcomes show that views about reusable bags are influenced by environmental awareness, healthy and sustainable lifestyles, and moral standards, which results in the intention to use them. Thoughts are not considerably impacted by social influence, though. To encourage retailers and policymakers to use reusable bags, the study suggests managerial implications. Future research could examine additional environmentally friendly practices and cross-cultural viewpoints. This integrated method of analyzing attitudes about reusable bags is innovative.	Ekasari, et al. (2021). [25]
6	Consumer purchase intention towards reusable bags in solo city, Indonesia: Theory of Planned Behaviour	The objective of this research is to investigate the impact of environmental awareness, perceived value, price, product aesthetics, attitude, subjective norms, and perceived behavioural control on consumers' intentions to purchase reusable bags. A deliberate sampling approach was employed, involving 110 eligible respondents. The data was analyzed 110 eligible respondents. The data was analyzed using the structural equation model, specifically SEM-PLS. Environmental awareness, perceived price, perceived value, and product attractiveness all favorably affect attitudes, according to the research. Furthermore, attitude, subjective standards, and perceived behavioral control all impact purchasing intent.	Arifani, et al. (2018). [26]



7	Determinants that impact the adoption of eco-friendly, non-plastic reusable shopping bags – Modified theory of planned behaviour	This study investigates the factors that influence customers' use of reusable non-plastic shopping bags. The study involved 487 South African participants who completed a standardized questionnaire, and the data was subsequently analyzed using structural equation modeling. The results revealed that attitudes and individual norms play a pivotal role in shaping pro-reusable shopping bag usage intentions, subsequently impacting actual behavior. Furthermore, the findings underscored the significance of promoting the establishment of clear guidelines for non-plastic reusable shopping bags (NPRSBs) to enhance their widespread acceptance. Therefore, this study recommends employing rational and norm-driven approaches to promote the adoption of NPRSBs.	Muposhi, et al. (2021). [27]
8	Consumer intentions towards bringing your own bags in Taiwan – Theory of planned behaviour	The study reveals that deontological appraisal is linked to consumers' attitudes, perceived behavioural control, and subjective norms, while teleological evaluation is merely related to perceived behavioural control. Furthermore, the finding shows those consumers' attitudes and perceived behavioural control have a positive link with (Bringing Your Own Bags) BYOB intention, although subjective norm has no significant relationship with BYOB intention.	Chang, et al. (2018). [28]
9	Consumer perception of shopping bags in Hong Kong	As per the conclusions drawn from this study, customer opinion and anticipations regarding shopping bags exhibit variations dependent on the particular type of shopping bag in use. The research also sheds light on the frequency and duration of shopping bag reuse among individuals. In light of these discoveries, it is advisable for companies to conduct a thorough assessment of customer expectations related to shopping bags and their bag designs accordingly. The primary challenge for businesses lies in crafting shopping bags that align with consumer preferences and simultaneously encourage a higher likelihood of reuse.	Prendergast, et al. (2001). [29]

#### 4.2 Analysis through Model Review and Focus Group Interaction:

The study of consumers' purchase intention and behaviour is a complex one that has been studied in the literature using numerous theories. The current study examined several important models to acquire a better knowledge of the elements that demand future exploration. These theories offer conceptual frameworks for comprehending the variables that affect consumers' purchase intention and subsequent behaviour. They consist of the following theories:

##### 4.2.1 Theory of Planned Behaviour (TPB):

Icek Ajzen developed the theory of reasoned action (TRA) to improve its predictive capability. Ajzen recommended incorporating perceived behavioural control into TBP (Ajzen, I. (1991). [30]). The Theory of Planned Behaviour is a widely used approach to study the relationship between ideas, attitudes, intentions, and behaviour in various fields such as advertising, public relations, healthcare, and sports administration, rather than the Theory of Reasoned Action (TRA) (Cunningham, G. B. et al. (2003). [31]). The notion posits that three key elements impact an individual’s behavioural intentions: attitude, subjective norms, and perceived behavioural control. This paradigm serves as the foundation for the Theory of Planned Behaviour (TPB) (Ham, M. et al. (2015). [32]). Behavioural intention, according to the Theory of Planned Behaviour (TPB), is the most reliable predictor of human social behaviour. Ajzen was the first to add perceived behavioural control to the TPB model, emphasizing the importance of attitudes and beliefs in determining behaviour (Ajzen, I. (2012). [33]). People’s behaviour is often driven by a cognitive process in which they evaluate their ideas about the behaviour and the consequences (Bandura, A. (1978). [34]). TPB is one of the most successful theories for characterizing and anticipating behaviour across a wide range of behaviours (Sheppard, B. H. et al. (1988). [35]). TRA proposes two criteria for determining intent: a positive attitude and belief in good outcomes, which boost behaviour engagement (Han, H. et al. (2010) [36]). Despite the TPB’s overall utility, some research attempted to improve its explanatory power by including additional structures within the TPB model (Kaiser, F. G. et al. (2003) [37]). The TPB has been proposed as may be the most important reason for predicting social and health behaviour (Rivis, A. et al. (2009). [38]).

TPB is widely utilized in various fields such as psychology, sociology, management, and information systems (Jokonya, O. (2017). [39]). Furthermore, when investigating the influence of users’ desire to engage in particular behaviour, TPB is the dominant theory in IS research (Jokonya, O. (2015). [40]). The Theory of Planned Behaviour’s (TPB) core premise is that people are rational, and their behaviour is driven by logical beliefs and optimistic expectations about the results of their activities (Nair, S. R. et al. (2016). [41]). The core assumption of the Theory of Planned Behaviour (TPB) is that individuals are rational, and their behaviour is motivated by rational thoughts and positive expectations about the outcomes of their actions (Aguilar-Luzón, M. et al. (2012). [42]). According to the Theory of Planned Behaviour (TPB), an individual’s likelihood of engaging in a certain behaviour increases when they have a favourable attitude toward it, feel it is doable, and view other individuals as also engaging in it (Muposhi, A. (2018). [43]).

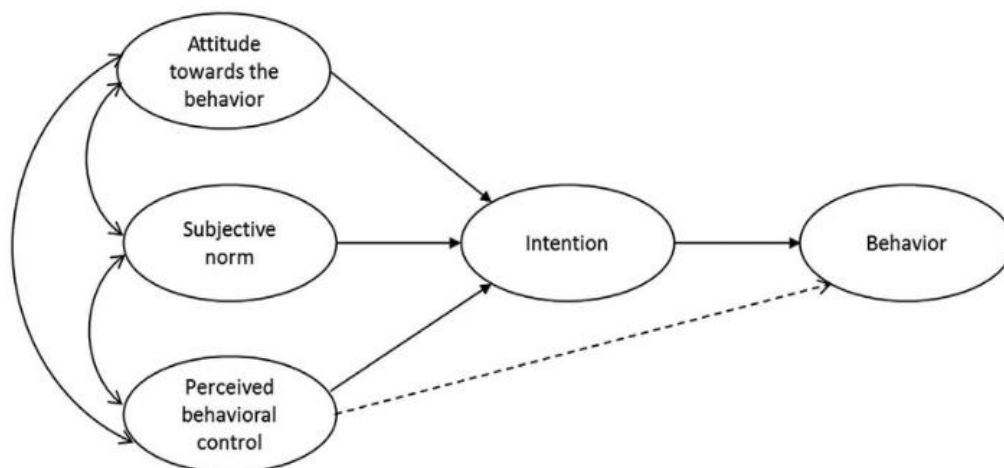


Fig. 1: Theory of Planned behaviour (Ajzen, I., 1991). [30]

Theory of Planned Behaviour (TPB) equation as follows (Salins, M. et al. (2023). [44]).

$$BI = wA * A + wSN * N + w PBC * PBC$$

Whereas,

BI– Represents Behavioural intention

A – Stands for Attitude toward behaviour

B – Represents the strength of each belief concerning an outcome or attitude

E – Denotes the evaluation of the outcome or attribute  
SN – Stands for Subjective norm  
N – Signifies the strength of each normative belief of each referent  
M – Represents the motivation to comply with the referent  
PBC – Indicates Perceived Behavioural Control  
C – Reflects the strength of each control belief  
P – Represents the perceived power of the control factor  
w – Refers to empirically derived weight or coefficient

To predict behaviour accurately, perceived control and intention must genuinely reflect real behavioural control.

$$B = w*BI*C + w*PBC*C$$

In this equation:

B – Stands for Behaviour  
BI – Represents Behavioural Intention  
PBC – Corresponds to Perceived Behavioural Control  
C – Signifies the strength associated with each control belief  
P – Represents the perceived influence of the control belief  
w – Represents the weight or coefficient derived empirically.

- (1) **Attitude:** An individual's attitude may be defined as a positive or negative evaluation of how well they perform a given behavior (Ajzen, I. et al. (1980). [45]). Attitude is formed by a mix of beliefs about conduct (BB) and appraisals of outcomes (OE). Behavioral belief is an individual's belief about the consequences of a certain conduct, whereas outcome evaluation is an assessment of prospective outcomes of the behaviour (Ajzen, I. (1991). [30]).
- (2) **Subjective Norm:** It is defined as societal pressure exerted on person to engage in a particular behavior (Ajzen, I. et al (1980). [45]). Subjective standards are regarded as a natural social component (Ajzen, I. et al (1992). [46]). Normative belief compliance is a person's impression of how others (those relevant to them) would like one to behave in a particular scenario, as opposed to motivation to comply, which refers to a person's desire to follow the advice of significant people (Ajzen, I. (1991). [30]).
- (3) **Perceived Behavioural Control:** The perceived ease or difficulty of completing a specific behaviour by an individual (Ajzen, I. et al. (1980). [45]). Perceived power (PP) and control belief (CB) combine to produce perceived behavioural control (PBC). Control belief refers to an individual's belief in the influence of specific factors like time, money, and opportunity on their behaviour, while perceived power assesses the extent to which these factors influence or hinder the behaviour (Ajzen, I. (1991). [30]).
- (4) **Behavioural Intention:** It shows if a person is prepared to carry out a specific conduct. Presumably, it is a direct cause of behaviour (Ajzen, I. (2002). [47]). The stronger the intention to accomplish the activity will be, the more positive and subjective standard, the larger the perceived behavioural control, and the more pleasant the attitude toward behaviour. The TPB model has been employed in numerous studies to assess both intention and behaviour related to environmental protection. Pro-environmental behaviour refers to actions that minimize environmental harm or even positively impact the environment. Green/environmentally friendly items, using products and services related to the environment, using organic products, managing trash disposal or recycling, and so on are examples of pro-environmental behaviour (Steg, L. et al. (2009). [48]).

