

The Impact of Mechanism of Government Environmental Regulation Through Eco-Labeling on Green Purchase Intention in India's Organic Food Market

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ABSTRACT

The global community witnessed increasing environmental degradation and a growing emphasis on sustainable consumption. So, government environmental regulations emerged as a key driver of green consumption behavior. The present study investigates the impact of government environmental regulations on green purchase intention in India's organic food market. Furthermore, the study explores the mediating role of eco-labeling on the relationship between government environmental regulations and green purchase intention. The present study, grounded in Signaling theory and Value-Belief-Norm (VBN) Theory, proposes a conceptual framework that explains how regulatory interventions influence consumer behavior through informational and normative mechanisms. Data were collected from 354 Gen Z and Millennial consumers in urban India using a structured questionnaire. The hypotheses of the study were examined through PLS-SEM. Moreover, the findings of the study reveal that environmental regulation has a significant positive impact on green purchase intention. Additionally, eco-labeling was found to play a strong mediating role in this relationship, indicating that regulatory frameworks are more effective when translated into credible and visible product information through eco-labels. Lastly, the study discusses the theoretical and managerial implications, as well as its future scope.

Key words: Government environmental regulations, Eco-labels, PLS-SEM, Gen Z and Millennials consumers, Signalling Theory, VBN Theory.

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Introduction:

Against the backdrop of escalating global concerns over global climate change and environmental degradation, government environmental regulations have evolved and play a significant role in promoting sustainable development and green consumption behaviors. In recent years, as consumer environmental awareness has grown, green consumption has gradually become a focal point of market attention. A study by Haw et al. (2014) found that consumers with strong pro-environmental values are more inclined to support environmentally and sustainably related products. A similar study by Borazon et al. (2022) demonstrated that strong green market orientations enhance supply chain capabilities and positively contribute to organizational performance. This provides important theoretical support for exploring how government environmental regulations impact

purchase intention through eco-labeling (Westjohn et al., 2016).

The concept of eco-labeling is to encourage the environmental friendly products. The use of eco-labels refers to the environmental protection certificate that communicates the environmental attributes or sustainability performance of a product. A study by Nguyen-Viet. (2022) eco-label functions and serves as an informational tool that reduce information asymmetry between producers and consumers, thereby enabling more informed and environmentally responsible purchasing decisions. Similarly, a study by Wojnarowska et al.(2021) argue that eco-labeling is a market-based tool that motivates firms to pursue more environmentally friendly modes of production and at the same time directs the consumers towards making sustainable decisions.

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From a behavioral perspective, eco-labels act as cognitive stimuli by facilitating complex environmental information, making it easier for consumers to assess the sustainability of a product. Similarly, in a parallel study, Delmas and Grant (2014) found that credible eco-labels increased consumer trust and led to a major increase in willingness to pay more for environmentally friendly products. It is especially relevant to organic food markets, where the qualities of organic, natural, or eco-friendly products are often difficult to obtain external certification for. In the current research, eco-labeling is a mediator between government regulation and consumer behavior. In the current situation, government policies tend to require or support eco-labeling programs (such as the certification of the Jaivik Bharat Logo by FSSAI), which formalize environmental claims and minimize greenwashing. Moreover, empirical research by Hossain et al. (2022) shows that eco-labels positively affect consumers' environmental attitudes and purchase intentions as trust-building signals. These conclusions support the thesis that eco-labeling is not only an informational tool but also a crucial mechanism for translating environmental regulations into real consumer behavior.

