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UNVEILING GREEN INTENTIONS: THE INTERPLAY OF PERCEIVED VALUE AND PRODUCT TRUST AMONG CHINESE CONSUMERS

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Abstract

This study examines the drivers of green consumption intentions among Chinese consumers, focusing on the interplay between perceived value and product trust within the context of organic food. Guided by the Appraisal-Emotional Response-Coping framework, we analyze survey data from 398 participants using structural equation modeling (SEM). Findings reveal significant direct impacts of functional, emotional, and social value on green purchase intentions. Furthermore, product trust emerges as a critical mediator, strengthening consumer confidence in environmental claims and the reliability of sustainable products, thereby fostering the relationship between perceived value and purchase behavior. The results enrich theoretical understandings of sustainable consumer behavior and offer actionable insights for practitioners. Recommended strategies include transparent labeling of sustainability attributes, emotional marketing that emphasizes ethical advantages, social media initiatives that leverage peer influences, and rigorous certification standards. The study highlights the nuanced role of cultural context and consumer trust in promoting sustainable consumption, providing valuable implications for targeted marketing strategies.

Keywords: Green Consumption Intentions, Perceived Value, Product Trust, Chinese Consumers, Sustainability

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Introduction

Green and healthy products have gained considerable prominence as consumer preferences increasingly align with heightened environmental awareness (Chekima et al., 2016). Consequently, academic interest in green purchasing behavior has intensified, reflecting its growing relevance in contemporary research (Masudin et al., 2022). Green consumption encompasses a broad range of eco-friendly behaviors, including choosing fuel-efficient vehicles, using public transportation, conserving water, and recycling product packaging (Jalees et al., 2021). The conceptual scope of green consumption has evolved substantially, becoming more comprehensive, complex, and systematically structured. Therefore, it is essential to explicitly delineate the characteristics to enhance consumer guidance and facilitate adoption of behavior (Shehawy et al., 2025).

Despite these advances, the influence of green consciousness on consumer behavior remains inadequately understood and warrants further exploration (Manchanda et al., 2023). Moreover, prior research has rarely examined how key psychological factors—especially perceived value and product trust—interact to shape green consumption intentions. This oversight is notable, given the potential insights that can be gained by applying established theoretical frameworks, such as the Appraisal-Emotional Response-Coping model, to the context of green consumption. Endorsing the significance, the study advances knowledge and presents a unique theoretical framework that links perceived value and product trust to green consumption behavior. The study examines how various dimensions of perceived value (functional, emotional, and social) and product trust collectively impact consumers' intentions to purchase organic green products. By applying a nuanced theoretical lens, our research provides valuable insights into the cognitive and emotional drivers of green purchasing among Chinese consumers, thereby enriching the theoretical understanding of sustainable consumption and offering practical implications for encouraging eco-friendly consumer behavior.

In contrast to previous studies that primarily emphasize functional value—such as economic savings and product performance—as the dominant determinant of green consumption (e.g., Wang et al., 2018; Sangroya & Nayak, 2016), the present study identifies social value as having a comparatively greater influence on consumers' green purchase intentions. This divergence highlights the contextual nature of consumer decision-making, particularly within Chinese society, where social norms, collective approval, and the aspiration to project a socially responsible identity appear to exert stronger motivational forces than utilitarian considerations alone. These findings underscore the need to embed cultural specificity into sustainability research and suggest that strategies leveraging social identity cues and group-based endorsements may be more effective in promoting pro-environmental behaviors in collectivist cultural contexts.

Literature Reviews

The Appraisal-Emotional Response-Coping Theory

The Appraisal-Emotional Responses-Coping Behavior framework, proposed by Bagozzi (1992), serves as a mediational model that explicates the dynamic interactions among cognitive appraisals, emotional responses, and resulting coping behaviors (see Figure 1). The framework has been extensively adopted within the tourism and hospitality domains to examine how consumers' cognitive appraisals, such as, perceived value and affect their emotional responses, including satisfaction, trust, and memorability, which in turn influence behavioral outcomes like loyalty and purchase intentions (Yuangngoen et al., 2025) The theoretical process starts with consumers cognitively evaluating their experiences or product interactions, triggering emotional reactions and, as a result, informing their behavioral decisions and intentions.