#### TPB Theory's Limitations:

Researchers have criticized the practice of disregarding an individual's need before participating in an activity, as this could impact their conduct regardless of their expressed beliefs. The Theory of Planned Behaviour (TPB) does not take into account the influence of an individual's emotions in shaping intentions and decision-making. The majority of TPB research is correlational. More evidence from randomized trials would be beneficial (Sniehotta, F. (2009). [49]). Experimental research contents the idea that attitudes, social norms, and perceived behavioural control collectively impact intentions and behaviour (Sussman, R. et al. (2019). [50]).



#### 4.2.2 Theory of Reasoned Action (TRA):

The theory of reasoned action was initially introduced by Martin Fishbein and Icek Ajzen in 1967 (1986). [51]). The theory of Reasoned Action (TRA) is a social psychology framework that elucidates and anticipates human conduct by taking into account individuals' attitudes, subjective norms, and intentions to partake in specific actions. Grounded in the renowned expectation-value model, TRA is widely acknowledged as a significant model for elucidating deliberate behaviour. It is an attitude theory that aims to explore the relationship between attitude and behaviour. Numerous attitudes-focused theories contend that people's attitudes toward a given conduct are frequently the driving force behind their actual behaviours (Conner, M. et al. (2005). [52]). Like many other theories, this one suggests that an intentional evaluation of behavioural beliefs and their long-term effects takes place before the activity. According to this theory, logical cognition occurs before any action, or in other words, before any conducts (Ajzen, I. et al. (1999). [53]). Several elements are thoroughly addressed during this process, including the various possible options as well as the potential implications and impacts of the decision. After thorough consideration, a conclusion is reached. According to this viewpoint, the key determinant of behaviour is the purpose to act, which directs individuals in their actions (Bagozzi, R. P. (1992). [54]. Even if it appeared to be one, there are other causes for the behaviour. Metaphorically, action represents merely the visible portion of the iceberg, while the underlying core, which is the goal, remains hidden beneath the surface (Tolfo, C. et al. (2011). [55]). The Theory of Reasoned Action (TRA) proposes that an individual's intention to engage in behaviour is shaped by their attitude towards it, as well as the perceived social influence and subjective norms surrounding it. Empirical studies indicate that the link between intention and actual behaviour is significantly more robust when there is a concrete plan in place for converting intention into action (Sheeran, P. et al. (2016). [56]). The theory depends on the idea of behavioural intention since it affects how people behave. This theory claims that someone is more likely to work harder to complete an action, which will inevitably result in the activity success (Pajares, F. et al. (2001). [57]). In most of the studies, attitudes were found to be a significant predictor of intentions to buy environmentally friendly products (Ma, Y. J. et al. (2012). [58]). However, research has repeatedly demonstrated that subjective norms have insufficient influence on customers' intentions to purchase environmentally friendly products (Marcketti, S. B. et al. (2009). [59])

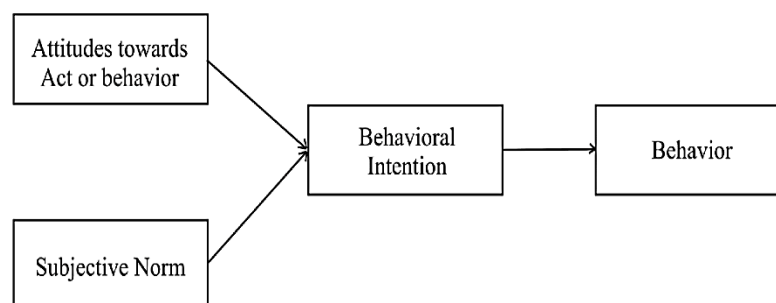


Fig. 2: Theory of Reasoned Action (Fishbein & Ajzen, 1975). [60]).

The theory can be expressed through the following equation:

$$BI = (AB * W_1) + (SN * W_2)$$

BI – Represents Behavioural Intention

AB – Denotes an individual's attitude towards carrying out the behaviour

W– Signifies empirically derived weights

SN – Represents to one's subjective norm concerning the behaviour

The Theory of Reasoned Action (TRA) four basic idea are belief, attitude, subjective norms, and intention (Tsai, M. T et al (2010). [61]). Here's how the TRA theory could be used in this situation:

- (1) **Belief (B):** Belief is a cognitive feature that describes how someone perceives the effects of a particular action (Ajzen, I. (1991). [30]). According to (Chen, Y. S. (2010). [62]) a person's decision regarding a good or service is based on their anticipation or belief in its dependability,

goodness, and environment performance. Thus, in addition to consumer attitude, we hypothesize that belief influences subjective norms and perceived behavioural control (Wu, S. I. et al. (2014). [63]). One's views regarding qualities and product quality are significant because they influence how favourable one's attitudes are toward the product and service (Blackwell, R.D. et al. (2005). [64]).

- (2) **Attitudes toward the behaviour (AB):** The term "attitudes" toward the activity refers to one's thoughts and opinions about the nature of the behaviour's consequences. Whether the attitude and its consequences are favourable or unfavourable, action is likely. Attitudes determine whether someone thinks behaviour is a good or bad idea, or whether they believe it will result in desirable consequences (Asiegbu, I. F. et al (2012). [65]). An attitude is characterized as a favourable or unfavourable assessment of an object, action, topic, or individual (Fishbein, M. et al. (1977). [66]). Adds that a person's attitude is a long-term assessment of the items and settings in their environment (Solomon, M. R. (2016). [67]). Demonstrate that a behavioural idea influences attitude (Wu, S. I. (2014). [68]). We consider these features by evaluating any association with the product's image (Fishbein, M. et al. (1977). [66]).
- (3) **Subjective Norms (SN):** As previously stated, normative views result in "subjective norms", or perceived social pressure. In other words, subjective norms are related to person's perception of social pressure from important people in their life, such as family, friends, co-workers, and others, to behave in a certain way, as well as their desire to conform to that pressure (Ham, M. et al. (2015). [69]). According to subjective norms, opinions about the extent to which important individuals want someone to execute a behaviour (again compounded by one's motivation to comply with those people's views) demine subjective norms (Rivis, A. et al. (2003). [70]). In essence, it concerns how various behaviour is perceived in society and whether or not other people would find them acceptable. Understanding social appropriateness is crucial for assessing the possibility of behaviour (Durlak, J. A. et al. (2010). [71]).
  - (a) **Normative Belief (NB):** The extent to which a person thinks that another person is pressuring them. Whether or if someone accepts information, they learn about someone from another individual, for example. One person's significant other may not agree with their beliefs, whilst another person's significant other may assume they do (Göckeritz, S. et al. (2010). [72]).
  - (b) **Motivation to comply (MC):** It's a term for someone wanting to do as their significant other (MC) says. One person might, for example, have a propensity to turn down requests from their relatives (Miniard, P. W. et al. (1981). [73])
- (4) **Behavioural Intention (BI):** The subjective normative component, sometimes referred to as the normative component, is a result of both attitudes and behavioural intention. When it comes to an act, attitudes refer to how strongly one feels that way, and subjective norms are the societal expectations that go along with it. The A-B relationship should be higher as attitude strength and subjective norms positivity increase. In predicting behaviour, it's improbable that attitudes and subjective norms carry equal weight. Their impact on behavioural intention can vary based on the individual and context, leading to the assignment of specific weights to each variable (Miller, K. (2005). [74]). Studies suggest that direct experience with a specific activity increases the weight of the attitude component in the behavioural intention function (Manstead, A. S. (1983). [75])

#### **TRA Theory's Limitations:**

Despite its board application, TRA has drawbacks and, like all theories, requires ongoing modification and improvement, specifically when applied to choices and goals. Goal intention and behavioural intention differ in their ability to achieve objectives, which are complex and influenced by numerous variables, presenting significant uncertainty (Sheppard, B. H. et al (1988). [35]). Ajzen observed that "some endeavours are more likely to involve control challenges than others, yet we can never be entirely certain of achieving our goals". In this context, it is evident that every goal is, in essence, an objective whose accomplishment carries a degree of uncertainty (Ajzen, I. (1985). [76]). According to Eagly and Chaiken, TRA does not account for the fact that certain situations that allow individuals to do action are not available to them (Eagly, A. H. et al. (1993) [77]). The TRA has limitations when it relates to

predicting behaviour that depend on having access to particular opportunities, abilities, conditions, and resources because it concentrates on behaviour that individuals intentionally engage in (Pinder, C. C. (2014). [78]). Furthermore, specific intentions may not always play a role in connecting attitudes and actions. According to research by Bagozzi and Yi, there are times when an action is performed without a clear intention (Bagozzi, R. P. et al. (1989). [79]). In reality attitudes and behaviours are not always linked by intentions, especially when the behaviour does not require much mental effort (Pinder, C. C. (2014). [78]).