Research Gaps:

The literature on government environmental regulation has been mostly concerned with its influence on corporate green behavior, and little attention has been paid to how it affects consumers, especially in shaping green purchase intention. Furthermore, although regulatory mechanisms have been studied extensively, little has been done to illustrate the specific importance of ecolabelling as a policy tool in shaping consumer decision-making in the Indian organic food market (Kumar et al., 2025). Previous literature has mainly focused on mediating variables such as green brand image and environmental beliefs and has ignored the possibility of mediating variables in Eco-labeling. Also, there is a wide gap between consumers' level of environmental awareness and their actual purchasing behavior, and the current research did not effectively explore the role of ecolabelling in overcoming the intention-behavior gap (Citterio, 2026). Furthermore, there is a lack of context-specific empirical evidence, as most research remains general and does not sufficiently address the organic food sector, particularly in emerging economies like India (Soren & Singh, 2025). Therefore, there is a clear need for a systematic, empirical investigation of how government regulation through eco-labeling shapes green purchase

intention by influencing Green Consumer Orientation in the Indian organic food market.

To fulfil the above gaps, the objective of the present study are as follows:

- a. To explore the impact of government environmental regulations of consumer green purchase intention.
- b. To analyze the mechanism of ecolabelling in the relationship between government regulation and green purchase intention.
- c. Moreover, the study provides a practical pathway for policy design and corporate green marketing strategies in the context of organic food products.

Theoretical Framework :

The present study integrates the theoretical framework by combining the Signaling Theory and Value-Belief-Norm Theory to explain how government environmental regulations impact consumer green purchase intention through eco-labeling. Unlike existing studies that primarily focus on firms' external green behaviors, the present research examines the intrinsic mechanisms of consumer behavior. It conducts empirical tests in an organic food market in the Indian context, offering a new perspective on green consumption research. (Ajzen, 1985; Stern, 2000).

Conceptual Definition of Green Purchase Intention

Green Purchase Intention (GPI) refers to consumers' conscious, deliberate willingness to purchase environmentally friendly, sustainable products. According to the study by Taufique et al. (2014), a comprehensive scale was established to measure consumers' environmental responsibility, which focuses on key constructs such as perceived consumer effectiveness and environmental concern. These constructs play a significant role in shaping green purchase intention, as they capture the extent to which consumers believe their individual purchasing decisions can contribute to environmental protection. When consumers perceive that their actions can make a meaningful difference and demonstrate a high level of concern for environmental issues, they are more likely to develop a stronger intention to purchase environmentally friendly or green products. In a similar study, Li et al. (2021) found that environmental values (altruism and biocentrism) play a significant role in shaping green purchase intention, and this is moderated by green trust. Furthermore, prior studies show that green purchase intention is influenced by various parameters: intrinsic factors, including consumer environmental values and levels of green awareness (Xie et al., 2022), and extrinsic factors, including marketing, social opinion, and policy regulations (Kolcave et al., 2021). As the present study takes green

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purchase intention as a core dependent variable, the objective is to examine how government environmental regulations affect green purchase intention. Moreover, this study aims to reveal the dynamic mechanism between policy intervention and consumer behavior, contributing to a theoretical support and practical guidance for promoting green consumption behavior and attaining sustainable development goals.

Ecolabelling in the Organic Food Sector in the Indian Context:

Eco-label on organic food certifies that products meet specific environmental, social, or health standards, mainly avoiding chemical fertilizers, pesticides, and ensuring sustainable farming (Ketkaew & Komsing, 2025). In the Indian context, the key organic labels include Jaivik Bharat, the FSSAI logo, which identifies the certified organic food. Eco-mark ecolabels is the eco-label introduced in 1991, by BIS, which certifies environmentally friendly products. The eco-labels make the products more credible and help customers to spot the genuine sustainable products. Nevertheless, as valuable as it is, ecolabelling in India is not without problems, and the low consumer awareness, the lack of knowledge about certification logos, the insensitivity to price, and the scarcity of certified organic products in smaller markets are among the challenges it faces. Thus, the success of eco-labels as intermediaries between environmental control and green purchase intention depends heavily on awareness campaigns, educational programs, and strict adherence to labeling criteria (Khan et al., 2025). Government environmental regulations, in other words, in India, organic food industry eco-labeling serves as an important tool that helps to shape consumer behavior (Nagar & Verma, 2025). Through increased transparency, trust, and awareness, eco-labels facilitate the alignment between regulatory and consumer demand for organic and environmentally friendly products.

