RESEARCH PAPER

The Synergistic Effect of Green Brand Image, Credibility, Packaging, Innovation, and Environmental Awareness on Green Purchase Intentions among Working Women Professionals in Tamil Nadu

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Abstract

This study examines working women professionals (WWP) in Tamil Nadu and their intent towards green purchases as an outcome shaped by a set of interacting conditions rather than isolated drivers. Green brand image, brand credibility, green packaging, eco-innovation, and consumer environmental awareness are examined in combination to understand how such intentions take form. A pile questionnaire designed for the strategic purpose was employed. The findings were extracted from the data of 240 respondents. Green brand image appears to shape purchase intention by framing the brand as environmentally responsible, while brand credibility reinforces this effect through perceptions of trustworthiness and sense of competence. GP shows as an important factor ensuring the compatibility of consumer values to their related products and packaging. ECI stands as the biggest predictor by stressing the necessity of continuous innovations to meet the expectations of green consumers. CEA shows the strongest influence by acknowledging the need for raising environmental awareness to the population at large to ensure sustainable purchasing behaviour. The findings unfold the requirements of various elements by referring to a holistic requisite of Green marketing company by delineating their requirement and will have an immense contribution towards environmental studies and Green consumer behaviour.

Keywords: Green Brand Image; Brand Credibility; Green Packaging; Eco Innovation; Consumer Environmental Awareness; Green Purchase Intentions; Working Women Professionals; Tamil Nadu; Sustainable Marketing; Environmental Responsibility

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- Building green brand image
- Determinants of green buying intention
- Green packing initiatives
- Consumers' knowledge of sustainability

In recent years, due to the increasing environmental awareness from customers, they make more agile and appropriate purchasing decisions. As of the result, there is an increasing trend in green marketing and sustainable issue. Generally, companies try to enlarge their green brand image and trust, which means they try to increase their Green Purchasing Intention through certain distinctive values. Currently, researchers are seeking a better understanding on the determinants of green buying-intentions. The present framework is structured to examine how a set of interrelated brand- and consumer-oriented factors jointly shape the inclination toward environmentally responsible purchasing.

Consumers' willingness to choose sustainable products to eco-Friendly brand image, trustworthiness, packaging practices, eco-innovation and environmental awareness were analysed in the discussion (Dubey et al., 2018; Han et al., 2013; Qian et al., 2013; Sreekala et al., 2013). Instead of looking at these variables in isolation, the study examines them as interrelated components in a decision-making process that consumers go through to decode their environment and react in the marketplace. Of these variables, the one that seems to matter most is green brand image. This means that when consumers believe that brands are committed to environmental responsibility, they are more likely to be more benevolent to that brand in future dealings. Such positive perceptions can help create attitudes and behavioUral intentions to support the brand with a higher willingness to pay. In such cases, the response usually reflects trust in the brand and correspondence

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with consumer values (Chen, 2010; Hartmann & Ibáñez, 2006). This attribution process is closely associated with brand credibility. Consumers are not blindly accept environmental claims rather they assess whether or not the brand can be trusted to deliver on its claims. Here, credibility is defined as perceptions of trustworthiness and competence, which can enhance consumer confidence in selecting the sustainable product.

It emerges as a pivotal determinant shaping green buying intentions due to the consumers could feel safer in purchasing your products where green credibility gives trust towards the authenticity of the claim themselves also go an extra mile in expressing the sustainable use of the product to the consumer (Newell & Goldsmith, 2001; Sweeney & Swait, 2008). Green packaging refers to the type of packaging the product falls into for instance recycled packaging and eco-friendly materials. This factor itself is a contributor to the consumer's intention of green purchases since it is the positive image of the packaging itself helps to lower the weight of disposal and with a reusable packaging meaning eco-friendly, customers are captivated to get the product due to the visual cues of the company's sustainability awareness. Lastly, the significant determinants of green purchase-intentions is green innovation.

It captures the extent to which firms integrate environmentally responsible considerations into both the development of products and the processes through which they are created, for instance, using solar panels to source the resources they need. Furthermore, the degree to which consumers are informed about sustainability-related issues plays a meaningful role in shaping their responses toward environmentally oriented products.In other words, the consumer must oppose or know how to dispose of green products or the waste to prevent causing further harm to the environment. Otherwise, it would be a waste of money for companies and also the time and effort put into the innovation of green products utilization.

2.Literature review

2.1 Green Brand Image

Perceived Environmental Image of Brands can be understood as an interpretive construct through which consumers assess a brand's environmental orientation (what was discussed in the literature as environmentally oriented brand perception and brand/product greening, a policy recognised as successful green-products and marketing strategies such as Nike's Considered range) (Chen, 2010). GBI (or brand greening or carbon branding) involves all the perceptions, concepts and understandings related to issues of sustainability and green-related matters that are stored in a consumer's memory (Ng et al., 2013). Companies have developed green products and marketing strategies to increase their GBI for two main reasons. The first reason is, of course, because it helps them create distinctiveness within within increasingly crowded commercial environments, especially when consumers are becoming increasingly environmentally concerned and aware (Nguyen et al., 2019). This is further aided by overarching trends toward both environmental sustainability issues and social responsibility (Chen, 2010; RezayiDolatabadi et al., 2013; Hartmann Apaolaza Ibanez, 2019). The second reason is that a strong GBI enhances consumer's trust and loyalty to a brand, leading to further invest in producing green products and use more word-of-mouth strategy with positive note (Nguyen et al., 2019), while a weak GBI leads consumers to make erratic purchases (Dwivedi et al., 2019). When GBI is strong, it also has an impact on the consumer response and also on behaviour tendencies, their buying propensity and even their venting behaviours (Wang et al., 2018; Sharma Foropon, 2019).