Figure 1 Appraisal-emotional responses-coping behavior framework
Source: Bagozzi (1992)

Green Consumption Intention and Perceived Value

Green consumption behavior encompasses consumer activities intentionally designed to minimize ecological impacts across all stages of a product's lifecycle, from acquisition through utilization to final disposal, with a distinct focus on selecting environmentally sustainable products (Sheng et al., 2019). Zeithaml (1988) and Kim et al. (2007) present perceived value as consumers' evaluative assessment involving a comparative analysis of perceived benefits relative to incurred costs. Sheth et al. (1991) confirm perceived value into functional value, social value, emotional value, cognitive value, and cost value. The perceived value model, based on these five dimensions, shows that consumers perceive the value of the product or brand in various aspects, such as function, social impact, emotion, which affects cost, and then influences purchase intention or behavior.

Function Value

Function value plays a crucial role in shaping consumer attitudes, perceptions, and behaviors, primarily due to the economic and utilitarian benefits derived during the consumption process (Han et al., 2017). Sangroya & Nayak (2016) emphasize the instrumental benefits associated with environmentally friendly products and services (green consumption). Watanabe et al. (2020) indicate that product quality aspects and health-related aspects are influential in enhancing the perceived functional value of organic food and thereby altering consumption behavior. Price serves as a central evaluative criterion for consumers who typically seek high-quality organic products at reasonable costs. Testa et al. (2020) identified health consciousness as a critical driver behind consumers' transition from conventional to organic food options. The above studies demonstrate a positive correlation between the functional value of organic food and consumer attitudes toward it.

Emotional Value

Gonçalves et al. (2016) reveal that emotional, conditional, and social values collectively offer a more robust framework for understanding green consumer behavior. Khan & Mohsin (2017) emphasize the importance of emotional value, suggesting that consumers' willingness to pay a premium for green energy is driven by emotional gratification. Kashif et al. (2023) and Woo & Kim (2019) indicate that emotional value significantly influences organic food choices. Similarly, Akbar et al. (2019) find that opting for organic products yields psychological benefits, as consumers perceive such decisions as morally commendable and indicative of ethical self-improvement.

Social Value

Sheth et al. (1991) indicate social value as the perceived benefit derived from a product or service that facilitates connection with specific social groups. The social advantages are gained when consumers align their purchasing decisions with prevailing group norms, societal expectations, or popular trends. In addition, environmentally responsible purchases often function as social signals, encouraging peers within the same network to emulate such behaviors. This ripple effect underscores the influence of social dynamics in promoting sustainable consumption patterns and fostering broader environmental awareness within communities.

Relationship Between Green Consumption Intention and Perceived Value

Influence of green perceived value on consumer behavior and the mediating role of perceived value in shaping purchase intentions. Wang et al. (2018) indicate the influence of pro-

environmental value and consumption value on green car purchasing intention. Han & Kim (2021) present the influence of consumer perceived value on audience loyalty. Rasoolimanesh et al. (2020) confirm the effects of functional value, social value, and emotional value on product satisfaction and loyalty. Therefore, we proposed the following hypothesis:
H1: Function value has a significant effect on green consumption intention.
H2: Emotional value has a significant effect on green consumption intention.
H3: Social value has a significant effect on green consumption intention.

Product Trust

Product trust constitutes a fundamental pillar in advancing green consumption, particularly as environmentally conscious consumers emphasize sustainability and ethical production practices. At the core of green consumption is the reliance on a product's environmental integrity, encompassing transparency in production processes and adherence to stringent certification standards. Product trust refers to consumers' confidence in the quality and reliability of different product types (e.g., tangible and intangible goods). This trust is influenced by usability, perceived enjoyment, and usefulness (Hassanein & Head, 2004).