#### 4.2.3 Value-Belief-Norms Theory (VBN):

The VBN theory, formulated and widely embraced by (Stern, P. C. et al (1999). [80]). The structure explores popular support in the context of environmentalism, highlighting its significance as a crucial resource for addressing social issues (Stern, P. C. et al (1999). [80]). Public issues are extensive challenges demanding collective efforts for resolution. An environmentalism social movement calls for a substantial shift in behaviour across individuals, activities, and organizations to mitigate detrimental environmental effects (Stern, P. C. (2000). [81]). Effective social movements necessitate the participation of all groups (Dietz, T. (1998). [82]). According to their study, achieving movement objectives necessitates modifications in the conduct of individuals within the general population (Johnston, H. et al. (1994). [83]). The theory of value-belief-norm (VBN) posits that adopting environmentally- friendly behaviours is shaped by personal values, the perception that significant values are under threat, and the conviction that individual actions can mitigate this treat (Oreg, S. et al. (2006). [84]). The framework of VBN, pro-environmental behaviour encompasses efforts directed at lessening adverse effects on both the natural environment and constructed surrounding. This includes practices like decreasing resources and energy usage, opting for non-toxic materials and curbing waste generations (Kollmuss, A. et al. (2002). [85]). Instead of directly observing behaviour, this research assessed the intention to take action through the measurement of various factors, including recreational pursuits, support from regulations, financial contributions, political engagement, clean-up initiatives, and social influence (Stern, P. C. et al. (1995). [86]). The VBN theory has a higher predictive potential because it includes three norm activation model constructs and two new values and ecological worldview constructs (Stern, P. C. (2000). [81]).

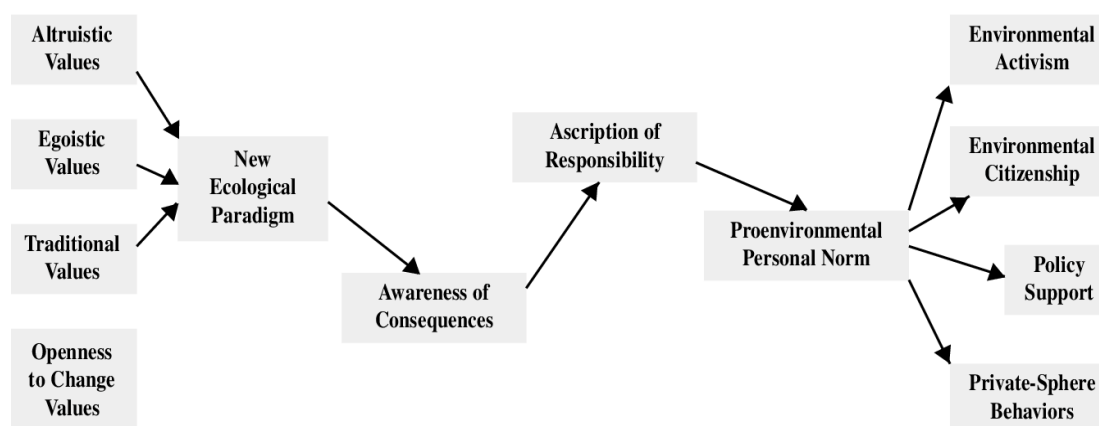


Fig. 3: Value-belief-norms theory-VBN (Stern, P. C. et al. (1999). [80])

#### 4.2.4 Social Cognitive theory (SCT):

Bandura was the originator of the social cognitive theory (SCT) (Bandura, A. (1986). [87]); (Bandura, A. (2006). [88]). The framework of Social Cognitive Theory (SCT), outcome expectations and self-efficacy are pivotal principles (Bandura, A. (1986). [87]). When someone takes a particular action, the result they hope to achieve is known as an outcome expectation. People are more likely to take these actions if they believe that the outcomes will be positive (Lin, H. Y. et al. 2015). [89]). Since both see an outcome as the result of an act rather than the act itself, the idea of outcome expectancy in SCT and a word for an attitude toward behaviour in the TPB context are equivalent (Autio, E. et al. (2001). [90]). Self-efficacy is characterized as an individual's confidence in their ability to execute a task using specific skills, rather than merely possessing the competence to do so. It is rooted in their belief

regarding what they can achieve with those abilities, not solely their level of expertise (Bandura, A. (1986). [87]). Individuals with high self-efficacy are more likely to anticipate positive outcomes, while those with low self-efficacy are more likely to expect average or negative outcomes (Bandura, A. (1986). [87]). According to certain researchers, in Social Cognitive Theory (SCT), self-efficacy is equated with perceived behavioural control in the theory of Planned Behaviour (TP), while others discern a subtle distinction. Perceived behavioural control pertains to the perceived capacity to carry out an action, whereas self-efficacy concerns the perceived capability to attain the intended objective (Hanss, D. et al. (2010). [91]). It's important to acknowledge the small updates in the current versions of TPB (Fishbein, M. et al (2006). [92]). The concept of “self-efficacy” has supplanted the term “perceived behavioural control”. A customer’s self –efficacy impacts their environmentally conscious buying conduct, reflecting their assurance and proficiency in choosing and procuring eco-friendly products (Preko, A. K. (2017). [93]). Social Cognitive Theory (SCT) is a extensively employed theoretical framework that offers a vital lens through which to analyse human conduct, with applications spanning numerous domains including therapeutic investigation, mass media, public health, education, and marketing (Carrillo, K. D. (2010). [94]).

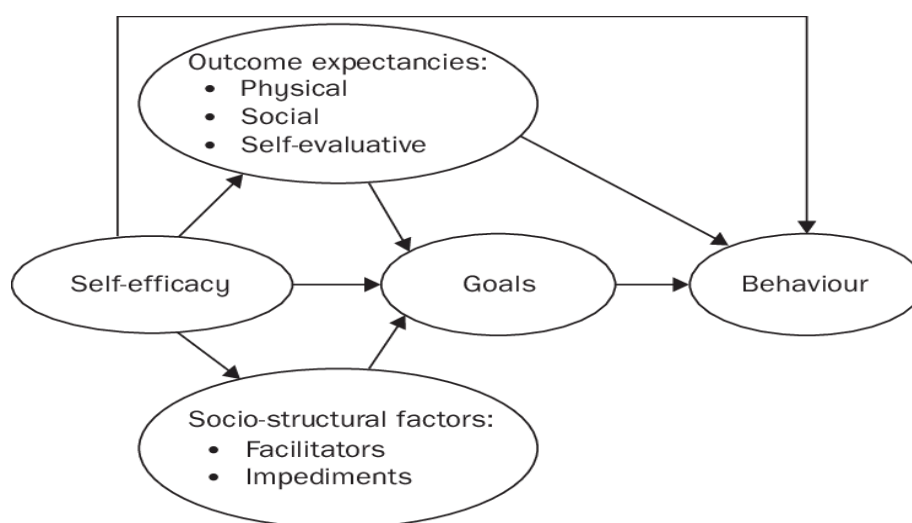


Fig. 4: Social Cognitive Theory (Bandura, A. (2012). [95])

#### 4.2.5 Norm Activation Theory (NAM):

The Norm activation theory, or NAT, was created to explain the relationship between activators, personal norms, and behaviour (Harland, P. et al. (2007). [96]). NAT was initially employed to described pro-environmental behaviour, but it was eventually broadened to include all altruistic pro-social behaviour (Zhou, H. et al. (2019). [97]). According to this theory, the first phases of the norm activation process are an individual’s awareness of potential negative consequences and willingness to accept responsibility for failing to take environment action. Due to anticipated pride and regret, people behave according to their standards of behaviour (Schäpke, N. et al. (2014). [98]). The findings supported the idea that pride and shame serve as self-regulatory bridges between personal norms and behaviour. Even after introducing the Theory of Planned Behaviour into the NAM model, the connections between expected emotions, behavioural intentions, and behaviour remained intact (Onwezen et al. (2013). [99]). Schwartz's norm activation model (1970s) proposes a mechanism for integrating a moral norm into environmental activities. The framework has been widely used to encourage pro-social behaviour, such as environmental activism (De Groot et al., (2009). [100]; Schwartz, S. H. (1977). [101]). Personal norms, awareness of consequences, and attribution of responsibility are the three fundamental components of the NAM. Personal norms are described as a “moral duty to carry out or refrain from performing specified behaviours (Schwartz et al. (1981). [102]). The NAM has a significant role in forecasting prosocial conduct, as it delineates awareness of consequences as the recognition of the adverse repercussions for others or other values that one cherishes when not engaging in prosocial actions (De Groot et al. (2009). [100]). Several studies have used the NAM’s mediator or moderator models to explain a range of pro-environmental actions. As an



illustration, (Hopper et al. (1991). [103]) the NAM as a moderator model to analyse recycling conduct. Pre-environmental behaviour, as it has positive impacts on others, is at times regarded as a component of pro-social behaviour (Steg et al. (2010). [104]). Pro-environmental conduct refers to actions that minimize the negative impact of one's actions on the environment (Kollmuss et al. (2002). [85]). According to the original model, when people are aware of unfavourable outcomes for others, they frequently blame themselves for such effects. Assigned duty then triggers a personal norm, which decides whether or not they need to engage in particular conduct to minimize adverse consequences (Gao et al. (2017). [105]; Han et al. (2017). [106]). The presumption is that an individual a) must be aware of an issue that exists, b) must be aware of the possible effect of his or her actions concerning the issues or need, and c) must bear some responsibility for these effects. Increased accountability and understanding of these effects. Increased accountability and understanding of consequences make people more likely to act according to their norms (Van Liere et al. (1978). [107]).