Hypothesis Development:

Environmental Regulation Impact Green Purchase Intention

Environmental regulation serves as a critical policy instrument for promoting green consumption, which primarily comprises of four key dimensions: legal regulation which includes emission limits and pollution control measures; tax incentives for eco-friendly or green products, market mechanism for example carbon emission trading and green certificate and public education initiatives, where the objectives is to raise environmental awareness and encouraging sustainable behavior.

The environmental regulations measures, which particularly mandate eco-labeling and third-party green certification, serve a critical role in encouraging consumers' ability to identify green or environmentally related products (Gamlin et al., 2023). This regulation triggered an identification process that not only reduced consumer skepticism but also built trust in environmental claims. As a result, consumers become more confident in their purchasing decisions, which affects their green purchase intention.

Furthermore, this process is grounded in the theoretical framework of the Value-Belief-Norm (VBN) theory, which proposes that external signals and environmental information shape consumer environmental beliefs, strengthen personal norms, and drive green consumption behavior (Stern, 2000). Previous studies shed light on the role that environmental regulations play. a critical role in shaping consumers' green behavior that drives corporate environmental actions. From the above literature, we can hypothesized that-

H1: Environmental regulations have a significant impact on Green Purchase Intention.

Mediating Role of Eco-label

The mediation effect of ecolabelling in the relationship between government environmental regulation and green purchase intention demonstrates the process by which policy interventions are converted to consumer behaviour. Environmental regulations imposed by the government, such as mandatory eco-labeling standards, certification requirements, and monitoring systems, do not directly affect consumers' decisions to purchase goods. However, their effect is usually mediated by eco-labels as information and belief-building instruments (Dhawan, 2025).

Eco-labels are valid messages that communicate a product's environmental characteristics to customers in a straightforward, uniform way (Donato, 2025). The credibility and openness of eco-labels rise when governments implement stringent eco-labeling policies and when these labels are third-party verified. This will lessen information asymmetry and address the issue of greenwashing. This puts consumers in a better position to identify truly environmentally friendly products, thereby increasing their credibility for green claims.

Through this, eco-labeling reinforces the impact of environmental regulation by transforming regulatory systems into visible, actionable signals at the point of purchase (Li, 2025). The result is greater green purchase intention, driven by increased trust, environmental awareness, and perceived product authenticity, all enabled by eco-labels.

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Therefore, eco-labeling is a focal level of mediation; it fills the weak link between governmental environmental control and consumer behavior by transforming the policy-based environmental goals into market performance through its impact on consumer perceptions, beliefs, and intentions. Based on the above research, the following hypothesis is that. **H2:** Eco-labeling significantly mediates the relationship between environmental regulation and sustainable purchase intention. Based on the above hypothesis development, a conceptual framework has been proposed in figure 1

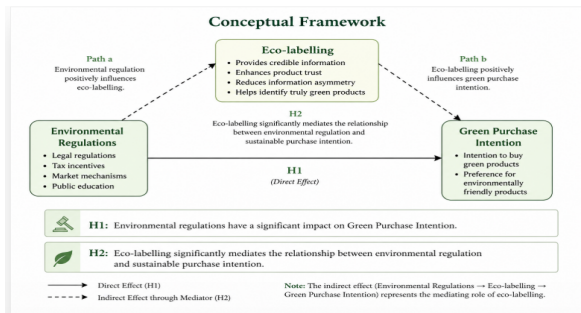


Figure 1: Conceptual Framework

Measurement Scale:

Data for the study were collected using a structured questionnaire, with measurement items adapted from previously validated studies. Table 1 presents the sources of the scales used for measuring the study variables. The questionnaire was divided into two sections. Section A gathered demographic information of the respondents, while Section B focused on capturing their perceptions and opinions regarding the study constructs. All items in Section B were measured using a five-point Likert scale, ranging from “strongly disagree” to “strongly agree,” as illustrated in Table 1.

