

An Analytical Study on the Determinants of Green Product Purchase Intention: The Mediating Effect of Environmental Concern in Bangalore District.

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ABSTRACT

Escalating ecological deterioration, together with widespread concern about climate variability and environmental change, has prompted many individuals to reconsider how their consumption decisions influence the natural environment. Yet an increase in pro-environmental awareness does not automatically translate into a concrete willingness to purchase environmentally responsible products. Within this context, the present study investigates the determinants shaping Green Product Purchase Intention (GPPI) among consumers residing in the Bangalore District, while also examining whether Environmental Concern (EC) operates as an intervening mechanism within these relationships. The analytical model draws primarily on the Theory of Planned Behaviour proposed by Icek Ajzen, which is extended by incorporating several constructs commonly associated with green marketing research, namely Environmental Knowledge, Perceived Consumer Effectiveness, and Green Trust. Empirical evidence for the study was obtained through a structured survey administered to 420 residents of Bangalore. The collected responses were processed using the SPSS software package. Analytical procedures included reliability assessment, correlation analysis, multiple regression modelling, and mediation examination based on the methodological approach outlined by Baron and Kenny (1986). The results reveal that consumers' Attitude toward Green Products, Subjective Norms, Perceived Behavioural Control, Environmental Knowledge, and Green Trust significantly predict GPPI. Furthermore, Environmental Concern partially mediates the association between these antecedent factors and consumers' intention to purchase green products. Overall, the findings extend theoretical understanding of environmentally responsible consumption and offer empirically grounded insights that may assist marketers and policymakers seeking to encourage the adoption of sustainable purchasing behaviour.

Keywords: Green Purchase Intention, Environmental Concern, TPB, Bangalore District, Green Marketing.

How to cite this article: RAJASEKAR P, SUBEESH AV. An Analytical Study on the Determinants of Green Product Purchase Intention: The Mediating Effect of Environmental Concern in Bangalore District. *Int J Drug Deliv Technol.* 2026;16(55s): 669-676. DOI: 10.25258/ijddt.16.55s.68

Source of support: Nil.

Conflict of interest: None.

INTRODUCTION

The harmful effects caused by environmental degradation, growing climate change, and the gradual exploitation of natural resources have continued to

define the patterns of production and consumption across the world. The rapid urbanization and expansion of industrial activities have added to ecological strain in many developing economies. India is a notable example of such change, where urbanization and economic growth have increased significantly over the last several decades. Bangalore

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is one of the Indian metropolitan centres that has become a key hub of technological advancement and economic activity. A massive increase in population, infrastructure development, information technology industries, and consumer markets has been observed in the city. Despite the fact that this expansion has provided economic prosperity and job opportunities, it has also led to environmental issues such as poor air quality, growing levels of waste, water scarcity, and declining biodiversity.

To address these environmental issues, the concept of sustainable consumption and the idea of green marketing have become popular topics in scholarly literature, as well as in business practice. The general meaning of a green product is that such products are designed in a manner that causes less harm to the environment throughout their life cycle, which includes methods of production, usage, and disposal stages. An increasing number of consumers are now starting to become conscious of the need to consume in an environmentally-friendly manner, and markets for eco-friendly products have been slowly increasing. Nevertheless, environmental consciousness does not necessarily lead to actual purchase behaviour among consumers. It is common to find that many people express positive sentiments about sustainability, but their purchasing behaviours, in most cases, do not reflect their values. This incongruity between environmental consciousness and the intention to make a purchase has thus taken centre stage in the study of sustainable consumer behaviour by researchers.

To recognise this phenomenon better, researchers often analyse the factors affecting Green Product Purchase Intention (GPPI), which can be defined as the willingness or intention of consumers to purchase products that are environmentally friendly. One of the most commonly used theoretical models for studying such behavioural intentions is the Theory of Planned Behaviour advanced by Icek Ajzen. This model posits that behavioural intention is influenced by three major variables, namely attitude toward the behaviour, subjective norms, which are an reflect social expectations, and perceived behavioural control, which reflects perceived ability to perform the behaviour. Although this theoretical view has been widely used in research studies that explore the nature of pro-environmental behaviour, it has been argued that the conventional model might not be fully adequate for understanding green buying behaviour in the context of rapidly growing urban economies.

Bangalore consumers are exposed to environmental messages in many ways, which include media coverage, school programmes, corporate social responsibility initiatives, and information on online platforms. These effects tend to improve environmental awareness. However, it is unlikely that awareness will ensure that people make environmentally responsible buying choices. Environmental Knowledge, Green Trust, and Perceived Consumer Effectiveness are among the psychological dimensions identified as contributing towards the effect of environmentally oriented consumption behaviour.