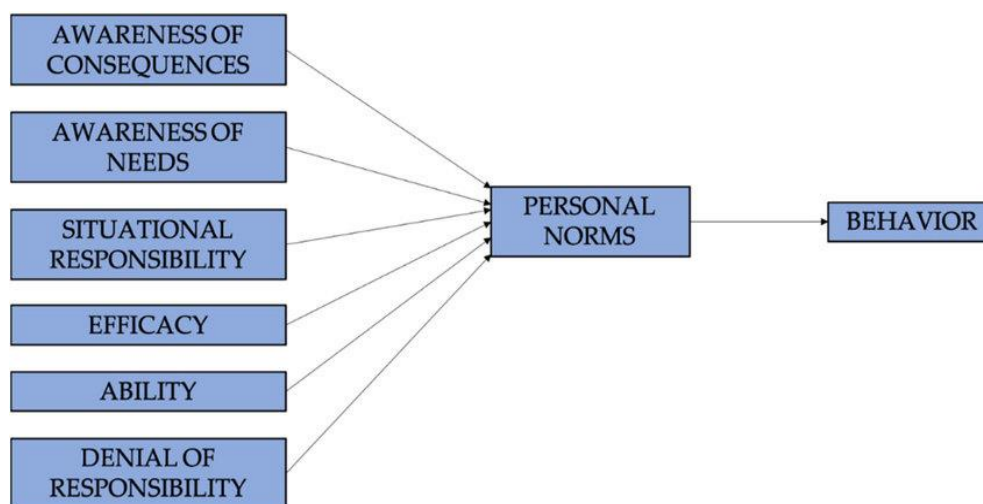


Fig. 5: Norm Activation Model (Schwartz, 1977). [101]

#### 4.2.6 Social Influence Theory (SIT):

The term “social influence” pertains to how the actions of other individuals within a social network inspire a single person to conform to collective behavioural trends (Venkatesh, V. et al. (2001). [108]). Social influence is characterized as the transformation in an individual’s thoughts, emotions, beliefs, and actions as a consequence their engagement with another person, a group, or the broader society, as elucidated by (Rashotte (2007). [109]). Social influence, as identified by Harvard psychologist Herbert Kelman in 1958, is often a result of specific orders, requests, or actions but can also result from individuals changing their attitudes and actions based on expectations (Kelman, H. C. (1958). [110]):

- (1) Compliance: compliance is when individuals create the impression that they concur with others while secretly holding differing views.
- (2) Identification; Identification takes place when individuals are influenced by someone they hold in high regard and have a positive opinion of, like a well-known celebrity.
- (3) Internalization: internalization occurs when individuals adopt an idea or practice and agree publicly and privately.

The process through which people change their behaviour in response to societal forces is known as social influence. It appears in several contexts, including leadership, persuasion, sales, marketing, socialization, peer pressure, compliance, and conformity (Hu, X. et al. (2019). [111]). Argument depicts the operationalization of social influence, which emphasizes compliance as the subjective norm the majority of the time (Li, C. Y. (2013). [112]). Singh, N. (2020). [113], explain the concept of social impact in its most basic form. The Theory of Planned Behaviour (TPB) and the Theory of Reasoned Action (TRA) represent two instances of behavioural theories. Social impacts can be categorized into two types: informational and normative. Normative social influence is defined as “the pressures to conform to expectations of another person within a group”, while informational social influence is described as “the pressure to accept information received from another as evidence of reality” (Deutsch,



M. et al. (1955). [114]). Individuals influenced by normative influence feel more social pressure to act or refrain from doing something, regardless of their ideas and attitudes about the behaviour. When group members discuss facts, evidence, or other sorts of information connected to the option in order to make high-quality judgments, the informational effect causes group members to reconsider their positions (Kaplan, M. F. et al. (1987). [115]). Spreng, R. A. (2001). [116], proposed that when someone learns more, they become more confident in their ability to influence how they will act or think in the future. It shows that learning is process that contributes to social group influence. Individuals observe the effects of experiences obtained by their social grouping before deciding whether or not to accept them (Lee, M. K. et al. (2006). [117]).

#### **4.2.7 Innovation Diffusion Theory (IDT):**

Rogers, E. M. (1983). [118], in his research, formulated the theory of innovation diffusion by examining five key factors: trialability, compatibility, relative advantage, observability, and complexity. The theory was used to determine consumers' attitudes toward new concepts and innovations. According to Rogers, an innovation is "something, a method of doing something, or a thought that has been deemed innovative by someone." (Poong, Y. S. et al. (2009). [119]); (Yuen, K. F. (2018). [120]) also noted that the acceptance and adoption process of an innovation is associated with the characteristics or attributes of the invention, which can be assessed through five dimensions: relative advantages, compatibility, complexity, trialability, and observability. For the majority of businesses, introducing new products to the market is crucial (Gobeli, D. H. et al. (1987). [121]). Innovative goods require a precise understanding and forecast of shifts in market demand. Since 1970, the innovative diffusion evolutionary model has continuously modified existing models to contribute to predicating accuracy and depending understanding of forecasting difficulties (Meade, N. et al. (2006). [122]). Social media extension, word-of-mouth (WOM) communication, and social reference behaviours are just a few of the many factors influencing consumers at this time. Consequently, the dimensions of a consumer's social network and the effectiveness of word-of-mouth interaction derived from it are vital factors in delineating the pace at which innovation spreads and the state of the social system (Mahajan, V. et al. (2000). [123]). To keep the dissemination framework as the latest model of market evolution, it's imperative to closely consider the pivotal role played by word-of-mouth (WOM) in the introduction of innovative products (Peres, R. et al (2010). [124]). The primary objective of research on consumer demand for innovative products is to utilize the diffusion model for describing changes in the demand for new items within a predefined potential market (Shen, W. et al. (2014). [125]). The Bass model has gained extensive recognition and application among the various available models for investigating the spread of new innovations, primarily due to its superior fit the with empirical research data (Bass, F. M. et al. (1994). [126]). Prior studies employing the Bass model to examine the diffusion of innovations overlooked a significant facet, which is consumer awareness, defined as a buyer's active involvement in the process of product acquisition (Kalish, S. (1985). [127]). The study employs a green product model to empirically replicate established patterns and underscores the significance of social interactions and the purist of social status in diffusion processes (Janssen, M. A. et al. (2002). [128]).

## **5. ANALYSIS OF PREVIOUS THEORIES AND FOCUS GROUP INTERACTION :**

### **5.1 Analysis of Previous Theories:**

A variety of factors influenced consumers' purchase intentions about the phenomenon of eco-friendly bags. The analysis of the effective variables suitable for the study was taken into account in the development of a further conceptual model. Furthermore, it was investigated in this study whether the main factors drawn from various theories for the development of a conceptual model could explain the intention to purchase eco-friendly bags. The postulates under consideration were significantly influenced by the Theory of Planned Behaviour (TPB) and the Theory of Reasoned Action (TRA). The Theory of Planned Behavior (TPB) suggests that individuals' intentions, influenced by their attitudes towards an activity, societal norms, and perceived control over the behaviour, significantly influence their actions. TRA suggests that people's intention to engage in a specific behaviour is shaped by their perception of the consequences of their actions and the social pressures associated with that behaviour. Several constructs from theoretical concepts that appeared to be significant in understanding consumers' intentions and perceptions were identified. Overall, the analyses revealed that the TPB and TRA theories effectively explained consumers' purchase intention to purchase eco-friendly bags.

**(1) Consumer purchase intention in relation to Environmental Awareness:**

Consumers' willingness to buy eco-friendly bags depends on how concerned they are about the environment. It suggests that consumers' level of awareness for environmental issues affects their choice to purchase eco-friendly bags. Environmental consciousness increases as individuals become more aware of ecological issues like climate change, pollution, and resource depletion. Consumers are more environmentally conscious consider products like bags made of sustainable materials are more environmentally beneficial. Because of their awareness and care, they make decisions consistent with their environmental ideals.

**(2) Consumer purchase intention to purchase in relation to Social Influence:**

Social influence influences consumer purchase intentions for eco-friendly bags. It relates to how society's standards, friends, family, and peers influence people's decisions. When people see others value and use eco-friendly things, such as bags, they are inclined to adopt a favourable attitude and intention toward these products. Social influence can come from observing others make environmentally responsible decisions, receiving recommendations from friends, or being a part of eco-conscious communities. In brief, the conduct and attitude of others influence consumers' intentions to purchase eco-friendly bags.

**(3) Consumer Intention to purchase in relation to Product Attributes:**

Product attributes influences consumer purchasing intent for eco-friendly bags. These characteristics include material sustainability, durability, design, and functionality. Consumers are more likely to have a positive purchase intention when eco-friendly bags have appealing qualities such as being manufactured from recycled materials, having a trendy appearance, and being robust for everyday use. These features increase the perceived value of the bags by addressing both environmental concerns and practical needs. Attractive product features influence consumer purchasing intentions towards eco-friendly bags.

**(4) Consumer Intention to purchase in relation to Willingness to Pay:**

Consumers' willingness to pay influences their buying intent for eco-friendly bags. Sustainability refers to how much money people are willing to spend on environmentally friendly products. When consumers recognize the environmental benefits of eco-friendly bags and believe they are worth the extra cost, their willingness to pay a higher price rises. They are motivated to pay because they understand how the bags benefit the environment and their personal ideologies. In essence, a higher willingness to pay for eco-friendly bags demonstrates customers' commitment to connecting their purchase decisions with their environmental values.

**(5) Consumer Intention to purchase in relation to Perceived Environmental Benefits:**

Consumer purchase intentions for eco-friendly bags are related to their view of the environmental benefits these bags provide. Consumers exhibit a higher propensity to buy environmentally friendly bags on account of their conviction that such purchases contribute to the reduction of plastic waste, the conservation of resources, and the mitigation of environmental harm. Consumers are motivated to choose eco-friendly bags over other options when they perceive a real ecological advantage. In essence, consumers' intentions to purchase eco-friendly bags are greatly influenced by their perception of the benefits to the environment.

**5.2 Outcome of earlier models:**

The intention of consumers to purchase eco-friendly bags can influence their understanding of the negative impact of plastic waste and ready-to-use eco-friendly bags. Customers with a heightened awareness of the adverse impacts associated with single-use plastic bags tend to exhibit a greater inclination to decrease their reliance to plastic bags and opt for eco-friendly alternatives. According to the previous conceptual models, consumers' purchase intention towards eco-friendly bags are influenced by their perceptions, attitudes, subjective norms, environmental concerns, and awareness. All previous models did not prioritize consumer purchase intention and did not consider other critical components. The study examines consumers' intentions to purchase eco-friendly bags, considering various sub-factors like environmental awareness, social influence, product attributes, willingness to pay, and perceived environmental benefits. Consequently, there is a need for enhancements to the existing model, and the possibility of creating a new conceptual model should be explored.

