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A Study on Environmental Pro Social Attitude to green consumption values, openness to green communication & its relationship with buying behaviour

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Research Background

Research Background (Industry Context)

- Increasing pressure on businesses to adopt **sustainable and green practices**
- Persistent **intention–action gap**: consumers claim eco-awareness but don't always buy green
- Growth of **green marketing** as a strategic tool in competitive markets
- Challenges for firms: **price sensitivity, product availability, and trust in green claims**
- Rising demand from **millennials & Gen Z** for sustainable products
- Need for businesses to understand **behavioral drivers of green purchasing decisions**

Research Objectives

Relevance of Research Objectives (Industry Context)

(Objectives kept intact, only contextualized)

- To examine **Environmental Prosocial Attitudes, Green Consumption Values, and Openness to Green Communication**
- To analyze their **relationship with Green Consumer Buying Behavior**
- Helps firms design **targeted green marketing campaigns**
- Supports companies in improving **customer engagement with sustainability messaging**
- Assists in bridging the **gap between awareness and actual purchasing behavior**
- Enables better **segmentation, targeting, and positioning strategies** in green markets

Theoretical Framework

- **Theory of Planned Behavior (TPB)** – links attitudes to behavior
- **Theory of Reasoned Action (TRA)** – explains intention → purchase decisions
- **Theory of Consumption Values** – highlights role of consumer values in green buying

Research Gap

- Lack of a **comprehensive model** to predict green buying behavior
- Persistent **intention–action gap** not fully explained
- Limited integration of **prosocial attitudes, green values, and communication** in one framework
- Few studies focused on **organized retail supermarket customers**
- Limited use of **advanced methods like Structural Equation Modelling (SEM)**
- Need to better understand the impact of **green communication on actual buying behavior**



Research Methodology

- **Design:** Descriptive, survey-based study
- **Sample:** 251 supermarket customers (Trivandrum)
- **Sampling:** Judgment sampling
- **Tool:** Questionnaire (Likert scale)
- **Analysis:** SEM using SPSS AMOS

Key Findings

- Strong positive relationship between **prosocial attitudes** and **green consumption values**
- Green consumption values significantly influence **buying behavior**
- **Openness to green communication** enhances purchase decisions
- Green communication acts as a **key mediator** between attitudes and behavior
- Consumers with strong green values are **more receptive to eco-friendly marketing**
- Confirms existence of **intention–behavior linkage** through **mediating variables**



Academic Contribution

- Develops an **integrated model** linking attitudes, values, communication, and behavior
- Extends application of **TPB & TRA** in **green consumer behavior context**
- Introduces **Environmental Prosocial Attitude** as a key predictor variable
- Provides empirical validation using **SEM approach**
- Addresses the **intention–action gap** in sustainability research
- Contributes to **multidisciplinary literature** (marketing, psychology, sustainability)