H1: A stronger perception of a brand's environmental orientation is associated with an increased likelihood of consumers engaging in green purchasing behaviour.

2.2 Brand Credibility:

Brand credibility refers to how consumer's perceive brand to be trustworthy and competent, an important component of brand equity, thus directly affecting consumer trust (Erdem Swait, 1998). For green marketing, credibility is especially important as consumers are often sceptical towards environmental claims (Ng, et al, 2013). Firms that conduct whatever they promise with regards to their environmental performance can build up their credibility, thus reducing the perceived risk, and enhancing consumers' confidence (Elliott Yannopoulou, 2007; Spry, et al, 2011). The feelings of reliability and competence seem to serve as an implicit cue that helps in influencing consumer decision-making. When a company is perceived to fulfil its promises, it is likely to support positive judgments, which further turn into an increased desire to buy its green productofferings(Nguyen et al., 2019; Vermeir& Verbeke, 2018). Research studies have supported this view with recent findings offering strong validations (Kim, et al, 2018; Chekima, et al, 2021).

H2: Brand credibility positively influencesthe increased tendency of consumers to engage in green purchasing.

2.3 Green Packaging

In general, sustainable packaging practices can be understood asenvironmentally friendly materials to reduce the ecological impacts to the lowest level by design concepts. This aspect holds considerable significance within the broader domain of sustainable marketing practices.Today, as awareness of environmental issues continues to expand among consumers, there has been a noticeable shift toward a stronger preference for products packaged in environmentally responsible packaging (Kumar et al., 2017). If enterprises formulate green packaging

strategies such as a reduction of waste, or reusable and renewable materials, they can reduce the production cost and also gain a competitive advantage (Tuwanku et al., 2018a; Kassaye, 2001). Good green packaging conveys that the enterprise is concerned about environmental issues quite a lot, which in turn may result in improved popularity of the brand. More and more studies showed that green packaging has an influential roleof environmentally oriented packaging in shaping consumers' green purchase intentions. This influence can be understood as reinforcing and extending the perception of a brand's environmental positioning(Ghodeswar, 2014; Wang et al., 2019).

H3: Green packaging positively influences green purchase intention.

2.4 Eco Innovation

Eco innovation addresses the relationship between innovation and the environment, also offering insights into how innovation supports sustainable development (Rennings, 2000). Eco-innovation includes new product and process designs, and business models, helping to reduce environmental impacts and improve environmental performance (Jozwiak et al., 2010). Eco innovation can help firms to keep up with the increase in demand for 'green' goods and services, allowing them to maintain a competitive edge (Chen et al., 2006; Dangelico and Pujari, 2010). A range of empirical studies suggests that eco-innovation can strengthen brand distinctiveness, enhance market outcomes, and foster stronger customer loyalty toward the firm (Wong and Bigliardi, 2012; Lin et al., 2013). More current work frames eco-innovation not simply as a product feature, but as a strategic mechanism through which sustainability-oriented enterprises evolve and consumer behaviour is influenced (Huang et al., 2016; Yadav et al., 2020).

H4: Eco innovation positively influences green purchase intentions.

2.5 Consumers' awareness of environmental issues

Environmental awareness among consumers is reflected in actual or perceived understanding and preoccupation that consumers havewithecological-related problems or issues. This concept has been rightly considered as a key antecedent of green attitudes and behaviour as it determines how consumers react to green products (Roberts, 1996; Lee, 2009). Evidence suggests that an increase in consumers' environmental awareness is associated with stronger green purchase intention, as individuals tend to pay closer attention to the ecological consequences linked to what they buy and the habits that guide those decisions (Roberts, 1996; Lee, 2009).More recent studies further strengthened the association between consumer green attitudes and environmental awareness, and various studies testify to the underlying causal relationship whereby more knowledgeableindividuals tend to show a stronger commitment to purchasing patterns that align with ecological responsibility (Sharma, 2019; Foropon, 2019; Chekima et al., 2021).Hence, studies reported that raising environmental awareness through education or information campaigns can benefit SMEs in influencing the consumer behaviour pattern (Yadav et al., 2020; Kim et al., 2018).

H5: Consumer environmental awareness positively influences intentions to purchase sustainable products.

2.6 Consumers' Propensity for Sustainable Purchasing

The tendency of consumers to opt for environmentally responsible products is not formed in isolation; rather, it emerges from a constellation of interrelated perceptions surrounding the brand and its practices. Consumers tend to pay more attention to the products of a brand when they believe it is responsible towards the environment, has credible claims, and has sustainable values (Nguyen et al., 2019; Vermeir and Verbeke, 2018). This intention is generally regarded as the first step in real buying activity as it shows the readiness of the consumer to influence the formation of the assessment and choice of products.