Table 1- Measurement Scale

Scale	Source
Eco-label (Mediating Variable)	Thøgersen, J. (2002). Promoting green consumer behavior with eco-labels. <i>New tools for environmental protection: Education, information, and voluntary measures</i> , 83-104.
Green Purchase Intention	Hahnel, U. J., Arnold, O., Waschto, M., Korcaj, L., Hillmann, K., Roser, D., & Spada, H. (2015). The power of putting a label on it: Green labels weigh heavier than contradicting product information for consumers' purchase decisions and post-

	purchase behavior. <i>Frontiers in psychology</i> , 6, 1392.
Environmental Regulation	Li, X., Wang, C., Li, D., Yang, D., Meng, F., & Huang, Y. (2024). Environmental regulations, green marketing, and consumers' green product purchasing intention: Evidence from China. <i>Sustainability</i> , 16(20), 8987.

Sample, Sampling Technique and Data Collection:

The target population for the present study includes Gen Z and Millennials consumers residing in Urban India as these cohorts are considered more environmentally aware and actively engaged in sustainable consumption practices, particularly in the context of organic food products. The respondents were selected through random based sampling approach. A structured questionnaire was used to gather data in an online manner, which focused on perceptions of government environmental regulations, the role of eco-labeling mechanisms, and their influence on green purchase intention in the organic food market. Five hundred questionnaires were issued, of which 454 were returned, and could be used in the analysis. A high response rate was achieved. The sample size was deemed sufficient to perform structural equation modeling using the PLS-SEM method and test hypotheses.

Demographic Profile of The Respondents

Table (2 to 4) describe the demographic characteristics of the respondents. Table 1 describes the age group of respondents. The results of the study indicate that most respondents (66.1%) are within the age range of 25 to 35 years, suggesting that young adults are the major segment in this study. This implies that people in this age group are more involved or interested in environmentally sustainable consumption, especially organic food products. Moreover, (Table 2) that depicts the gender compositions of the sample is fairly balanced as males constitute 52.5 and females constitute 47.5 of the respondents and finally (Table 3) which depicts the education qualification of the respondents indicates that a considerable proportion of 74.6% of the respondents are postgraduate educated and 25.4% are 12 th grade or graduation This means that the sample is well educated which is especially important in terms of eco-labelling and environmental regulations.

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Table 1- Age:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-35	234	66.1	66.1	66.1
35-45	28	7.9	7.9	74.0
Above 45 years	7	2.0	2.0	76.0
Below 25	85	24.0	24.0	100.0
Total	354	100.0	100.0	

Table 2 - Gender:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male (1)	186	52.5	52.5	52.5
Female (2)	168	47.5	47.5	100.0
Total	354	100.0	100.0	

Table 3 - Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 (12 th And Graduation)	90	25.4	25.4	25.4
2 (PG & Above)	264	74.6	74.6	100.0
Total	354	100.0	100.0	

Scale Reliability

Table 5 illustrates the scale reliability all the variables. In the case of Environmental Regulation (ECO REG), the item factor loadings range from 0.739 to 0.847, which is above the recommended value of 0.70; this is a good indicator of reliability (Hair et al., 2017). The high internal consistency is confirmed by the Cronbach alpha value of 0.814 and composite reliability values. Moreover, the Average Variance Extracted (AVE) of 0.639 exceeds the acceptable value of 0.50, which provides sufficient convergent validity. This indicates that the items are effective in capturing the notion of environmental regulation.

The case of Eco-Labeling shows that item loadings range from 0.805 to 0.825, indicating satisfactory indicator reliability. The Cronbach's alpha (0.772) and composite reliability indicate good to acceptable internal consistency. The AVE of 0.659 is another indicator of high convergent validity, suggesting that the eco-labeling construct is adequately captured by its indicators.