### 5.3 Focus Group Interaction and its outcome:

Focus group discussions involve a small group of participants discussing a specific topic, facilitating interaction between the moderator and group members. The aim is to gather diverse perspectives on the subject, providing valuable insights for researchers (Wong, L. P. (2008). [129]). In the current study, one-on-one interviews were conducted with 12 academic researches and undergraduates who frequently use eco-friendly bags. The purpose was to identify relevant consumer behaviour theories for researching consumers' purchase intentions for eco-friendly bags and to construct a conceptual model. This approach helped gather insights from individuals with expertise and experience in the focus group interaction subject matter. The research employed qualitative data to pinpoint the determinants that shape consumers' inclination towards purchasing eco-friendly bags. This underscores the applicability of the Theory of Planned Behaviour (TPB) and Theory of Reasoned Action (TRA) in formulating a conceptual framework and comprehending behavioural intent.

### 6. DEVELOPMENT OF CONCEPTUAL MODEL BASED ON RESEARCH ISSUE :

The following postulates were developed after reviewing various consumer purchase intention models and focus group discussions:

- P<sub>01</sub>: Consumers Perception is dependent on Environmental Awareness.
- P<sub>02</sub>: Consumers Perception is dependent on Social Influence.
- P<sub>03</sub>: Consumers Perception is dependent on Product Attributes.
- P<sub>04</sub>: Consumers Perception is dependent on Willingness to Pay.
- P<sub>05</sub>: Consumers Perception is dependent on Perceived Environmental Benefits.
- P<sub>06</sub>: Purchase Intention is dependent on Consumers Perception.
- P<sub>07</sub>: Purchase Intention is dependent on Environmental Awareness.
- P<sub>08</sub>: Purchase Intention is dependent on Social Influence.
- P<sub>09</sub>: Purchase Intention is dependent on Product Attributes.
- P<sub>10</sub>: Purchase Intention is dependent on Willingness to Pay.
- P<sub>11</sub>: Purchase Intention is dependent on Perceived Environmental Benefits.
- P<sub>12</sub>: Purchase Intention mediates the relationship between Consumers Perception and Environmental Awareness.
- P<sub>13</sub>: Purchase Intention mediates the relationship between Consumers Perception and Social Influence.
- P<sub>14</sub>: Purchase Intention mediates the relationship between Consumers Perception and Product Attributes.
- P<sub>15</sub>: Purchase Intention mediates the relationship between Consumers Perception and Willingness to Pay.
- P<sub>16</sub>: Purchase Intention mediates the relationship between Consumers Perception and Perceived Environmental Benefits.

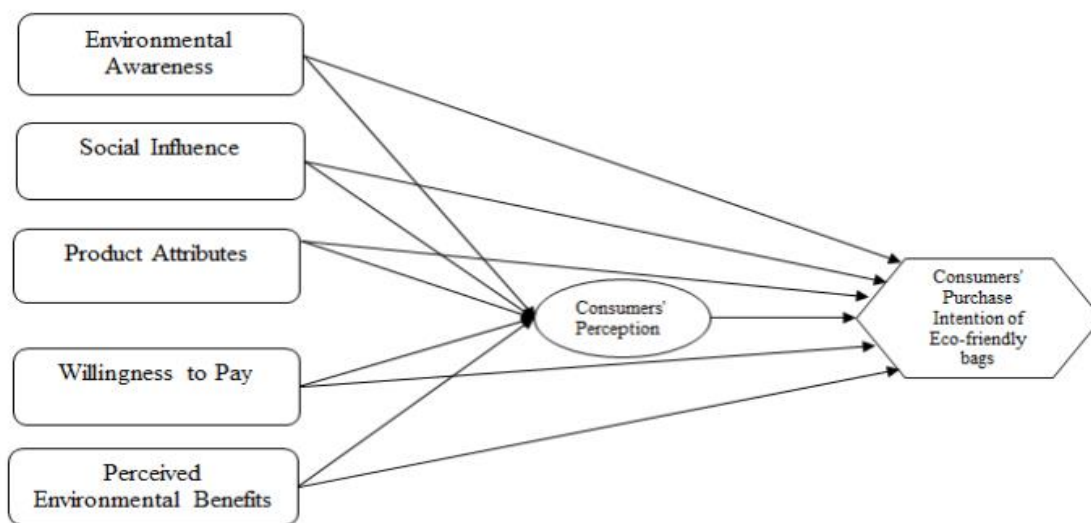


Fig. 6: Proposed conceptual model  
(Source: Author)

**Variables of the Model:**

In this model, CPR is dependent variable and EA, SI, PA, WP, and PEB are independent variables.

$$\text{CPR} \alpha (\text{EA, SI, PA, WP, PEB}) \text{ ----- (1)}$$

$$\text{CPR} = f(\text{EA, SI, PA, WP, PEB}) \text{ ----- (2)}$$

whereas,

CPR = Consumer Purchase Intention

EA = Environmental Awareness

SI = Social Influence

PA = Product Attributes

WP = Willingness to Pay

PEB = Perceived Environmental Benefits

**6.1 Environmental Awareness:**

The 1970s saw the US environmentalist movement mature into a political force, gaining international prominence as environmental consciousness was considered an essential aspect of human behaviour (Wandosell, G. et al. (2021). [130]). Environmental awareness is the ability to recognize the connection between human behaviours, environmental characteristics, and a desire to participate in environmental activities (Kumar, M. et al. (2017). [131]). Environmental awareness refers to the level of care and understanding of the environmental impact of human activities by individuals, organizations, and society (Kousar, S. et al. (2022). [132]). Global issues such as climate change, the greenhouse effect, carbon emissions, resource depletion, energy resource restrictions, and industrial waste pose significant challenges. Addressing these issues and making the ecosystem safe is essential. These difficulties stem from the human activities necessary for economic progress (Michaelides, P. et al. (2009). [133]). Individual and industrial environmental awareness is required to handle these difficulties and assure economic development and environmental protection (Yadav, S. K. et al. (2022). [134]). Recycling, water conserving, and the use of energy-efficient appliances are just a few of the things we can do raise our environmental awareness (EPA, U. (2014). [135]). Environmental awareness encourages the protection of natural resources such as water, air, and land. It helps to reduce waste and pollution while discouraging wasteful energy consumption and greenhouse gas emissions, to mention a few (Stanfield, J. L. (2022). [136]). Individuals who possess an understanding of the possible consequences of unsustainable actions, such as the improper disposal of plastic and other waste, might cultivate a robust sense of self-confidence and moral responsibility to undertake the necessary measures to reduce such practices (Ojo, A. et al. (2020). [137]). It entails being aware of environmental problems and being ready to take action to conserve and protect the environment. Without awareness of environment, achieving sustainable development in a way that ensures the future of the Earth is impossible (Littledyke, M. (2008). [138]). Many people are ignorant of the importance of environmental conservation and their ability to make a positive impact. Humans must be environmentally sensitive to have a role in environmental protection (Thomas, L. (2013). [139]). Experiences in one's own life and routine activities, as observed through diverse media outlets, play a pivotal role in shaping knowledge and awareness. Through the individual's psychological mechanisms, this awareness evolves and aligns with the corresponding emotions and sensations pertaining to a particular activity (Gu, Z. et al. (2022). [140]). Consumer environmental consciousness is regarded as a pivotal factor that impacts individuals buying preferences and the conservation of the natural environment (Fu, L. (2020). [141]). The term "green technology" pertains to a specific category of eco-friendly technologies employed for the purpose of environmental preservation (Fernando, Y. et al. (2016). [142]). The potential of this is significant in fostering green process innovation (Zameer, H. et al. (2022). [143]). Promoting green productivity by focusing on environmental issues (Yu, Y. et al (2022). [144]). Customers with a higher degree of environmental awareness are more likely to engage in ecologically beneficial actions than customers with a lower level of environmental awareness (Straughan, R. D. et al. (1999). [145]). Environmental awareness denotes a person's knowledge, perception, and concern about environmental concerns, which can impact their attitudes and behaviours towards sustainability. (Stern, P. C. (2000). [81]). The connection between ecological consciousness and pro-environmental consumer actions yields substantial benefits (Roberts, J. A. et al. (1997) [146]). Two prominent models for elucidating



the translation of environmental awareness into purchasing intentions and pro-environmental conduct and Ajzen's Theory of Planned Behaviour and Stern's Value-Belief-Norm Theory. Demand for environmentally sustainable business operations is increasing as people become more aware of environmental concerns and implications (Lin, S. T. et al. (2018). [147]). Psychological elements, such as environmental concern and personal values, were explored as drives of ecologic awareness and their effect on sustainable purchasing decisions. (Shrum, L. J. et al. (1995). [148]) It addressed how external variables such as media exposure and social networks might influence environmental knowledge and consumer attitudes toward sustainability (Straughan, R. D. et al (1999). [145]).

Hypothesis 01: There is a significant relationship between Environmental awareness and Consumers Perception.

Hypothesis 07: There is a significant relationship between Environmental awareness and Purchase Intention.

Hypothesis 012: Consumers Perception mediates the relationship between Environmental awareness and Purchase Intention.