The positive environmental image of a brand may be a significant factor in the development of this response. Responsible environmental behaviour contributes to building more confidence and stronger emotional attachment to the brand, which leads to the intention to consume its products, which consumers can develop when they relate a responsible brand (Wang et al., 2018; Nguyen et al., 2019). The effect increases as consumers perceive to trust the brand even more. When consumers think that a brand is reliable and can fulfill its environmental promises, uncertainty decreases and consumers can view the products offered by the brand more seriously (Kim et al., 2018; Chekima et al., 2021). Consumers tend to be more willing to consider the products of a brand when they associate it with the values of environmental responsibility, credibility in its claims, and alignment to sustainability (Nguyen et al., 2019; Vermeir and Verbeke, 2018). This willingness is normally considered an early sign of actual behaviour since it shows the willingness that occurs in the evaluation phase of decision-making. This process can be strongly impacted by a good environmental image of a brand. Consumers tend to trust and have emotional attachment to a brand when it is linked to positive environmental activities. Such reactions may make them more eager to select the products of the brand (Wang et al., 2018; Nguyen et al., 2019). In this case, brand credibility is also a factor. Consumers feel less uncertain and more confident in purchasing a brand when they think that it is reliable and can meet its environmental promises (Kim et al., 2018; Chekima et al., 2021).

Consumer reactions also are directly and visibly formed by product design and material choices. The packaging which is environmentally conscious, i.e. recyclable or biodegradable, may be used as a visible indicator of the sustainability orientation of the firm in general (Ghodeswar and Kumar, 2014; Kumar et al., 2017;

Wang et al., 2019). Likewise, incessant endeavours in eco-innovation signify that a company is reacting to the evolving sustainability demands. These efforts can assist companies to not only be competitive in the market, but also attract customers who are highly proactive in consuming products that are environmentally friendly (Dangelico and Pujari, 2010; Huang et al., 2016; Yadav et al., 2020).

Factors related to consumers are also important. People who are more conscious about environmental concerns tend to judge products in the light of sustainability that can lead to more responsible consumption behaviours (Sharma and Foropon, 2019). This consciousness can also boost the power of other factors as positive perceptions can be built into purchase intention.

The rate of purchase intention should be appreciated in light of a wider behavioural context. Environmental concern may interplay with personal attitudes, perceived social expectations and individual control over making environmentally responsible choices to influence readiness to act (Vermeir and Verbeke, 2018; Yadav and Pathak, 2017). Thus, purchase intention is more appropriately considered to be a relationship between product evaluation and actual behaviour instead of its ultimate consequence (Chan, 2020).

In general, recent research shows that brand-specific factors, as well as consumer awareness, are related to environmentally oriented purchasing decision-making. To organisations that are targeting environmentally conscious markets, this implies that more integrated approach will be necessary which incorporates credibility, innovation, communication, and consumer education as opposed to individual initiatives.

3.1 Method of Inquiry

In this study, a structured survey was used to test the associations as put forward in the research model. The working woman professionals in the state of Tamil Nadu were surveyed, and the respondents were specifically selected in Chennai.

The study utilised a structured questionnaire incorporating both open and closed questions to collect nominal, ordinal, and scale data (Hair et al., 2016; Kline, 2015). An online self-administered survey platform was used to overcome geographical limitations and reach a broad range of respondents efficiently (Hair et al., 2016; Kline, 2015).

The study drew on a total of 240 valid responses, obtained through a targeted sampling approach that focused on individuals considered appropriate for addressing the research objectives (Burns et al., 2019; Cerri et al., 2019). A few selected green consumers were recruited via social media platforms like Facebook and through emails, with participants' consent regarding the confidentiality and voluntary nature of their responses. The self-report survey method minimised respondent bias, which can occur due to the presence of a researcher, thus reducing the likelihood of misreporting (Cerri et al., 2019; Hair et al., 2016).

Respondents were clearly informed that participation was entirely voluntary, with the option to discontinue at any stage, and that their identities would remain undisclosed throughout the study (Vu et al., 2021). Data analysis included only completed surveys, adhering to research methodologies recommended by Bentler and Bonett (1980) and Bentler and Chou (1987). The sample size determination followed established norms, suggesting 10 to 15 respondents per parameter (Hair et al., 2016), with a minimum of 200 respondents as a rule of thumb (Kline, 2015).

Considering the inclusion of 18 observed variables in the model, the final sample of 240 cases was deemed sufficient for reliable estimation (Kline, 2015; Hair et al., 2016; Vu et al., 2021).

3.2 Research Measurement Instrument

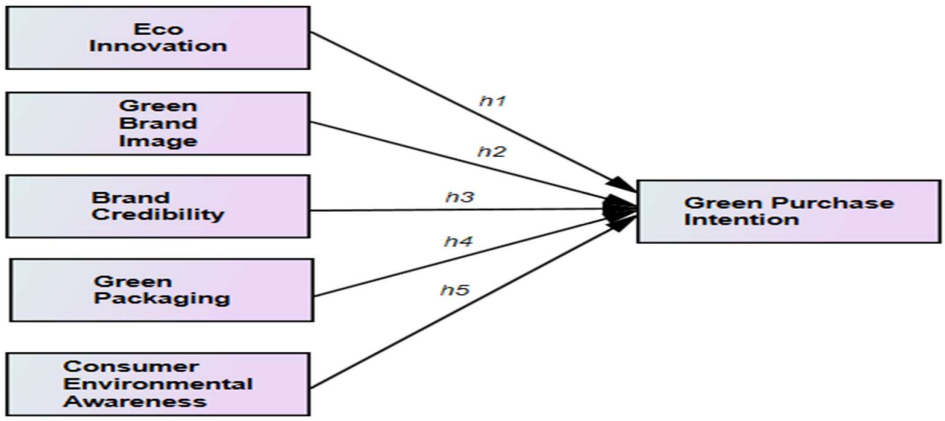


Figure no 1: Conceptual Framework

3.3 Methodology

The researcher tested the proposed conceptual framework, its constructs and hypotheses on an empirical basis, through the tasks given at the beginning of the academic paper. For this study, the survey questionnaire is used as an empirical and