Relationship Between Product Trust and Perceived Value

Consumer trust is a crucial factor influencing consumer behavior in various industries. Studies have shown that consumer trust plays a significant role in shaping repurchase intentions (Bernardo et al., 2024) and influencing customers' ongoing purchase intentions (Wu & Huang, 2023). Perceived value is another essential factor impacting consumer behavior. Research indicates that perceived value has a direct effect on repurchase intentions (Bernarto et al., 2024), and it can significantly influence consumer trust (Wu & Huang, 2023). The interplay between perceived value and trust is critical in understanding consumer behavior. H1a: Functional value has a significant effect on product trust.
H4: Function value has a significant effect on product trust.
H5: Emotional value has a significant effect on product trust.
H6: Social value has a significant effect on product trust.

The Relationship Between Product Trust and Green Consumption Intention

Research shows that trust in green supply chains not only enhances consumers' environmental awareness but also directly influences their green consumption intentions. For instance, consumers' trust in green certification labels, supply chain transparency, and the eco-friendliness of products encourages them to choose higher-priced eco-friendly products, thereby boosting the potential of the overall green consumption market (Nuttavuthisit & Thøgersen, 2017). Furthermore, consumer trust partially mediates the relationship between acceptance of green advertising on social media and the intention to purchase green products. (Huang & Bunchapattanasakda, 2023). Overall, consumers' trust is a crucial mechanism for strengthening their confidence in products. Hence, we propose the following hypotheses:
H7: Product trust has a significant impact on consumers' intention to buy organic foods.

Mediating Effect of Product Trust

Research indicates that product trust in green supply chains not only enhances consumers' environmental awareness but also directly influences their intentions to engage in green consumption. For instance, consumers' trust in green certification labels, supply chain transparency, and the eco-friendliness of products encourages them to choose higher-priced eco-friendly products, thereby boosting the potential of the overall green consumption market (Nuttavuthisit & Thøgersen, 2017). Furthermore, consumer trust partially mediates the relationship between acceptance of green advertising on social media and the intention to purchase green products. (Huang & Bunchapattanasakda, 2023). Overall, consumers' trust is a crucial mechanism for strengthening their confidence in products. Hence, we propose the following hypotheses:

H8: The function value(a), emotional value(b), and social value(c) can affect consumers' green consumption intention via the mediation effect of product trust and chain trust.
Given the above hypotheses, we propose a conceptual model in Figure 2:

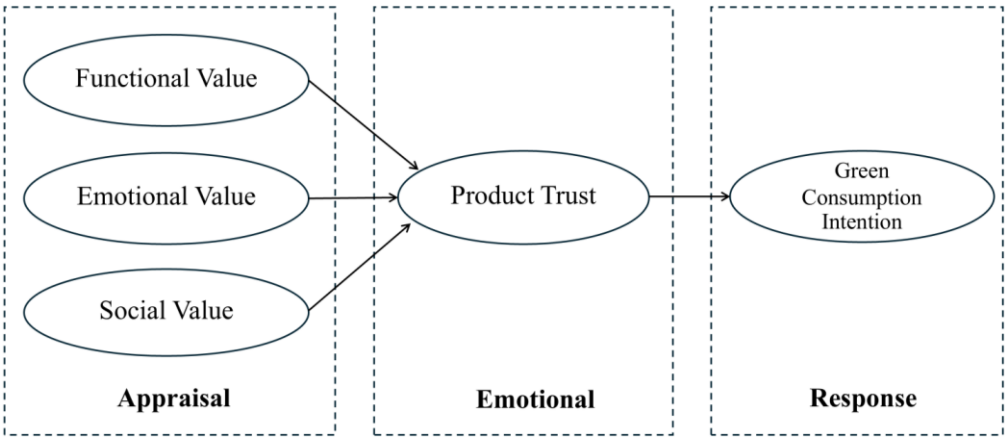

Figure 2 Conceptual Framework
Source: The author developed from Bagozzi (1992)