## 6.2 Social Influence:

Regardless of culture, humans are essentially sociable animals that like to associate with group of people to satisfy their basic desire to belong (Aronson, E. (2003). [149]); (Baumeister, R. F. et al (2017). [150]). The effect of reference groups on human interaction arises from their ability to develop and enforce social standards (Fisher, R. J. et al. (1998). [151]). It has been seen on multiple occasions that people shift or modify their beliefs and acts to fit in with other groups or cultures (Chen-Yu et al (2002). [152]). The argument suggests that if everyone is doing something, it must be a sensible action (Cialdini, R. B. et al. (1991). [153]). Social influence refers to the social pressures an individual feels from significant others or society as a whole to take a particular action (Ghazali, E. M. et al (2019). [154]). The origins can be traced back to the concept of homophily, which is known as the social dynamics in which individuals attempt to identify the others by engaging in similar behaviour (Ryan, A. M. (2001). [155]). Social norms serve as indicators of appropriate behaviour, assisting individuals in making sense of social situations, especially those marked by significant uncertainty or ambiguity. They motivate people to take action by informing them about what is likely to be effective and adaptable (Cialdini, R. B. (1990). [156]). Social influence occurs when an individual's behaviours or thoughts are influenced by external sources, often known as third parties. Peer pressures, persuasion, and compliance are all names used to describe this phenomenon. Consumers' purchasing decisions have continually been influenced by a number of factors, such as family, friends, salesmen, and even strangers who have shared their personal experience (Maram, H. K. et al. (2007). [157]). According to the research, "Social influence" is an essential driver of environmentally conscious purchasing behaviour (Hosta, M. (2021). [158]); (Joshi, Y. (2015). [159]). When people change their attitudes, feelings, or behaviours in responses to their society or environment, this is referred to as social influence (Turner, J. C. (1991). [160]). Consumers impacted by social influence are more inclined to accept the opinions of individuals who matter to them, which affects their purchasing decisions (Testa, F. (2019). [161]). (Goldsmith, R. E. et al. (2012). [162]), investigated how group dynamics and social interactions impact customers' purchasing decisions for environmentally friendly products. The study focused on how cultural and social factors impact consumers' perceptions of environmentally friendly products, emphasizing the importance of cultural aspects in understanding social influence (Chan, R. Y. (1999). [163]). The research explored the influence of societal pressures on gender-based variations in pro-environmental conduct (Van der Werff et al. (2013) [164]). (Sreen, N. et al. (2018). [165]), demonstrates that rather than being the outcome of an autonomous and individual examination of the available information, consumer choice may be influenced, in part, by the information carried by others in their social context. In reality, each consumer interacts with actors from many social groups (family, friends, co-workers, etc.), implying that these social networks and their respective proximity have a simultaneous but variable influence on consumer choices. Recent advances in cognitive science and related work in behavioural economics and neuroeconomics, most notably on the notions of bounded rationality and social customs (Camerer, C. F. (2007). [166]). There are various viewpoints on social influence in literature. Recent studies in advanced countries with individualistic cultures indicate that social influence is significant when it comes to green purchasing habits (Costa, S. et al. (2014). [167]; (Salazar,



H. A. (2013). [168]). It discovered that the second most important factor in determining behavioural intention (Dwivedi, Y. K. et al. (2011). [169]). Social influence plays a role in moulding pro-environmental behaviour, which includes purchasing environmentally friendly products (Griskevicius, V. et al. (2006). [170]). Contrarily, the literature on social influence contends that descriptive norms play a significant role in influencing behaviour because people learn about and get direction on appropriate social behaviour from that behaviours of others and apply this knowledge when making their behavioural judgments (Rivis, A. et al. (2003). [70]. The Theory of Planned Behaviour and Social Cognitive Theory are centered on comprehending and regulating social engagements (Bandura, 1986), provide frameworks for understanding how social influence influences consumer decision-making. The study looked into the significance of social networks in encouraging sustainable habits, claiming that individuals are more inclined to embrace eco-friendly choices if they witness others in their social circles doing so (Carrus, G. et al. (2008). [171]). The usefulness of social marketing efforts in taking advantages of social influence to drive sustainable habits, such as the purchase of eco-friendly bags, was stated by (Peattie, S. et al. (2003) [172]).

Hypothesis 02: There is a significant relationship between Social Influence and Consumers Perception.

Hypothesis 08: There is a significant relationship between Social Influence and Purchase Intention.

Hypothesis 13: Consumers Perception mediates the relationship between Social Influence and Purchase Intention.

### 6.3 Product Attributes:

Earlier predominantly emphasized environmental behaviour as a precursor or consequences of intention, which, in reality, arises from ecological awareness and environmental attitudes, it is noteworthy that only a limited number of researchers have delved into the significance of product characteristics in comprehending consumer behaviour and eco-friendly purchase choices, according to (Sharma, A. (2017). [173]). A limited number of investigations focusing on the importance of product features have revealed that environmentally conscious demonstrate a greater inclination towards purchasing eco-friendly products. Additionally, it was observed that factors such as price, quality, and brand consistently take precedence over other considerations in the process of making green purchase decisions (Gan, C. et al. (2008). [174]). The study helped to gain insight into how customers choose whether products are green and what factors are most important to them. Previous research demonstrates that ethical qualities of product may influence customers' attitudinal behaviour and frequently serve as a reliable predictor for turning favourable attitude into real purchase decisions (Tsakiridou, E. et al. (2008). [175]); (Aertsens, J. (2011). [176]); (Young, W. et al (2010). [177]). In this context, the eco-label is considered one of the most prominent attributes of environmentally sustainable products, aiding consumers in their decision-making process when making purchases (Yau, Y. (2012). [178]). When a green product comes with a higher price tag or is perceived as having lower quality, eco-labels often play a substantial role in influencing consumer decision-making (Joshi, Y. et al. (2015). [179]). It has been suggested that customers who value social and environmental responsibility look for ecologically friendly features in a product, while consumers who place more value on individual repercussions strive for functional attributes. Health concerns are excellent indicators of green consumption (Magnusson, M. K. et al. (2003). [180]). (Simon, F. L. (1992). [181]), advises that the products with environmental friendliness labels adhere to new values the environment. Awareness of environmental issues is a prerequisite for customers to pay attention to the necessary product features (Thøgersen, J. (2000). [182]). Product attributes influence customer purchase intent and has been identified as a significant purchasing factor (Chen, C. M. et al. (2018). [183]). The study proposed categorizing product features as tangible (physical) or intangible (not physical). The physical properties include features like size, colour, weight, and functions of the material composition and after-sale service. The intangible qualities may include aspect like cost, dependability, attractiveness, and an elusive or enigmatic appealing quality (Aaker, D. A. et al. (1982). [184]). Product attributes include qualities of a product that are both tangible and intangible, such as its applications, functions, and benefits (Keller, P. A. (1994). [185]). According to (Armstrong, G. et al. (2014). [186]), product attributes encompass five essential components: brand, quality, design, and packaging. Various product characteristics can exert a significant impact on consumer choices when acquiring a product. Factors influencing purchasing decisions for a product encompass price, brand reputation, maintenance

requirements, product composition such as colour and style, store image, and advertising, as stated by (Oladele, P. O. et al. (2016). [187]). Customers may best understand the essence of a brand or product through features of shape, colour, substance, and function, according to (Gumulya, D. et al. (2017). [188]). Product attributes are divided into three categories: utility (usefulness), experience (enjoyment), and communication power (expressiveness) (Horváth, D. et al. (2002). [189]). Analysed product innovations and proposed three product attributes dimensions: functional (technological uniqueness and congruity), symbolic (visual resemblance to current goods), aesthetic (product attractiveness) (Rindova, V. P. et al. (2007). [190]). Eco-friendly product attributes should significantly reduce environmental impact, including being recyclable, biodegradable, ozone-friendly, renewable, and reusable (Morris, L. A. et al. (1995). [191]).

Government regulations and programs have implemented environmental features in products to protect the environment (Park, H. H. et al. (2005). [192]). Even if organizations support recycling and energy-saving measures, customers still give importance to traditional product characteristics like brand, price, and quality when making green purchases. Eco-friendly items are often identified by product labels and ads, but judging their genuine environmental quality is frequently difficult owing to challenges with certification, consumer education, and reliability (Wagner, S. A. (2002). [193]). Specific product characteristics influence consumer decisions to buy eco-friendly bags. The bag's material, durability, design, size, eco-certifications, price, brand reputation, environmental impact, utility, and general availability are among these characteristics. Each of these factors is important in determining whether eco-conscious consumers choose a certain eco-friendly bag, as they indicate the product's sustainability, practicality, and alignment with their values and requirements.

Hypothesis 03: There is a significant relationship between Product Attributes and Consumers Perception.

Hypothesis 09: There is a significant relationship between Product Attributes and Purchase Intention.

Hypothesis 14: Consumers Perception mediates the relationship between Product Attributes and Purchase Intention.

#### 6.4 Willingness to Pay:

Economic value is defined as the utmost amount a person is willing to give up to gain goods and services from other commodities and services (Khoiriyah, S. et al. (2018). [194]). The willingness to pay (WTP) represents the maximum price a consumer is prepared to expend on a product or service, and it serves as a reliable predictor of their actual purchasing actions within the retail domain (Wertenbroch, K. et al. (2002). [195]). According to (Follows, S. B. (2000). [196]), WTP is a downstream variable of purchasing intentions; only when customers' purchase intentions for the items exceeds a particular level do they have willingness to pay for the goods. Studies demonstrating participants who had higher purchase intentions during the buying task were more likely to pay a higher price are used to support this claim (Barber, N. et al. (2012). [197]); (Berian, M. J. et al. (2016). [198]). The WTP function determines an individual's willingness to pay for a certain level of quality (q) based on a specific price (p) and utility (U) level (Lusk, J. L. et al. (2004). [199]). Willingness to pay is depends on the idea that the most money a person is ready to pay for an item is an indicator of the value that person places on that commodity. Personal interview, postal surveys, and experimental economic value or willingness to pay for preferences (Umberger, W.J. et al. (2002). [200]). Consumer are consistently seeking safety and are ready to invest extra in product categories that promote better health (Nandi, R. et al. (2017). [201]). Consumers are willing to pay a premium for non-functional benefits, such as psychological and spiritual fulfillment, to engage in hedonistic involvement with a specific brand (M. Astakhova et al. (2017). [202]; (Pourazad, N. et al. (2020). [203]). Among young consumers, price plays a pivotal role, and previous studies have indicated that Indian customers tend to be price-sensitive (Yadav, R. et al. (2017). [204]; Prakash, G. et al. (2017). [204]). consequently, pricing has been recognised as a substantial barrier to adopting environmentally-friendly consumption practices (Gleim, M. R. et al. (2013). [206]). The Willingness to pay (WTP) for green products can be affected by factors like income, education, and environmental consciousness. This underscores the necessity of incorporating demographic and psychographic aspects in WTP analysis (Thøgersen, J. (2004). [207]). Price is a crucial determinant in purchase decisions, particularly for young consumers with limited buying