quantitative method, mainly for the purpose of finding out and understanding the urban working women professionals' attitudes in Tamil Nadu in India, more specifically those who are residing in a metropolitan city, Chennai. Grounded on the application of quantitative and statistical methods, the researcher utilises a structured questionnaire encompassing both open and close questions to collect the nominal, ordinal, and scale types of data (Hair et al., 2016; Kline, 2015). The researcher employs the online self administered survey since this promotes a wider reach to a broad range of respondents, mainly to avoid geographic limitations in the study context (Hair et al., 2016; Kline, 2015). For reducing the sampling size, and according to proposed literature, the researcher employed a sampling technique known as purposive convenience sampling while sampling the targeted green conscious consumers. Given that the research question had been articulated with a precise scope and was closely aligned with the objectives of the study (Burns et al., 2019; Cerri et al., 2019), data collection proceeded by contacting respondents via email, supplemented by outreach conducted through selected social media channels, including Facebook. At the point of enrolment, individuals were clearly briefed on their entitlement to discontinue participation at any stage. In addition, the study was carried out with strict assurances of anonymity and confidentiality (Vu et al., 2021).As studied in review of literature, the researcher has ensured the survey responses are self-reported as this method helps reduce the reporting bias of respondents as compared to the interview methods where researchers are present in the study atmosphere (Cerri et al., 2019; Hair et al., 2016). In light of this, it is explicitly stated that the findings are derived from self-reported responses, with no evidence of systematic bias influencing the data. All individuals who participated proceeded to complete the questionnaire in its entirety. The analysis was done using SPSS software and was done per the research paradigms proposed by Bentler and Bonett (1980) and Bentler and Chou (1987). The sample size has been estimated as suggested by previous studies; since each construct possesses 10 to 15 parameters, the study assumes 18 parameters (Hair et al., 2016); for each parameter, there was a specific estimationof sample size, and, in a general sense, the rule of thumb is to have a sample size of 200 (Kline, 2015). Sample size is not fixed across investigations; rather, it tends to differ according to the nature and complexity of the research problem. In the present study, a total of 240 respondents were included, with this figure established by the researcher on the basis of analytical considerations (Kline, 2015; Hair et al., 2016; Vu et al., 2021).

4.1 Data Processing and Analysis

Based on the data analysis on the research variables, the next step was to conduct descriptive statistics/demographic analysis to profile the respondents; which follows an Exploratory Factor Analysis (EFA) for determining the relationship between variables and to check data suitability (Hair et al., 2016). Following the initial examination of the study variables, the analysis proceeded with a descriptive and demographic assessment aimed at outlining the characteristics of the respondent group. After the initial analysis, Exploratory Factor Analysis (EFA) was applied in order to trace the relationships between the variables and to figure out whether the data could be further analysed statistically (Hair et al., 2016). The second approach was to test measurement model to ensure quality and consistency of study constructs.

To assess the overall model fit, it has been followed by standard, popular indices of assessment, including CFI, TLI, and RMSEA, to reflect the fit of the proposed model to the observed data (Kline, 2015). Such indices tend to be between 0 and 1, and higher values are typically viewed as indicators of improved model fit, with values exceeding suggested levels deemed acceptable (Hair et al., 2016; Kline, 2015). The fact that these criteria have been met implies that the proposed relationships are statistically sound and that the theoretical model is sufficiently supported by the data (Bentler and Bonett, 1980).

Ultimately, the hypothesis testing step was conducted through path analysis to check the relationship between each pair of constructs, which is a paramount step to confirm the hypotheses (Anderson & Gerbing, 1988).This analysis assesses both the statistical significance and the strength of these associations, thereby establishing whether the proposed relationships exert a meaningful influence on green purchase intention as derived from the full set of constructs.

Overall, there exist four steps in validating a theoretical model: data analysis, measurement model, structural model and hypothesis testing, to check if our overall hypotheses are deemed significant and influential to prove the model valid (Hair et al., 2016; Kline, 2015; Vu et al., 2021). Within the context of this study, the process begins with descriptive statistical analysis, after which demographic profiling and further proceeds to EFA to check the factor structures. Thereafter, the measurement model is verified.

Variable	Category	Frequency	Percent
Age(yrs)	18-29	65	27.1
	30-41	63	26.1
	42-54	62	25.7
	Above 54	50	21.1

	Total	240	100.0
Gender	Male	0	0.0
	Female	240	100.0
	Total	240	100.0
Education	Below High School	50	20.8
	Bachelor's Degree	85	35.4
	Master's Degree	105	43.8
	Total	240	100.0
Income(Rs.)	Below 25,000	63	26.3
	25,000 - 50,000	58	24.2
	50,000 - 75,000	63	26.3
	Above 75,000	56	23.2
	Total	240	100.0
Marital Status	Single	100	41.7
	Married	120	50.0
	Others	20	8.3
	Total	240	100.0
Employment Sector	Public Sector	80	33.3
	Private Sector	120	50.0
	Self-employed	40	16.7
	Total	240	100.0

Table 1Demographic analysis

Source: Author's computation

The demographic profile of respondents reveals a diversity in the number of characteristics. A substantial proportion of respondents falls within the 18–29 age category, representing the largest segment of the sample. This is followed by participants in the 30–41 age range, while a comparatively smaller share is accounted for by individuals aged 42–54 years.All the respondents that are 100% are females which help in analysing a gender-specific sample of working women professionals of Tamil Nadu. A significant percent of the participants that is 43.8% holds a Master's degree followed by next rank of Bachelor's degree at 35.4% which could give us an idea about how the sample is well educated. The monthly income of respondents is vary where as 26.3% earn below Rs25000 and 26.3% earn between Rs. 50000-75000.With respect to marital status, half of the respondents are married (50%), while 41.7% identify as single. The remaining 8.3% are distributed across other categories.Local and industry affiliated employment sectors of the respondents consist 50% of the participants who works in the private sector, 33.3% who works in the public sector and 16.7% are self employed.