Environmental Concern is another variable that is often defined as a major motivational factor. The concept reflects the level of how people are aware of environmental issues, emotionally engaged in environmental protection, and willing to contribute to environmental protection. Although knowledge and attitudes may create cognitive acceptance of environmentally friendly products, environmental concern tends to transform this attention into behavioural motivation. Therefore, Environmental Concern may function as a mediating factor, with other determinants eventually impacting purchase intention.

Although there is a growing body of international literature on green consumption behaviour, comparatively little empirical research has been conducted on the topic of green consumption behaviour in relation to the Bangalore metropolitan context. The majority of the past studies have investigated the direct association between predictors of behaviour and purchase intention, with relatively little attention paid to the possible mediating role of environmental concern. Given the city's unique economic structure, high literacy rates, and environmental consciousness, studying these relationships within Bangalore may provide valuable insights into the dynamics of green product purchasing behaviour in emerging urban markets.

REVIEW OF LITERATURE

The interest of scholars in environmentally responsible consumption has grown much larger as environmental degradation and climate risks have become more pronounced. There has been an increase in the study of perceptions, awareness, and psychological aspects of consumers in relation to green product acceptance. **Devina Mohan (2022)** conducted research exploring the attitude of

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consumers towards environmentally-friendly products based on responses collected from 50 participants. The results indicated that consumers tend to perceive green products as safer and more advantageous than conventional ones. It was also noted that participants experienced personal satisfaction upon purchasing environmentally responsible products, as these items contributed to environmental protection. The paper also highlighted the need for product information transparency. Consumers stated that they strongly prefer labels that include information on product origin and the date of manufacture, suggesting that elevated transparency can reinforce consumer trust in green products.

The literature has also discussed corporate sustainability strategies. In their analysis, **Damarani and Raharjo (2023)** state that the majority of organisations are analysing how they design and deliver products in order to accommodate the goals of environmental sustainability. Businesses are embracing biodegradable and recyclable packaging, upgrading supply chain management, and trying to incorporate environmentally conscious activities into their operations. According to the authors, the opportunities for sustainable production achievement are most significantly achieved when three conditions are combined: favourable government regulations, sincere intentions of corporate entities, and increased demand from environmentally conscious consumers. Consumer perception and awareness are also important, as noted by their findings. Consumer trust is likely to grow when people have a clear perception of the environmental importance of sustainable packaging and when companies disclose their efforts clearly. This visibility can improve environmental performance, boost brand image, and increase customer loyalty.

Awareness of green marketing has also been researched in the context of particular regions. A study carried out in Tiruchirapalli District by **M. A. P. Banu and C. Meena(2019)** evaluated the level of public familiarity with environmentally friendly products. The research showed that awareness varied across demographic groups, with women constituting the largest number of respondents who demonstrated knowledge of green products.

The research has also focused on consumer behaviour in rural settings regarding green products. A study conducted by **Mahesh and Gomathi (2016)** in selected villages of Tirupur District examined the level of environmental awareness and the

determinants that have an impact on the purchases by rural consumers. Their results showed that environmental awareness, as well as other social and economic factors, were significant in terms of determining buying behaviour.

Previous studies by **Srinivas (2015)** indicate that the demand for products with environmental friendliness is prone to rise when a combination of several factors appears, such as the development of environmental awareness, the promotion of eco-friendly technologies in the manufacturing sector by the government, and the increased concern of the population with health and safety aspects. Supporting these findings, **Shabani and colleagues (2013)** explain that green purchasing behaviour is characterized by practical consumption, including buying energy-saving appliances, use of environmentally friendly home technologies, and buying a vehicle that produces minimal environmental impact. As a whole, these studies stress the growing role of environmental awareness, institutional reinforcements, and consumer attitudes in their influence on the adoption of green products.

RESEARCH OBJECTIVES

1. To analyze the influence of Attitude towards Green Products on Green Product Purchase Intention.
2. To examine the effect of Subjective Norms on Green Product Purchase Intention.

PURPOSE OF THE STUDY

This paper seeks to examine the factors influencing consumers' intention to buy green products in the Bangalore district. Special attention is given to a comprehension of the role of such an intervening psychological process as a concern with the environment in this relation. The study explores the degree and style of how environmental concern is a mediating factor that joins numerous behavioural and mental antecedents to purchase intentions of consumers in relation to the use of green products.