Research Methodology

Population and Sampling

This study examines the impact of consumers on green consumption intentions among residents of Yunnan Province who are over 20 years old and have previously purchased green products. According to Cochran (1977), a sample of 385 consumers from our target population should be sufficient to provide us with the desired confidence levels. However, for a more effective calculation, the author adds 15% more samples. To minimize potential misunderstandings arising from individual differences in interpreting the research questions, this study employs a convenience sampling method. Each selected unit is included only once, without replacement, in the sampling pool. One of the primary advantages of this approach is that it enables researchers to recruit participants who are readily accessible yet originate from various backgrounds, social groups, or institutions. As a result, the sample reflects a certain degree of heterogeneity, which enhances the scope and representativeness of the research data.

Data Collection

The constructs employed in this research are measured using multi-item scales that have been previously validated in relevant literature, with slight modifications made to enhance face validity. Data collection occurred through online surveys, initially piloted with 30 respondents to refine the survey instrument. The formal data-gathering phase utilized the Wenjuanxing online survey platform (https://www.wjx.cn) to maintain high data quality standards. The study specifically targeted residents of Yunnan Province with experience in purchasing organic food, resulting in 398 usable responses (response rate, 90.05%). To avoid misunderstandings caused by different perceptions of individuals about the problems we designed, convenience sampling is adopted. The selected units are not put back into the population; the units in the sample can only be selected once.

Measurement

The measurement index of perceived value variables, adopted by Roh et al. (2022), included four dimensions: functional value, emotional value, social value, and experiential value. The measurement of perceived value simplified scale consisted of 15 items. According to the research of Ahmad et al. (2022), a total of 5 items are included in the green consumption intention. Finally, the scale of product trust is based on the research of Benson et al. (2020), which includes a total of 5 items.

Research Findings

Measurement Model

Following established guidelines in quantitative research (Hair et al., 2017), this study applied structural equation modeling (SEM) to assess the proposed theoretical framework. SEM was selected for its ability to simultaneously estimate multiple interdependent relationships among latent constructs, thereby offering a comprehensive evaluation of the model's explanatory power within a survey-based research context. Confirmatory factor analysis (CFA) was conducted to assess the measurement model, employing multiple fit indices in accordance with the guidelines proposed by Jackson et al. (2009). Fit indices included chi-square ($\chi 2$), degrees of freedom (df), $\chi 2$/df ratio, comparative fit index (CFI), root mean square error of approximation (RMSEA), goodness-of-fit index (GFI), and Tucker-Lewis's index (TLI), as recommended by Jackson et al. (2009). Acceptable model fit criteria were defined as $\chi 2/df < 3.0$, RMSEA ≤ 0.08, TLI and CFI ≥ 0.90, and GFI ≥ 0.80, based on Hu & Bentler (1999) and Chau & Hu (2001). The resultant model exhibited an adequate fit to the empirical data, with fit statistics of $\chi^2 = 265.397$, df = 265, $\chi^2/df = 1.001$, CFI = 1, GFI = 0.952, TLI = 1, and RMSEA = 0.002, all of which met the established thresholds.

Table 1 Fit Indices for CFA Model.

Structural Model	$\chi 2$	DF	$\chi 2$ /df	GFI	AGFI	TLI	CFI	RMSEA
First-order	265.397	265	1.001	0.952	0.941	1	1	0.002

Convergent Validity

Confirmatory factor analysis (CFA) is performed on the five constructs to evaluate the internal consistency reliability, convergent validity, and discriminant validity of the measurement model (refer to Table 2). Results demonstrated that all constructs have Cronbach's alpha and composite reliability (CR) values above the recommended level of 0.7, indicating strong internal consistency reliability (Nunnally, 1978). Additionally, all factor loadings within the five-construct model are statistically significant ($p < 0.001$), thereby supporting convergent validity (Diamantopoulos et al., 2008). Moreover, the average variance extracted (AVE) for each construct exceeds the suggested benchmark of 0.5 (Fornell & Larcker, 1981; Bagozzi & Yi, 1989), further confirming acceptable convergent validity.