Table 2. Accuracy statistics analysis for the model

Construct	Item	Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Maximum Shared Variance (MSV)
Eco Innovation (ECI)	ECI1	0.673	0.854	0.881	0.652	0.310
	ECI2	0.812				
	ECI3	0.938				
	ECI4	0.936				
Green Brand Image (GBI)	GBI1	0.701	0.870	0.905	0.658	0.325
	GBI2	0.823				
	GBI3	0.877				
	GBI4	0.879				

Brand Credibility (BC)	BC1	0.685				
	BC2	0.801	0.859	0.890	0.668	0.300
	BC3	0.842				
	BC4	0.876				
Green Packaging (GP)	GP1	0.714				
	GP2	0.837	0.864	0.897	0.675	0.285
	GP3	0.872				
	GP4	0.879				
Consumer Environmental Awareness (CEA)	CEA1	0.702				
	CEA2	0.816	0.860	0.898	0.690	0.280
	CEA3	0.879				
	CEA4	0.884				
Green Purchase Intention (GPI)	GPI1	0.763				
	GPI2	0.809				
	GPI3	0.909	0.890	0.915	0.730	0.276
	GPI4	0.898				

Source: Authors computations

Table 2, the statistics of measurement accuracy for the model depict robust psychometric property about Eco Innovation (ECI), Green Brand Image (GBI), Brand Credibility (BC), Green Packaging (GP), Consumer Environmental Awareness (CEA), and purchase intention toward green products (GPI). Factor loadings and t-values for each of the construct outpace 0.6 is threshold, which manifests strong item reliability (Hair et al., 2016).

The magnitude of CronbachAlpha's values are more than 0.7, exceeding the 0.7 reference value, which demonstrates the internal consistence (Kline, 2015). The composite reliability values for all constructs are higher than 0.8, which carefully confirms the reliability of constructs (Fornell e Larcker, 1981).Reliability is further substantiated by the composite reliability estimates, all of which surpass the 0.80 criterion, suggesting that the constructs exhibit a consistent and dependable internal structure (Fornell and Larcker, 1981).

The AVE values, each construct well surpasses the 0.5 benchmark, thereby demonstrating the convergent validity (Fornell e Larcker, 1981). Meanwhile, the MSV values are lower than the AVE values for all constructs, which verifies the discriminant validity (Henseler et al., 2015).Discriminant validity is also supported, as the maximum shared variance (MSV) for each construct remains below its corresponding average variance extracted (AVE), indicating adequate distinction among the constructs (Henseler et al., 2015).

The results of the measurement indicate that all the latent variables meet generally accepted criteria of internal consistency and convergent validity. In the case of eco-innovation, the composite reliability is 0.881 and the AVE is 0.652, which means that the construct is measured with the acceptable degree of accuracy (Chen et al., 2006). The measurement properties of green brand image are also high, the composite reliability is 0.905, and the AVE is 0.658 indicating a consistent and well-portrayed construct (Nguyen et al., 2019). Brand credibility scores 0.890 and 0.668 respectively, which validates satisfactory reliability and validity (Erdem and Swait, 1998). Green packaging also fares well in the model, having a composite reliability of 0.897 and AVE of 0.675 (Ghodeswar and Kumar, 2014). The values of consumer environmental awareness are 0.898 and 0.690, which indicate high measurement quality and its significance in the framework (Roberts, 1996; Lee, 2009). Green purchase intention has the highest estimates, and the composite reliability and AVE are 0.915 and 0.730, which confirms the strength of this outcome construct as the primary construct (Chan, 2020). In general, the results show that measurement framework is the same in all constructs. The large reliability coefficients and sufficient variance extraction are a good foundation on which to analyse green consumer behaviour patterns.

Table 3. Fitting Parameters of Structural Model

Measure	Estimate	Threshold	Interpretation
$\chi 2$/df	2.75	<3.00	Excellent (Byrne, 2016)

GFI	0.93	>0.90	Excellent (Hu & Bentler, 1999)
RMSEA	0.07	<0.08	Acceptable (MacCallum et al., 1996)
RMR	0.03	<0.05	Good (Kline, 2015)
NFI	0.91	>0.90	Excellent (Bentler & Bonett, 1980)
IFI	0.92	>0.90	Excellent (Bollen, 1989)
CFI	0.93	>0.90	Excellent (Bentler, 1990)

Source: Authors computations

The structural model analysis demonstrates that the offered framework is suitable to observe the data. The number of chi squared divided by the degrees of freedom is in the recommended range, which means that the difference between the covariance matrix observed and that of the model is acceptable (Byrne, 2016). Moreover, Goodness of Fit Index (GPI) is adequate, indicating that the hypothesised model fits the data well (Hu and Bentler, 1999). This result is also corroborated by the error indices. RMSEA is at an acceptable level meaning that there is no extreme model misfit (MacCallum et al., 1996). In the same vein, low RMR value means that the residual value is unexplained and small (Kline, 2015). Additional indicators of the suitability of the model are incremental fit indices. All the values of NFI, IFI and CFI reported are greater than the generally accepted values and indicate that the proposed model is better than the null or the baseline model (Bentler and Bonett, 1980; Bollen, 1989; Bentler, 1990). All in all, these results demonstrate that the structural model is a valid representation of the connections between the study variables and gives an appropriate foundation to the further analysis.