capacity. Existing literature offers conflicting evidence, with some studies suggesting that price acts as a hindrance to the intention and behaviour of purchasing green products, while others suggest otherwise (Chaudhary, R. (2018). [208]). According to a survey conducted among Swedish customers, price is unimportant to environmentally conscious consumers when it comes to purchasing eco-friendly product (Grankvist, G. et al. (2001). [209]). According to (Cronin, J. J. et al. (2011). [210]), the research revealed that environmentally aware consumers are inclined to shell out more for eco-friendly products, whereas customers in the United States exhibit reluctance to pay an additional cost for green products. Interestingly, findings from India show a contradictory pattern. Willingness to pay classified according to whether it uses a direct or indirect measuring technique and whether it measures customers' WTP in hypothetical or actual scenarios (Braidert, C. et al. (2006). [211]); (Miller, K. M. (2011). [212]). There are various methods to estimate consumers' hypothetical willingness to pay (WTP) by questioning them directly, such as the Contingent Value method (Abrams, J. (1964). [213]); (Mitchell, R. C. (2013). [214]). Stern, P. C. et al. (1999). [80], according to the Value-Belief-Norm Theory, it is proposed that individual values and moral standards significantly impact consumers' willingness to invest in sustainable and environmentally friendly products, thereby enhancing our comprehension of consumer conduct. The study stated that eco-friendly habits are an essential element influencing customer decisions to purchase green products (Laroche, M. (2001). [215]). WTP estimation is based on a "willingness to acquire a sense of moral satisfaction" rather than the economic worth of commodities (Kahneman, D. (1992). [216]). According to research, several aspects, such as environmental issues and behaviours in case of recycled things, played a critical role in enhancing consumer willingness to pay (Tsen, C. H. (2006). [217]). In another study, the value and price associated with green products behaved as predictors of willingness to pay (Biswas, A. et al. (2016). [218]). WTP is a crucial factor in influencing consumer preferences for environmentally friendly products. The influence of product attributes, including eco-certification, on the extent to which consumers' are willing to pay for sustainable product like eco-friendly bags (Loureiro, M. L. (2005). [219]).

Hypothesis 04: There is a significant relationship between Willingness to Pay and Consumers Perception.

Hypothesis 10: There is a significant relationship between Willingness to Pay and Purchase Intention.

Hypothesis 15: Consumers Perception mediates the relationship between Willingness to Pay and Purchase Intention.

### 6.5 Perceived Environmental Benefits:

Perceived benefits are favourable perceptions associated with risk-taking behaviours (Gomes, S. et al. (2023). [220]). Due to the adverse effects of human misconduct in several areas, such as increased pollution, wastage of resources, and higher carbon emissions, it is now more crucial than ever to act in an environmentally friendly way. It has made climate change a pressing concern for both scholars and professionals. The increasing number of customers adopting pro-environmental behaviour is a testament to society's environmental awareness (Egset, K. S. et al. (2019). [221]); (Elie-Dit-Cosaque, C. et al. (2011). [222]); (Eriksson, L. et al. (2008). [223]). Environmental worldviews and personal efficacy have an impact on consumer pro-environmental behaviour (Núñez-Cacho, P. et al. (2020). [224]). A study in environment and behaviour found that customers' perceptions of the environmental benefits of eco-friendly products positively impact pro-environmental behaviour, such as purchasing eco-friendly bags (Zelezny, L. C. et al. (2000). [225]). Personal values and beliefs significantly influence customer perceptions of environmental benefits and consequently, purchase intentions. (Stern, P. C. et al. (1999). [80]).

Consumers evaluate their actions by considering their contributions to solving environmental issues (Chen, S. S. et al. (2012). [226]). The European Union underscores in its report titled "Behavioural Study on Consumer Engagement in the Circular Economy" that consumers exhibit a certain degree of enthusiasm for engaging in sustainable purchasing behaviours. This motivation stems from concerns about the environmental consequences of linear economic models and a willingness to economize through reusing or repairing products (European Commission (2018). [227]). Furthermore, (Harms, R. et al. 2016). [228]) demonstrating that environmentally conscious consumers engage in favourable buying behaviours. A sustainable brand image encompasses not only environmental responsibilities and

concerns but also economic and social responsibilities and issues (Gaspar Ferreira, A. et al. (2022). [229]). It asserts that when businesses can offer products or services aligned with their customers' environmental expectations, there is a higher likelihood of purchase, where environmental concerns emerge as the central catalyst for sustainable consumption (Chen, Y. S. et al. (2008). [230]). Similarly, (White, K. et al. (2019). [231]) argued, that customer awareness of environmental issues is pivotal in progressing towards more sustainable consumption. Individuals who exhibit a concern for the environment tend to align themselves with "green" products and display an increased intent to make purchases. Concerns about the environment dictate that individuals commit to purchasing sustainable things (Gadenne, D. et al. (2011). [232]). When customers perceive considerable environmental benefits from using eco-friendly bags, they are more inclined to make sustainable decisions, such as purchasing them (Peattie, S., & Peattie, K. (2003). [172]). The study investigates the influence of cultural and social factors on customers' perceptions of environmentally friendly products, focusing on their perceived environmental benefits (Chan, R. Y. (1999). [163]). According to (Chandon, P. et al. (2000). [233]), perceived benefits consist of six components: convenience, value, quality, expressiveness, monetary savings and entertainment. Consumers' perceptions of the benefits of green products, such as improved health, taste, and flavour, lead to increased purchase intent and satisfaction (Islam, M. et al. (2013). [234]); (Martínez, M. P. et al. (2020). [235]); (De Silva, M. et al. (2021). [236]). Young customers are increasingly aware of the advantages of consuming green products and are willing to pay extra for these advantages (Kovacs, I. et al. (2022). [237]); Yazdanpanah, M. et al. (2015). [238]). Green supply chain techniques are being employed by businesses to mitigate the environmental impact of their operations (Mollenkopf, D. et al. (2010). [239]); (Zhu, Q. et al. (2013). [240]). Thus, remanufacturing might provide enterprises with improved reputations and keep (or even expand) jobs if consumers appreciate the environmental effects of remanufactured items (Goodall, P. et al. (2014). [241]). Indeed, the social benefits associated with environmental friendliness have been shown to indirectly encourage customers' inclination to purchase remanufactured items through consumer attitudes towards such environmental factors (Wang, Y. et al. (2013). [242]).

Hypothesis 05: There is a significant relationship between Perceived Environmental Benefits and Consumers Perception.

Hypothesis 11: There is a significant relationship between Perceived Environmental Benefits and Purchase Intention.

Hypothesis 16: Consumers Perception mediates the relationship between Perceived Environmental Benefits and Purchase Intention.

## 6.6 Consumer Perception:

Perception is the human's perception of the world, involving the senses such as sight, hearing, smell, or touch, which aid in acquiring information and making judgement (Kotler, P. et al. (2015). [243]). Perception pertains to consumers' recognition and attitude towards products or services, and it can be closely associated with their satisfaction and expectations (Nagaraju, B. et al. (2014). [244]). The way consumers perceive second-hand stores has changed since the 18<sup>th</sup> and 19<sup>th</sup> centuries, driven by individual subjectively and the psychological factors that shape purchasing decisions, as people interpret information from their surroundings in diverse ways (Parment, A. et al. (2011). [245]). This process entails the identification and interpretation of environmental stimuli through human senses, including vision, hearing, taste, smell and touch (Statt, D. A. (1997). [246]). Many research studies have highlighted the difficulty marketer's face in comprehending customer perception, as it encompasses consumer preferences and attitudes (Unnava, R. et al. (1991). [247]). Perception is a vital psychological factor that impacts human behaviour, encompassing multiple sub-processes (Khan, M. (2007). [248]). Consumers assess product quality through various criteria, and high quality products can be perceived differently by different customers, even though pricing is a widely used indicator of product quality (Kotler, P. (2001). [249]). Consumer perception as a mental orientation that influences decision-making. Marketers and advertisers must recognize the importance of profiling customer decisions in order to effectively reach and retain customers in an era of sophisticated consumer decision-making and increased product assortments and advertising (Sam, K. M. et al. (2015). [250]). Self-concept encompasses an individual's self-perception and their interactions with themselves, with self-image



constituting a component of this concept. Frequently, people acquire products that mirror their self-concept (Schiffman, L. G. et al. (1997). [251]).