Table 2 Confirmatory factor analysis results and validity values of each research construct

Constructs	Index	Unstd. Estimate	S.E.	C.R. (critical ratio)	Std.Estimate	CR	AVE	Cronbach's α
Function value	FC1	0.885	0.048	18.330	0.776	0.874	0.582	0.874
	FC2	0.851	0.050	16.970	0.735			
	FC3	0.913	0.051	17.788	0.760			
	FC4	0.920	0.050	18.428	0.779			
	FC5	0.902	0.050	17.868	0.763			
Emotional value	EV1	0.848	0.051	16.776	0.727	0.879	0.593	0.879
	EV2	0.854	0.048	17.817	0.759			
	EV3	0.963	0.050	19.318	0.803			
	EV4	0.912	0.050	18.294	0.773			
	EV5	1.075	0.068	15.788	0.784			
Social value	SC1	0.881	0.050	17.767	0.760	0.872	0.578	0.872
	SC2	0.850	0.049	17.224	0.743			
	SC3	0.895	0.050	18.020	0.768			
	SC4	0.857	0.049	17.549	0.753			
	SC5	0.923	0.050	18.331	0.776			
	PRT1	0.980	0.051	19.561	0.792	0.892	0.623	0.892

Constructs	Index	Unstd. Estimate	S.E.	C.R. (critical ratio)	Std.Estimate	CR	AVE	Cronbach's α
Product trust	PRT2	0.932	0.050	18.703	0.782			
	PRT3	0.973	0.050	19.405	0.801			
	PRT4	0.929	0.053	17.792	0.783			
	PRT5	0.947	0.050	18.751	0.789			
Green consumption intention	GCI1	0.862	0.049	17.622	0.755	0.875	0.583	0.875
	GCI2	0.874	0.049	17.683	0.757			
	GCI3	0.903	0.049	18.473	0.780			
	GCI4	0.875	0.049	17.732	0.758			
	GCI5	0.861	0.048	18.052	0.768			

Discriminant Validity

Discriminant validity within the measurement model is examined using the Fornell & Larcker (1981) criterion. This approach verifies discriminant validity by comparing the square root of the average variance extracted (AVE) for each construct with its correlations to other constructs. The results confirm that the AVE values of each construct are higher than its corresponding inter-construct correlations, thereby affirming robust discriminant validity (see Table 3).

Table 3 Discriminant Validity (Fornell-Larcker Criterion)

	EV	SC	FC	PRT	GCI
EV	**0.770**				
SC	0.497	**0.760**			
FC	0.476	0.467	**0.763**		
PRT	0.500	0.517	0.485	**0.789**	
GCI	0.494	0.508	0.494	0.521	**0.764**

Note: The bold diagonal elements are the square root of AVE.

Structural Model Analysis

AMOS 26.0 is used to conduct the structural equation modeling (SEM) analysis of the sample data, examining the interrelationships among the research variables. Model fit indices are used to evaluate the overall validity of the model, and the results from AMOS 26.0 indicate that all indices met the recommended thresholds. Specifically, the fit indices are $\chi 2/df = 1.113$, RMSEA = 0.016, CFI = 0.996, $\chi 2 = 296.178$, and TLI = 0.995. These results indicate that the model demonstrated a suitable fit to the data.

Table 4 Fit Indices for CFA Model.

Structural Model	χ2	χ2/df	GFI	AGFI	TLI	CFI	RMSEA
First-order	265.397	1.001	0.948	0.937	0.995	0.996	0.016

Hypothesis Testing

To examine the indirect influences exerted by the independent variable via the mediator, bootstrap analyses using bias-corrected and percentile methods are conducted. This study employed 5,000 bootstrap samples to establish 95% confidence intervals, as recommended by Koopman et al. (2015). In accordance with Preacher & Hayes (2008), the lower and upper bounds of these confidence intervals are assessed to verify the significance of indirect effects statistically. The outcomes derived from this bootstrap procedure are summarized and displayed in Table 5.