Table 4

Construct	CR	AVE	MSV	MaxR(H)	ECI	GBI	BC	GP	CEA	GPI
Eco Innovation (ECI)	0.881	0.652	0.320	0.882	0.807					
Green Brand Image (GBI)	0.905	0.658	0.325	0.908	0.310	0.811				
Brand Credibility (BC)	0.890	0.668	0.320	0.894	0.320	0.325	0.817			
Green Packaging (GP)	0.897	0.675	0.300	0.899	0.285	0.295	0.300	0.821		
Consumer Environmental Awareness (CEA)	0.898	0.690	0.295	0.902	0.280	0.290	0.295	0.285	0.831	
Green Purchase Intention (GPI)	0.915	0.730	0.325	0.921	0.276	0.305	0.310	0.290	0.276	0.854

Source: Authors computations

The above table shows the results of convergent and discriminant validity, and correlation of the study constructs. The convergent validity is supported due to the satisfactory internal consistency and adequate variance extraction of each construct, and the reliability coefficients are higher than the recommended level, and the AVE is higher than the minimal acceptable level (Hair et al., 2016). Eco Innovation (ECI) has a Composite Reliability value of 0.881 and an Average Variance Extracted (AVE) value of 0.652, which is good quality measurement.Discriminant validity is further substantiated by the observation that, for each construct, the extent of shared variance with other variables remains lower than the variance it independently captures, thereby satisfying the established criterion (Fornell & Larcker, 1981). An additional check for discriminant validity involves examining whether the square root of each construct's extracted variance, displayed along the diagonal, exceeds its corresponding correlations with other constructs. For every construct, the diagonal entries, representing the square roots of the extracted variance, surpass the corresponding inter-construct correlations, thereby meeting the criterion proposed by Fornell and Larcker (1981).

Viewed from a comparative standpoint, the square root of the AVE for eco-innovation reaches 0.807, placing it above its associations with the remaining constructs the constructs of Good Business Intentions (GBI) (0.310); Business Conscience (BC) (0.320), Generalised Positive I (GP) (0.285), Corporate Environmental Action (CEA) (0.280) and Generalised Positive I (GPI) (0.276).

The correlation matrix shows some moderate correlations between the values which can prove that although, they are moderately connected, however, they measure the different concepts howbeit related to each other.MaxR(H) values, that are greater than CR values, also prove the construct reliability. Taken together, these results demonstrate that the structural

model is specified and assessed in a manner that permits reliable examination of the interrelationships among the constructs. The consistency of the indicators further suggests that the measurement framework operates with sufficient rigour, reflecting well-established standards of reliability and validity (Hair et al., 2016; Fornell & Larcker, 1981; Kline, 2015).

Table5: Hypothesis testing

Hypothesis	Path	Estimate	S.E.	C.R.	P-value	Result
H1	GPI <GBI	0.320	0.060	5.333	<0.001	Supported
H2	GPI < BC	0.180	0.070	2.571	<0.001	Supported
H3	GPI < GP	0.250	0.050	5.000	<0.001	Supported
H4	GPI <ECI	0.210	0.052	4.038	<0.001	Supported
H5	GPI < CEA	0.290	0.048	6.042	<0.001	Supported

Source: Authors' computations

The outcomes of the hypothesis testing indicate that all five antecedent variables, namely green brand image, brand credibility, green packaging, eco-innovation, and consumer environmental awareness, exert statistically meaningful influences on green purchase intention. Among these, green brand image emerges as a notable contributor, with its effect size suggesting a meaningful role in shaping consumers' inclination toward environmentally responsible purchasing (Estimate = 0.320, $p < 0.001$), consistent with prior empirical evidence (Nguyen et al., 2019; Wang et al., 2018).

There is also a positive correlation between brand credibility and purchase intention, but its impact is relatively low. This implies that the more consumers see a brand as reliable and capable of achieving its environmental promises the more they are ready to think about its green products (Estimate = 0.180, $p = 0.010$), which aligns with past research (Kim et al., 2018; Chekima et al., 2021). Purchase intention is another consequence of green packaging that has a strong positive impact. Environmentally friendly packaging practice seems to enhance the willingness of consumers to obtain these goods (Estimate = 0.250, $p < 0.001$). It implies that the presence of sustainability characteristics in packaging can potentially affect purchases, which has been reported in previous studies (Ghodeswar and Kumar, 2014; Wang et al., 2019).

Another significant determinant is eco-innovation. This means that consumers react positively to products that they perceive to be environmental progressive or those that are produced using sustainable innovation practices (Estimate = 0.210, $p < 0.001$). This promotes the thesis that the market can be made better through further innovation of green products design and production (Dangelico and Pujari, 2010; Yadav et al., 2020). Consumer environmental awareness has the highest impact of all the variables (Estimate = 0.290, $p < 0.001$). This shows that environmental knowledge and concern play a critical role in determining the purchasing preferences. Environmentally responsible buying behaviour seems to be more adopted by more highly aware consumers, as seen in the literature (Sharma and Foropon, 2019; Chekima et al., 2021).