For Green Purchase Intention (GPI), the loading for the reported factor (0.997) is very high, indicating a very strong relationship between the item and the construct. There are also very high measures of reliability (Cronbach's alpha = 0.895), and the AVE (0.990) implies almost perfect convergent validity. Although these values indicate high reliability and validity, very high scores can also reflect redundancy or insensitivity of the measurement items.

In sum, all the constructs used in the study, including Environment Regulation, Eco-Labeling, and Green Purchase Intention, exhibit acceptable reliability and convergent validity and can be further used in structural model analysis to determine the effect of

government regulation in the form of ecolabeling on green purchase intention.

Table 5- Scale Reliability

Variables with Items code	EC O REG	Cronb ach's alpha	Comp osite reliabi lity (rho_ a)	Comp osite reliabi lity (rho_ c)	Aver age varia nce extra cted (AVE)
ECO REG1	0.779	0.814	0.815	0.876	0.639
ECO REG2	0.847				
ECO REG3	0.828				
ECO REG4	0.739				
EcoL abel 3	0.805	0.772	0.83	0.853	0.659
Eco- label 2	0.825				
Ecola bel1	0.806				
GPI 1	0.997	0.895	0.995	0.996	0.99
GPI2	0.989				
GPI3	0.997				

Discriminant Validity:

Table 6 illustrates the value for discriminant validity, evaluated using the Fornell-Larcker criterion, which compares the square root of each construct's Average Variance Extracted (AVE) with its correlations with other constructs. According to this criterion, the square root of AVE should be greater than the inter-construct correlations to establish adequate discriminant validity. The findings of the study shows that the AVE for ECO REG (0.800) is higher than its correlations with Eco-label (0.572) and Green Purchase Intention (0.414). Similarly, the square root of AVE for **Eco-label (0.812)** exceeds its correlations with ECO REG (0.572) and Green Purchase Intention (0.804). However, the correlation with Green Purchase Intention is relatively high, approaching the threshold. Furthermore, **Green Purchase Intention (0.995)** has a square root of AVE

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that is substantially higher than its correlations with ECO REG (0.414) and Eco-label (0.804). Overall, these findings indicate that each construct is empirically distinct from the others, thereby confirming discriminant validity.

Table 6- Discriminant Validity

	ECO REG	Eco-label	Green Purchase Intention
ECO REG	0.8		
Eco-label	0.572	0.812	
Green Purchase Intention	0.414	0.804	0.995

Result

Hypothesis Result

Table 7 illustrates the structural model, which indicates that government environmental regulation has a significant impact on green purchase intention. The findings of the path coefficient suggest that ($\beta = 0.427$) beta has a moderate positive relationship, which implies that perceptions of government environmental regulations are associated with higher levels of consumers' intention to purchase organic and environmentally friendly products. Additionally, the p-value is reported as 0.000, indicating that the result is highly significant ($p < 0.001$). The low standard deviation (0.055) further reflects the stability and reliability of the estimated path coefficient. Based on these findings, Hypothesis H1 is supported, indicating that government regulation plays a crucial role in shaping consumers' green purchase intentions in India's organic food market.

Table 7- Hypothesis Result

	Beta	Standard deviation (STD EV)	T statistics (O/STD EV)	P values	Hypothesis Decision
ECO REG -> Green Purchase	0.427	0.055	7.746	0	Support (H1)

hase Intention					

Mediation Result:

Table 8 illustrates that the mediation result reveals that eco-labeling plays a significant mediating role in the relationship between Environmental Regulation (ECO REG) and Green Purchase Intention. The indirect path coefficient ($\beta = 0.482$) indicates a strong positive effect, suggesting that environmental regulations influence consumers' green purchase intention more effectively when transmitted through eco-labeling mechanisms. In other words, government regulations enhance the credibility and visibility of eco-labels, which in turn motivate consumers to make environmentally responsible purchasing decisions. Additionally, the p-value (0.000) indicates a highly significant result ($p < 0.001$). Based on these results, the mediation hypothesis is supported, demonstrating that eco-labeling serves as a crucial mechanism through which environmental regulations translate into actual consumer behavior. This finding highlights the importance of clear, trustworthy, and standardized eco-labels as an effective policy tool for strengthening the impact of government regulations on promoting green consumption in India's organic food market.