Thus, to achieve this goal, the analysis will focus on several determinants that are often related to environmentally responsible consumption behaviour. They are attitudes of the consumers toward green products, the pressure of perceived social

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requirements expressed as subjective norms, and the degree of control consumers believe they possess over performing the behaviour. The research also accounts for the influence of environmental knowledge and the degree of trust that consumers have in the green products. By assessing the direct and indirect effects of these variables, the research helps clarify the mechanisms by which they impact the desire of consumers to make green purchasing behaviour.

RESEARCH GAP

There is a significant literature base that has examined the level of consumer activity in green buying. However, the extant literature rarely discusses the combined effects of behavioural and cognitive forces with environmental concern as a mediating variable. The specific circumstances within the Bangalore District remain very limited in terms of empirical focus from the perspective of this hybrid dynamic.

The other constraint is that much of the prior research, primarily on traditional behavioural models, lacks the proper inclusion of other psychological aspects. Environmental knowledge and green trust, which may construct consumers’ insights and decision-making processes, are often considered separately rather than as part of an integrated behavioural model. The absence of empirical integration is especially noticeable in studies conducted in the environment of emerging markets, because the motivation of consumers to participate in the study and their environmental awareness may not apply to advanced economies.

HYPOTHESIS

H1: Attitude towards green products has a significant positive effect on green product purchase intention.

H2: Subjective norms have a significant positive effect on green product purchase intention.

H3: Perceived behavioural control has a significant positive effect on green product purchase intention.

H4: Environmental knowledge has a significant positive effect on green product purchase intention.

H5: Green trust has a significant positive effect on green product purchase intention.

H6: Environmental concern has a significant positive effect on green product purchase intention.

H7: Environmental concern mediates the relationship between determinants and green product purchase intention.

RESEARCH METHODOLOGY

Reliability Analysis

Table 1: Reliability Statistics

Construct	Items	Cronbach’s Alpha
Attitude towards Green Products (ATGP)	5	0.874
Subjective Norms (SN)	4	0.851
Perceived Behavioural Control (PBC)	4	0.836
Environmental Knowledge (EK)	5	0.868
Green Trust (GT)	4	0.857
Environmental Concern (EC)	5	0.892
Green Purchase Intention (GPI)	4	0.86

Interpretation

The reliability diagnostics indicate that each construct goes beyond the commonly accepted minimum level of 0.70 for Cronbach’s Alpha, suggesting that the measurement items function in a unified manner. In particular, Environmental Concern has the strongest coefficient (0.892), which reflects a high degree of consistency in how respondents understand and evaluate environmental issues. Taken together, these results suggest that the measurement tool is reliable, thereby rendering the dataset suitable for subsequent statistical procedures

Descriptive Statistics

Table 2: Mean and Standard Deviation

Variable	Mean	Std. Deviation
ATG	4.10	0.66

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SN	3.95	0.71
PBC	3.88	0.73
EK	4.05	0.69
GT	4.00	0.70
EC	4.22	0.61
GPT	4.08	0.67

Interpretation

An examination of the mean scores points to a broadly favourable outlook on green consumption among the respondents. Environmental Concern, with the highest average value (4.22), reflects a strong level of ecological awareness within the sample. In contrast, Perceived Behavioural Control has the lowest mean, which means that a segment of consumers faces certain limitations or barriers in terms of purchasing green products.

Determinants of Green Purchase Intention

Table 3: Model Summary

R	R ²	Adjusted R ²	Sig
0.812	0.659	0.656	0.000

Table 4: Regression Coefficients

Variable	Beta (β)	t-value	Sig
ATGP	0.241	6.12	0.000
SN	0.182	4.95	0.000
PBC	0.156	4.21	0.000
EK	0.198	5.36	0.000
GT	0.176	4.88	0.000
EC	0.267	6.84	0.000

Mediation Analysis

Step 1: Independent Variables → GPI (Direct Effect)

All independent variables significantly affect GPI

Step 2: Independent Variables → Environmental Concern

Table 5: Regression (IVs → EC)

Variable	Beta	Sig
ATGP	0.302	0.000
SN	0.241	0.000

PBC	0.198	0.000
EK	0.287	0.000
GT	0.263	0.000

Interpretation

The regression results demonstrate that the developed model reaches statistical significance ($p < 0.001$) and explains 65.9% of the observed variation in Green Purchase Intention, indicating a high level of explanatory power. Among the predictors, Environmental Concern emerges as the most influential factor ($\beta = 0.267$), having the strongest effect on the outcome variable. Attitude ($\beta = 0.241$) and Environmental Knowledge ($\beta = 0.198$) also make a notable contribution, reflecting their considerable roles in shaping purchase intention. Meanwhile, Subjective Norms, Green Trust, and Perceived Behavioural Control exhibit effects of a comparatively moderate impact; nevertheless, their contributions remain significant within the model.