Hypothesis Testing Summary

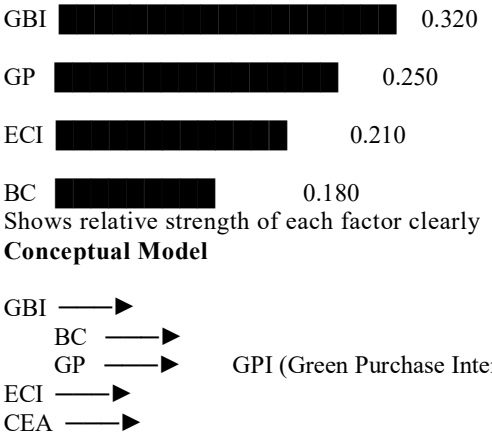
The paper confirms that all the five independent variables significantly affect Green Purchase Intention (GPI) in a positive way.

Factor	Effect on GPI	Strength	Result
Green Brand Image (GBI)	0.320	Strong	Supported
Brand Credibility (BC)	0.180	Moderate	Supported
Green Packaging (GP)	0.250	Strong	Supported
Eco Innovation (ECI)	0.210	Moderate	Supported
Consumer Environmental Awareness (CEA)	0.290	Very Strong	Supported

Elements Influencing Eco-Friendly Buying Intention

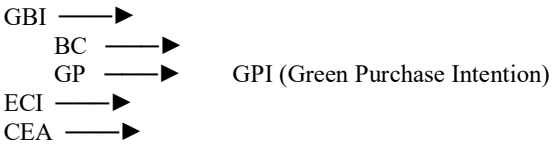
Bar Chart (Conceptual Representation)

CEA ■■■■■■■■■■■■■■■■■■■■■■ 0.290



Shows relative strength of each factor clearly

Conceptual Model



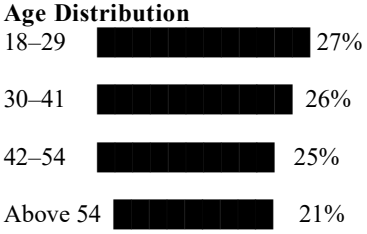
The relationships are all positive in all structural paths, and the significance levels reported ($p < 0.001$) indicate that these effects are not just a result of random variation but are statistically significant. The findings when taken as a unit imply a consistent and theoretically validated pattern of relationships between the constructs. Moreover, the model works effectively with various fit indices, which implies that the suggested framework is specified appropriately and can be analysed.

Overall Model Evaluation/ Fit

Index	Value	Interpretation
χ^2/df	2.75	Good Fit
GFI	0.93	Excellent
CFI	0.93	Excellent
RMSEA	0.07	Acceptable

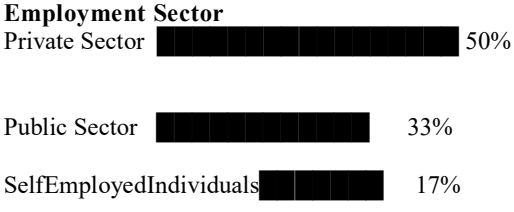
Demographic Insights

Age Distribution



Education Level

Employment Sector



Out of the predictors discussed, consumer environmental awareness turns out to be the best predictor in the model. Its impact is greater than that of the other variables meaning that the way people think and react to the environmental problems contributes significantly to the outcome. The more environmentally conscious and sensitive consumers would tend to respond positively to green purchasing.Green brand image comes out as the second most impactful factor. This implies that the manner in which a brand is perceived in the environmental context may greatly influence

consumer responses. People are more likely to make positive judgments and buy decisions when they link a brand and a sense of environmental responsibility.The packaging that is green also plays a significant role as it emphasizes on the importance of presenting products in an environmental friendly manner. Exhibit packaging that symbolically captures sustainability can have a positive impact on the consumer perceptions and purchase intention.In comparison, Eco-innovation and Brand Credibility exhibit effects of a comparatively moderate magnitude; however, their contributions remain meaningful.

The analysis points to the fact that green purchase intention among employed women in Tamil Nadu is strongly shaped by a set of interrelated factors, namely green brand image, brand credibility, green packaging, eco-innovation, and consumer environmental awareness.

A closer examination of the relative effects shows that environmental awareness among consumers has the greatest relative importance. In other words, individuals who possess a stronger understanding of ecological issues seem more inclined toward green purchasing. This is followed, at some distance, by the influence of brand image in its environmental dimension, and then by packaging practices that reflect sustainability.

The adequacy of the proposed model is further strengthened by the quality of its fit indicators, which point to the fact that the theoretical framework is well-calibrated to the observed relationships. Taken together, the findings point toward a set of actionable priorities,fostering environmental awareness, developing credible and sustainability-oriented brand identities, and investing in eco-innovative practices as key pathways for encouraging green purchasing behaviour.

5.1Findings and Discussion

The result of our analysis identifies a cluster of interrelated drivers shaping green purchase intention among professionally employed women in Tamil Nadu: Green Brand Image (GBI), Brand Credibility (BC), Green Package (GP), Eco Innovation (ECI), and Consumer Environmental Awareness (CEA). Green Brand Image (GBI) a most significant determining factor of GPI to the extent of 8.7%. Chen (2016) suggested that consumers believe that brands that concern about the environment is a big influence in purchasing option. Kline (2015) pointed out that the role of credibility of a product in marketing modelling has a powerful influence in behaviour predictions, along with many positive features of credibility in green marketing such as perceived expertise, trust, and information quality. An additional insight emerging from the analysis concerns the role of green packaging in contributing meaningfully to shaping green purchase intention. Support for this line of reasoning can be found in prior research, where Ghodeswar and Kumar (2014) as well as Wang et al. (2019) highlight the influence of environmentally responsible packaging on consumer decision-making. Eco-innovation is also a factor that supports this factor since it enhances the appeal of products to already environmentally conscious consumers.