Table 8- Mediation Result

Indirect Path	Beta	Standard deviation (STD DEV)	T statistics (O/STD DEV)	P values	Decision
ECO REG -> Eco-label -> Green Purchase Intention	0.482	0.04	11.981	0	Hypothesis Supported

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Summary of the Results

The current research findings address the research objectives by empirically testing the role of governmental environmental regulations on green purchase intention within the Indian organic market.

Objective 1: The research analyzes the influence of environmental regulation on green purchase intention. Moreover, the research explores the mediating effect of eco- labelling on the relationship between environmental regulations and green purchase intention. Hypothesis 1 results indicate that environmental regulation has a significant and positive direct impact on green purchase intention ($\beta = 0.427, p < 0.001$). This implies that consumers are more likely to buy organic and eco-friendly products when regulatory measures are more stringent. Also, environmental regulations were observed to have a substantial impact on eco-labeling, further supporting its purpose as a tool for conveying sustainability attributes to consumers.

Objective 2: The paper also tested the mediating effect of ecolabeling on the association between environmental regulation and green purchase intention. The findings indicate a high and significant indirect impact ($\beta = 0.482, p < 0.001$), indicating that eco-labeling is a good conduit by which government regulations are converted to consumer buying habits. This underscores the fact that credible and informative eco-labels enhance the role of regulatory policies in the formation of the intentions of green consumption.

Objective 3: The research study contributes to both theoretical and practical domains by offering a systematic framework that connects environmental regulation, eco-labeling, and green purchase intention. The results provide policymakers and marketers with useful information, as well as the regulatory measures they require, backed by clear, uniform eco-labeling. This kind of integration can help increase consumer confidence, foster sustainable consumption, and facilitate the development of the organic food market in India. Generally, research shows that eco-labeling is a pivotal tool that enhances the impact of government regulations on the environment, thereby fostering greater green consumer behavior.

Discussion and Conclusion

This research paper analyses the influence of government-imposed environmental laws on the intention to purchase green. The results of the empirical analysis of the PLS-SEM model, in terms of the path

coefficients, showed overall effectiveness and path significance. The research results indicate that green purchase intention is highly influenced by government environmental regulation. Moreover, eco-labeling is a mediating variable between the relationship between government environmental regulations and green purchase intention. The results of the research indicate that regulation frameworks do not merely have a direct effect on consumer behaviour.

To start, environmental regulation is important for helping consumers identify environmentally friendly products. Regulations raise transparency and awareness by applying standards and encouraging eco-labeling, enabling consumers to make informed decisions (Kumar, 2024). This aligns with the existing literature, which shows that regulatory interventions influence consumer perceptions and promote sustainable behavior. In this regard, eco-labeling becomes an important informational resource that helps transform regulatory activities into product characteristics that consumers can understand and identify with green products, enhancing consumer trust and identification with those products. Moreover, the results show that environmental regulation has a significant, positive effect on green purchase intention. The high level of mediation indicates that eco-labeling is not a simple informational feature but rather a key process that expedites the success of policy interventions. It bridges the communication gap between the consumer's intent and action by rendering sustainability visible, readable, and credible. In general, the research confirms that eco-labeling greatly enhances the effectiveness of governments' environmental regulations, strengthening green purchase intentions. This highlights the importance of implementing effective policy frameworks and open labeling of products to encourage sustainable consumption and facilitate the development of the organic food business in India.