Table 5 Total effects, indirect effects, and direct effects of the model.

	Point estimate	Product of coefficients		Bootstrapping					
				Bias-corrected percentile 95% CI			Percentile 95% CI		
		S.E.	Z	Lower	Upper	Two-tailed significance	Lower	Upper	Two-tailed significance
Total Effect									
FC→GCI	0.242	0.060	4.033	0.132	0.369	***	0.126	0.362	***
SC→GCI	0.253	0.059	4.288	0.137	0.370	**	0.141	0.375	***
EV→GCI	0.224	0.057	3.930	0.113	0.339	***	0.113	0.339	***
Indirect Effect									
FC→PRT→GCI	0.050	0.019	2.63	0.020	0.095	**	0.018	0.090	*
SC→PRT→GCI	0.052	0.020	2.60	0.021	0.104	**	0.018	0.098	*
EV→PRT→GCI	0.060	0.021	2.86	0.025	0.109	**	0.023	0.106	*
Direct Effect									
FC→GCI	0.192	0.063	3.048	0.020	0.095	***	0.126	0.362	***
SC→GCI	0.194	0.062	3.129	0.025	0.109	**	0.141	0.375	***
EV→GCI	0.172	0.058	2.966	0.021	0.104	***	0.113	0.339	***

Note: Estimation of 5,000 bootstrap samples; *p < 0.05; **p < 0.01; ***p < 0.001. Number of bootstrap samples = 5,000. Mediators: PRT

Table 6 Confirmation of the hypotheses.

Hypothesis	Path	β	S.E.	Z	P-value	Result
H1	FC-->GCI	0.192	0.056	3.429	***	Accepted
H2	EV-->GCI	0.172	0.056	3.071	**	Accepted
H3	SC-->GCI	0.194	0.057	3.404	***	Accepted
H4	FC-->PRT	0.254	0.062	4.097	***	Accepted
H5	EV-->PRT	0.264	0.062	4.259	***	Accepted
H6	SC-->PRT	0.302	0.063	4.794	***	Accepted
H7	PRT-->GCI	0.197	0.053	3.717	***	Accepted
H8a	FC-->PRT-->GCI	0.050	0.019	2.63	**	Accepted
H8b	EV-->PRT-->GCI	0.060	0.021	2.86	**	Accepted
H8c	SC-->PRT-->GCI	0.052	0.020	2.60	**	Accepted

Note: *p < 0.05, **p < 0.01, ***p < 0.001

As presented in Table 6, this study examines a series of hypotheses to explore the direct and indirect relationships among functional value (FC), emotional value (EV), social value (SC), product trust (PRT), and green consumption intention (GCI). The results reveal significant direct effects of functional value (H1: $\beta = 0.192$, $p < 0.001$), emotional value (H2: $\beta = 0.172$, $p < 0.01$), and social value (H3: $\beta = 0.194$, $p < 0.001$) on green consumption intention. Additionally, substantial direct relationships are identified between functional value and product trust (H4: $\beta = 0.254$, $p < 0.001$), emotional value and product trust (H5: $\beta = 0.264$, $p < 0.001$), and social value and product trust (H6: $\beta = 0.302$, $p < 0.001$). Furthermore, product trust has a significant predictive value for green consumption intention (H7: $\beta = 0.197$, $p < 0.001$).

Indirect effects further validate the mediating function of product trust, specifically illustrating its role in mediating the relationships between functional value (H8a: $\beta = 0.050$, $p < 0.01$), emotional value (H8b: $\beta = 0.060$, $p < 0.01$), and social value (H8c: $\beta = 0.052$, $p < 0.01$) and green consumption intention. Collectively, these findings highlight the crucial interplay between value perceptions and trust in shaping sustainable consumer behavior, thereby making a substantial contribution to the existing literature and providing valuable insights for academics and practitioners focused on sustainable marketing.