Previous research on green product purchase behaviour has focused on how consumers shape their impression of green items. The “green is an abstract adjective, and buyers demand nonliteral characteristics like “environmental harmony” from green items, unlike “high” or “big” (Baumann, H. et al. (2002). [252]). Growing consumer awareness of environmental preservation has compelled businesses to adopt eco-friendly practices into their operations. This increasing public awareness of natural concerns effects consumer perception and purchasing behaviour (Fouziya, R. et al. (2018). [253]). Customer perception significantly impacts their judgment and loyalty to a product or service (Lee, M. et al. (2001). [254]). Perception has a direct and extensive influence on overt behaviour (Bargh, J. A. et al. (1996). [255]). People’s perceptions of the green environment influence how they pick with reduced environmental implication (Haws, K. L. et al. (2014). [256]); (Costa Pinto, D. et al. (2014). [257]) People’s perceptions of something vary based on their social environment, education, occupation, and experience (Deliana, Y. et al. (2017). [258]). Green environment perception refers to an individual’s understanding of the best ways to reduce or eliminate harm to the ecosystem or environment (Atula, G. et al. (2010). [259]). The study reveals that the perception of green environment varies across generations, with younger generations representing future consumers and older generations representing current consumers (Heaney, J. G. (2007). [260]); (Hume, M. (2010). [261]); (Wey Smola, K. et al. (2002). [262]). A study examining consumer perceptions of green issues and factor influencing green purchase intention revealed that positive attitudes towards environmental protection positivity impact green purchase intentions (Choshaly, S. H. (2017). [23]). According to the study, a favourable relationship between customer perception and intention can lead to an inclination to buy and, eventually, an actual purchase because consumer perception impacts their intent to acquire and consume a product (Wee, C. S. et al. (2014). [263]). Consumer perception is crucial for understanding the motivations behind customers’ decisions to buy eco-friendly bags. It considers factors like want, preference, social responsibility, dependability, and ethics. The “Go Green” movement has expanded, necessitating product certification by organizations. To protect the environment, increased education on green products and effective advertising techniques are needed. The study highlights the need for increased awareness and certification of eco-friendly products to promote sustainable consumption (Hundal, B. S. et al. (2015). [264]).

Hypothesis 06: There is a significant relationship between Consumers Perception and Purchase Intention.

### 6.7 Purchase Intention:

The anticipation and intention of consumer to purchase a product in the future is referred to as purchase intention (Warshaw, P. R. et al. (1985). [265]). Purchase intention is a consumer’s subjective choice to buy a product that is impacted by emotions, brand preferences, and external circumstances It is a psychological process that influences their inclination to purchase a product (Jia, Y. et al. (2018). [266]). Purchase intention is a consumer’s decision to make specific purchases, driven by their preference and influence by product or brand sentiments and external factors. It is a crucial predictor of consumer behaviour, making it essential for understanding consumer behaviour (Mullet, G. M. et al. (1985). [267]). Purchase intent is a customer’s intention to make a purchase and can be used to gauge their actual purchase behaviour (Liu, D. et al. (2019). [268]); (Trivedi, R. et al. (2016). [269]). Purchase intention denotes a consumer’s propensity to make a purchase, indicating a high likelihood of acquiring a product or service (Kotler, P. et al. (2010). [270]); (Blackwell, R., et al. (2006). [271]). Purchase intent is an important instrument for projecting future demand. As a result, it is critical for businesses to prioritize understanding customer purchasing intentions and numerous elements that influence them (Yu, Y. et al. (2014). [272]). Consumer beliefs have a significant influence in determining purchasing intentions, affecting perceptions, and even leading consumers to make certain decisions (Hansen, T. et al. (2004). [273]). Attitude and experiences can change consumers’ perceptions of product qualities, which, in turn, might influence purchase intentions depending on the consuming environment and timeframe (Chen, Y. et al. (2015). [274]).

Green buying intention is the term used to describe an individual’s inclination and readiness to choose



eco-friendly products over conventional ones when making purchasing decisions. Intentions, in this context, represents the factors that drive people to buy goods and services (Hsieh, M. H. et al. (2004). [275]). Individuals with a good understanding of environmental matters tend to hold a more positive view of green products and are more inclined to buy them (Aagerup, U. et al. (2016). [276]). Consumer motivation provides insights into their actions, while their attitude towards a behaviour is shaped by their positive or negative opinions or judgements regarding that behaviour (Folkes, V. S. (1988). [277]). Researchers are increasingly focusing on green buying intentions in both well-established and emerging markets, highlighting their significance, particularly in developing countries (Keho, Y. (2016). [278]). Green consumption exerts a substantial influence on pro-environmental behaviour by affecting the environment through the acquisition, utilization, and disposal of consumer products and services (Gill, A. et al. (2005). [279]). Research suggests that green buying intention amplifies consumers' responses to eco-friendly products, and a strong purchasing intention significantly and positively influences actual purchase behaviour (Kumar, B. et al. (2017). [280]); (Yadav, R. et al. (2017). [204]). Understanding customer purchasing intentions is crucial for promoting environmentally friendly consumption, as eco-friendly bags signify a trend towards sustainable and responsible choices. Purchase intentions for eco-friendly bags have a direct connection to sustainable consumption. It considers whether consumers prefer environmentally friendly alternatives to traditional solutions, such as eco-friendly bags. Earlier research on intentions to engage in eco-friendly purchasing drew from a wealth of information in the green consumption literature, encompassing various aspects ranging from individual demographic and psychological traits to broader social and cultural value orientations (Leonidou, L. C. et al. (2010). [281]). Most green consumption research concentrates on internal psychological characteristics such as environmental concern, knowledge, and perceived behavioural control. However, there needs to be more study into the internal psychological and exterior social contextual factors that influence green purchasing intention and behaviour. A comprehensive approach is needed to understand green purchasing intention and behaviour, as it may enable customers to respond more favourably (Liobikienė, G. et al. (2017). [282]). The TRA and the TPB are two theoretical frameworks that are frequently utilized in studies on green buying intentions (Albayrak, T. et al. (2013). [283]); (Hsu, C. L. et al. (2017). [284]). Furthermore, consumers employ a rational approach by systematically utilizing accessible information to guide their purchase intentions (Paul, J. et al. (2016). [285]). The Theory of Reasoned Action (TRA) serves as a framework for elucidating consumer decision-making through its emphasis on an individual's intention to partake in a particular behaviour, such as opting for eco-friendly product alternatives. It effectively expounds on the underlying psychological and cognitive processes. Purchase intent refers to a consumer's deliberate intention to attempt to purchase a particular item (Spears, N. et al. (2004). [286]).

**7. ABCD LISTING FRAMEWORK FOR THE CONCEPTUAL MODEL :**

Strategic analysis methods play a crucial role in recognizing elements that support the long-term sustainability of business model, with the ABCD framework being one of the most effective tools in this regard (Aithal, P. S. et al. (2015). [287]). The ABCD listing methodology is useful method for evaluating an organization's behaviour, structure, and patterns. Through qualitative inquiry, it promotes the examination of the advantages, drawbacks, limits and benefits connected with each identified determining problem (Aithal, P. S. et al. (2016). [288]). The ABCD listing is an essential preliminary step in performing an ABCD analysis (Salins, M. et al. (2022). [289]); (Prabhu, N. et al. (2023). [290]); (Frederick, D. P. et al. (2022). [291]).

ADVANTAGES	BENEFITS
<ul style="list-style-type: none"> <li>➤ The model comprehensively examines factors influencing consumer intent to buy eco-friendly bags, encompassing environmental awareness, social influence, product attributes, willingness to pay, and perceived environmental benefits.</li> <li>➤ Consumer perception as a mediator explains the psychological links between</li> </ul>	<ul style="list-style-type: none"> <li>➤ The model aids in anticipating and comprehending consumer behaviour, specifically their intents to purchase eco-friendly bags.</li> <li>➤ Consumer perception acts as a mediator, providing insight into how antecedent factors influence purchase intentions and decision-making.</li> <li>➤ Identifying the elements influencing</li> </ul>

<p>these factors and the outcome.</p> <ul style="list-style-type: none"> <li>➤ This model is vital in sustainability research, identifying determinants that encourage the adoption of eco-friendly products and promoting sustainable consumption patterns.</li> <li>➤ The model's findings may have practical implications for businesses and regulators promoting eco-friendly bags, as they identify factors that can positively influence consumer purchasing behaviour.</li> </ul>	<p>buying intentions opens the door to interventions that encourage sustainable consumption patterns.</p> <ul style="list-style-type: none"> <li>➤ It enhances our theoretical understanding of consumer behavior, particularly within the domain of sustainable consumption and the embrace of eco-friendly products.</li> </ul>
<b>CONSTRAINTS</b>	<b>DISADVANTAGES</b>
<ul style="list-style-type: none"> <li>➤ Data collection for independent and mediating factors can be challenging and time-consuming, requiring surveys, interviews, or observational studies.</li> <li>➤ The model's complexity may pose challenges in analyzing and interpreting findings, particularly when utilizing real-world data.</li> <li>➤ The model's conclusions may not be universally applicable due to variations in consumer behaviour and perceptions across different situations and demographics.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The model can reveal correlations between variables but cannot prove that one variable causes another.</li> <li>➤ The model may not account for all potential variables influencing purchase intentions, and the extent of these impacts may vary among individuals.</li> <li>➤ External factors such as economic conditions or market movements may be ignored by the model.</li> </ul>

### 8. ARGUMENTS TO APPROVE THE PROPOSED CONCEPTUAL MODEL USING EMPIRICAL METHOD AS FURTHER STUDY :

In order to investigate the impact of various factors on customer purchase intentions of eco-friendly bags for sustainable consumption, a conceptual model was developed. The study will use a non-probability purposive sampling approach to construct a systematic questionnaire from 400 responses of customers who use eco-friendly bags in three growing smart cities in Karnataka: Dakshina Kannada, Davanagere, and Shimoga. The conceptual framework will be illustrated through a survey utilizing a five-point Likert scale, and the data gathered will undergo analysis using SMARTPLS 3.0 software.

### 9. CONCLUSION :

This study explores the factors driving consumers to choose eco-friendly bags, including environmental awareness, societal influence, product features, willingness to pay, and perceived environmental benefits. The research contributes to the comprehension of consumer behaviour and its implications for sustainability objectives, benefiting businesses, policymakers, and environmental advocates. It promotes a more environmentally conscious and socially responsible consumer culture, fostering a better relationship with the environment. The study employs conceptual models and focus group interactions to assess the impact of customer purchase intentions and perceptions of eco-friendly bags. It introduces a conceptual model identifying crucial factors influencing consumer purchasing behaviour, including consumer perception, environmental awareness, social influence, product attributes, willingness to pay and perceived environmental benefits, and purchase intention. The research further employs face to face interviews and surveys to deepen insights into consumer perceptions.

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