Theoretical Framework:

The present study provides important theoretical implications by integrating Signalling theory and Value-Belief-Norm (VBN) theory to demonstrate how government environmental regulations impact green purchase intention, where eco-labelling serve as an important mediating variable. From a signaling theory perspective, eco-labeling serves as a credible informational cue that reduces information asymmetry between producers and consumers in the organic food market. Environmental regulations reinforce authenticity and play a critical role in institutional standards, enhancing the reliability of signals on

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environmental quality. This study extends Signaling theory by explaining that market signals are not solely firm-generated but are institutionally legitimized through government regulatory frameworks, thereby enhancing credibility and effectiveness. As a result, consumers are more inclined to trust eco-labels and perceived them as an authentic signal of environmental performance, which in turn drives purchase intention. From the perspective of Value-Belief-Norm (VBN) Theory, the study elaborates how external regulatory mechanisms activate cognitive and moral processes that impact pro-environmental behavior. Government regulation operated through eco-labelling plays a significant role in shaping environmental beliefs and strengthen their personal norms toward sustainable consumption. Eco-labels function as a critical activating cues that bridge abstract environmental values with concrete purchasing decisions, thereby reinforcing consumers' sense of moral obligation to engage in green consumption. This finding advances VBN theory by introducing institutional and market-based mechanisms as critical antecedents that activate value-driven behaviour. Moreover, the study Integrates two theoretical perspectives, Signalling theory with VBN theory, the study explains the eco-labelling operates both as an external informational signal and as an internal normative activator. This dual functionality enhance the explanatory power of green consumption models by linking market signals with value-driven motivations.

Practical Implications:

The current research provided insights into key practical implications on policymakers, marketers and other stakeholders in the Indian organic food market. The study results point out that stringent and properly enforced environmental policies, backed by government agencies like reputable eco-labels can have a profound impact on increasing the green purchase intention of consumers. To the policymakers, this would mean that they should come up with standardized, open, and reliable eco-labeling systems as well as stringent monitoring systems to promote authenticity and minimize cases of greenwashing. The effectiveness of eco-labels can also be enhanced by increasing public awareness about eco-labels via educational campaigns (Thøgersen,2000; Thøgersen, 2010)

As a managerial approach, companies must also proactively make use of certified eco-labels and incorporate them into their branding strategy and marketing to gain consumer confidence and product differentiation in a competitive market (Soren &

Singh.2025). The focus on transparency in production processes and sustainability practices will also help to increase credibility and attract environmentally conscious consumers. Also, certification organizations should ensure that evaluations are rigorous and consistent in their labeling standards to prevent confusion among consumers and loss of confidence in eco-labels (Bartáková et al., 2024). In sum, the analysis indicates that a joint initiative comprising government intervention, credible certification, and strategic marketing is important for establishing a transparent and reliable green marketplace to encourage sustainable consumption behavior.

Future Scope of the Study:

The present study makes a valuable contribution; however, it acknowledged several limitations. Firstly, the sample is limited to the consumers in the urban India setting, which might limit the generalizability of the results to other cultural, economic, and regulatory settings. Second, the research design is cross-sectional, which at the same time measures relationships. Consequently, it fails to consider the dynamic characteristics of consumer behavior or how green purchase intention can change with shifts in environmental policies and market conditions over time. Third, the paper regards environmental regulation as a single phenomenon, without differentiating among various environmental regulations, including mandatory regulations, market-based instruments, or voluntary initiatives, which can vary in their success in shaping consumer behavior. These limitations can be overcome in future research in several ways. Cross-regional comparative research can be used to investigate the effectiveness of environmental regulations and ecolabeling across different institutional and cultural contexts, thereby increasing the external validity of the results. The analysis of longitudinal panel data would provide more information on the changing nature of green consumer behavior and help researchers observe the long-term effects of regulatory changes. Further research may also involve comparing various policy tools, such as command-and-control regulation and market-based instruments, in terms of their relative effectiveness in influencing green purchase intention across different product types. By addressing these points, future research can provide a more detailed and holistic view of how environmental regulation encourages sustainable consumption, as well as help in better designing and implementing policy.

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