Conclusion and Discussion

Results revealed a significant positive association between functional value and green consumption. Sangroya & Nayak (2016) propose the concept of functional value to green consumption, linking it to the perceived utilitarian benefits of environmentally friendly goods or services, such as economic savings or practical advantages. In the context of organic food, factors like product quality and pricing also play a pivotal role in shaping consumer behavior (Watanabe et al., 2020). Analysis of the data indicated a significant positive relationship between emotional value and green consumption. Consumers derive psychological benefits from purchasing organic food instead of conventional options, as they perceive such choices as morally right and reflective of self-improvement (Akbar et al., 2019). This aligns with findings by Khan & Mohsin (2017), who identified emotional value as a key factor influencing green consumption decisions. This study found a significant positive relationship between social value and green consumption. The results align with Woo & Kim's (2019), who suggest that social value significantly influences purchasing decisions within the context of organic food. The social dimension of green consumption is particularly impactful in collectivist cultures or communities where group norms and expectations influence individuals' behaviors. Consumers are more likely to adopt green products when they believe that such behavior will enhance their social status or reputation, thereby aligning their actions with the values of their social reference groups.

The results also reveal that among the three dimensions of perceived value, social value (SC) demonstrates the most substantial effect on green consumption intention ($\beta = 0.194$), marginally exceeding the effects of functional value ($\beta = 0.192$) and emotional value ($\beta = 0.172$). This finding underscores the substantial influence of sociocultural factors on driving sustainable consumer behavior. Within collectivist societies such as China, social norms, peer influence, and perceived alignment with societal expectations appear to play a decisive role in shaping pro-environmental intentions. The prominence of social value suggests that green marketing interventions should not only emphasize individual benefits but also strategically incorporate social cues and normative messaging to enhance the perceived desirability of eco-friendly behaviors. Such insights offer valuable implications for the development of targeted communication strategies and public campaigns aimed at fostering widespread adoption of green consumption practices.

Additionally, product trust acts as a mediator in the relationship between perceived value and green consumption intentions, a finding that aligns with existing literature. The mediating role of product trust (PRT) was empirically validated through bootstrapped indirect effect analyses, revealing its significance in the transmission mechanism linking perceived value dimensions to green consumption intention. Among the three value constructs, emotional value demonstrated the most substantial indirect effect via product trust ($\beta = 0.060$, $p < 0.01$), followed by social value ($\beta = 0.052$, $p < 0.01$) and functional value ($\beta = 0.050$, $p < 0.01$). These results underscore the partial mediation effect of PRT, indicating that consumers' evaluation of a product's ethicality, environmental credibility, and overall reliability critically strengthens the translation of perceived value into behavioral intention. Prior studies emphasize that trust significantly predicts consumers' willingness to pay premium prices for environmentally friendly products and services. González-Rodríguez & Díaz-Fernández (2020) demonstrated that consumer trust in eco-friendly claims significantly increases their willingness to pay higher prices. Supporting this perspective, additional research highlights the pivotal role of product trust in enhancing consumer confidence and, consequently, driving green purchase intentions (Alghamdi & Agag, 2024).

In summary, this study sheds light on the intricate pathways through which perceived value and product trust influence green consumption intentions among Chinese consumers. Our findings underscore the significant roles of functional, emotional, and social values, with social value exhibiting a powerful influence within the Chinese cultural context. Moreover, the mediating role of product trust highlights the importance of building consumer confidence in the ethical and environmental integrity of products. These insights provide actionable guidance for marketers seeking to promote sustainable consumption, suggesting strategies such as emphasizing social cues, normative messaging, and transparent communication about product attributes. While this research makes a valuable contribution to understanding green consumption behavior, it is essential to acknowledge certain limitations. Specifically, the study examines the direct and indirect relationships between key variables. However, it does not account for the potential influence of conditional factors such as seasonal promotions or the availability of green alternatives. Future research could explore these situational influences to develop a more nuanced understanding of consumer decision-making in the context of sustainable consumption. Nonetheless, this study provides a robust framework for future investigations and offers practical guidance for fostering a more sustainable consumer landscape.

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