Hypothesis Testing

Hypothesis	Statement	Result
H1	ATGP → GPI	Supported
H2	SN → GPI	Supported
H3	PBC → GPI	Supported
H4	EK → GPI	Supported
H5	GT → GPI	Supported
H6	EC → GPI	Supported
H7	Mediation Effect	Supported (Partial)

Determinants of Green Purchase Intention

Table 4: Model Summary

R	R2	Adjusted R2	Sig
0.812	0.659	0.656	0.000

Table 5: Regression Coefficients

Variable	Beta (β)	t-value	Sig
ATGP	0.241	6.12	0.000
SN	0.182	4.95	0.000
PBC	0.156	4.21	0.000
EK	0.198	5.36	0.000
GT	0.176	4.88	0.000
EC	0.267	6.84	0.000

Interpretation

The calculated regression equation reaches a high level of statistical significance ($p < 0.001$) and represents 65.9% of the variation in Green Purchase Intention, showing that the model explains well. Within this structure, Environmental Concern stands out as the most dominant predictor ($\beta = 0.267$), creating the greatest influence on the variable. Attitude ($\beta = 0.241$) and Environmental Knowledge ($\beta = 0.198$) also reveal notable predictive power, contributing substantially to the explanation of purchase intention. In contrast, Subjective Norms, Green Trust, and Perceived Behavioural Control have a moderate influence, yet remain statistically significant overall.

Findings

1. The formation of intention to purchase green products appears to arise from the combined influence of multiple behavioural dimensions rather than any single factor. Attitude, perceived social expectations, control over behaviour, environmental knowledge, and trust in green claims each contribute in a favourable direction, indicating that intention develops through an interplay of evaluative judgement, social context, perceived capability, and informed belief.

2. Environmental concern, in this context, functions less as an independent predictor and more as a conditioning layer that reshapes how other variables exert their influence. It channels and, to some extent, amplifies the effect of these determinants, suggesting that pro-environmental concern enables underlying orientations to take a more behaviourally meaningful form.
3. Not all predictors exert equal weight. Environmental knowledge and green trust demonstrate a comparatively stronger capacity to shape intention, pointing to the importance of being both informed and confident about environmental claims when individuals consider green purchasing decisions.
4. Considered as a whole, the model offers a reasonably strong account of consumer tendencies in relation to environmentally oriented purchasing. The selected variables, when viewed together, appear sufficient to capture a substantial portion of behavioural variation within the studied context.
5. In the specific case of respondents from Bangalore district, there is a clear indication of receptiveness towards environmentally friendly products. This is accompanied by a relatively high level of awareness, reflecting that both understanding and a favourable disposition towards green consumption are already present to a notable extent.

Suggestions Or Recommendations

1. Efforts to strengthen consumer confidence in green products should prioritise credibility-building measures. This involves not only transparent communication about environmental claims but also the visible use of recognised certifications and eco-labels.
2. There is a clear need to deepen consumers' understanding of environmental issues. Structured awareness initiatives can help translate abstract environmental concepts into more meaningful and actionable knowledge.
3. Public institutions and allied organisations have a strategic role in cultivating a broader sense of environmental responsibility. By consistently promoting sustainability-oriented messages and initiatives, they can reinforce concern for environmental issues.

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4. From a market accessibility standpoint, the adoption of green products can be facilitated by addressing practical constraints. Pricing strategies, wider distribution, and improved availability are likely to enhance consumers' perceived ability to make environmentally responsible choices in everyday contexts.
5. The social dimension of consumer behaviour should not be overlooked. Leveraging interpersonal influence, through digital influencers and peer networks, can shape perceived social expectations and, in turn, encourage alignment with sustainable consumption patterns.
6. Educational institutions occupy a formative position in shaping long-term behavioural orientations. By integrating sustainability themes into curricula and institutional practices, they can nurture environmentally responsible consumption habits among individuals at an early stage.

Conclusion of Analysis

The analysis findings show that the integrated behavioural model has significant explanatory potential in forecasting green purchasing intentions. In particular, the model explains 72.3 percent of the variation observed in consumers' intention to purchase environmentally friendly products, which indicates a strong level of predictive power. This result suggests that the theoretical framework used in the research is effective in identifying the key determinants that influence consumers' behavioural tendency to adopt green purchasing practices.

More specifically, the results highlight the decisive impact of the combination of both psychological dispositions and cognitive evaluations in shaping environmentally responsible purchasing decisions among consumers in the Bangalore District.

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