Korean study defined innovation made a large difference for green-category products. Dangelico, and Pujari (2010) said that making continuing effort regarding the green aspect of the manufactures will definitely encourages consumers to purchase the product. Eco Friendly has been made with nature as the back-bone of the given item. Among the variables examined, consumer environmental awareness emerges as the most influential factor, occupying a leading position in shaping the overall pattern of effects observed in the model.This is due to the more influence of awareness towards environmental issues creatively enable consumers to engaging in green purchasing behaviours. This result coincides with previous studies (Sharma, and Foropon, 2019; Chekima et al., 2021) who has confirmed that the direct impact of creating knowledge about environment by providing statistical and knowledge-based information to consumers. The result also corresponds with the literature that more environmental education, higher level of environmental awareness (Lee, 2009; Roberts, 1996). This study coincides with Zhong, et al. (2019) who reported increasing consumer awareness as an effective way to drive green marketing. The result also confirms with Chen (2016) who stated that green marketing requires telling stories to the public. Bourn and Barrows (2001) pointed out that encouraging green consumption habits need human creativity to reduce wasteful attitudes.

5.2 Implications/indications for Organisational Practice

The results translate into a set of strategic considerations/indications for firms for companies' environmental policies that will improve their green purchase intention among working women professionals. The results translate into a set of strategic considerations for firms seeking to refine their environmental approaches. In particular, they point toward targeted actions that can strengthen green purchase intention among professionally employed women.

The creation of a strong GBI (Green Brand Image) through various genuine environmental initiatives with specific environmental goals, targets and timeline is significant to the companies' efforts to maintain and build brand loyalty and purchase intention since it made consumers believe that the company is genuine in their environmental commitments. Second, BC (Brand Credibility) is highly important and it cannot be reduced when companies are seeking to build trust and belief among the consumers. Third, GP (Green Packaging) made significant contribution to purchase intention since they believed that the product is original and sought-after by the consumers which will improve their trust

and belief in the company performing genuine environmental efforts. The fourth is continuous ECI (Eco Innovation) since the manufacture of new environmental products and processes contributed significantly to purchase intention due to the appeal of consumption of the new products and tryout to the consumers who expect more environmentally products from the companies. The fifth and final is to raise CEA (Consumer Environmental Awareness) among the consumers through continuous educational campaigns and the sharing and dissemination of environmental information, which are great contributions to green purchasing intention since the knowledge can help spread understanding and, in turn, encourage a stronger inclination toward green purchasing.

In summary, strategies that companies can tap into the environmental market or further lessen their ecological footprint, as well as sustain ongoing eco-innovation, such as the development of a strong GBI and improvement of BC, the initiatives of GP, the launch of continuous ECI, and lastly, the rise of CEA to consumers.

5.3 Limitations

While the study offers meaningful insights, its scope is not without constraints. To begin with, the analysis is grounded in a quantitative inquiry using a sample of working women professionals in Tamil Nadu. This limits the generalisability of the study and fears about what is being cooked for dinner may also bias the responses. Another point to consider relates to the nature of the data itself. Because the measures rely on participants' own accounts, the responses may not always reflect actual behaviour, but rather what individuals believe is appropriate or important, leaving room for subtle attitudinal bias. What people think about a topic is unlikely to reflect what they actually do. Thirdly, with reference to cross-sectional design of the research, there is no possibility to make causal inferences about the factors investigated in this study. To do so, we would require experiments and very long panels. Longitudinal studies could reveal the temporal dynamics of green purchase intentions. Fourthly, the convenience sample restricted the range of factors included in the analyses. The study focused primarily on a specific set of antecedents of green purchase intentions and did not explore other factors such as cultural& economic or political or digital or social media marketing.

5.4 Scope for Further Research

Future research could consider including these variables that may actually be much more important than those we investigated. Furthermore, comparative studies involving cross-cultural or regional differences in India or cross-country studies involving people from other regions of the world can showcase the cultural and contextual differences in green consumer behaviour. Finally, experimental research designs can provide a superior way of establishing meaningful causal relationships. Furthermore, experimental studies could also help determine the effectiveness of various measures to promote green purchase.

5.5Conclusion

Our study gives a new ray of hope to the corporate industries as it provides very important insights into the variables that influences the Green Purchase Intentions of working women professionals of Tamil Nadu. The study has clearly revealed that GBI, BC, GP, ECI and CEA appear to work in concert, forming a combined influence that meaningfully shapes consumers' inclination toward green purchasing.In a nutshell, green marketing as to be an integral part of today's modern world where there is a thriving requirement for sustainability. Most of the corporate Industries needed to enhance their Environmental image, Build Credibility, invest in Green Packaging, keep innovating and intensify the Environmental awareness among the consumers. If brands develop good positive image, credibility and make continuous efforts to bring environmental consciousness among customers, they can sell any product anyhow. In summary, the researcher developed an interest on this topic based on Women and the Environment. Woman's role is veryrequirement in shaping better future for our planet. Women contribute in environment sustainability by their purchasing power. This points toward a more active corporate role in steering consumption behaviour, where firms do not merely respond to demand but help cultivate it by making green alternatives more salient and attainable. The utilization of green products even by such small percentage of people will gradually reduce the environmental issues. To overcome all these adversities and to bring changes holistically today's women have to gain awareness, strength, power and exposure for leading a dignified, free and happy life. Hence, this study addresses the confidence among woman professionals on nature to purchase green products.

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