

Understanding Sustainable Consumerism: Key Determinants of Green Consumer Behavior

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Abstract

This research explores the key elements that shape green consumer behavior as part of sustainable consumerism. It investigates how things such as environmental knowledge, attitudes, social influences, ability to act and consumer skills influence a person's intent to make green purchasing choices. Using quantitative methodology, data was collected from 155 respondents through a structured questionnaire assessing perceptions of green products, environmental concerns, and actual consumer behavior. Findings reveal that individuals with higher environmental consciousness, strong pro-environmental attitudes, and a belief in their capacity to effect change are significantly more inclined to purchase green products. Of all the factors studied, personal attitudes and perceived control had the strongest connection with green buying habits, followed by subjective norms which was found to have a moderate effect. The study also highlights the role of organizational factors—such as leadership styles, job characteristics, and workplace sustainability practices—in shaping both employee green behavior and consumer trust in sustainable organizations. This research contributes to the theoretical understanding of sustainable consumerism by integrating the Theory of Planned Behavior and Social Exchange Theory. It offers practical implications for policymakers and business organizations, emphasizing the importance of environmental education, green human resource management, and authentic corporate sustainability strategies. Ultimately, the study underlines that promoting sustainable consumer behavior requires a collaborative approach involving individuals, organizations, and regulatory institutions.

Keywords: Green Consumer Behavior, Sustainable Consumerism, Environmental Awareness, Perceived Behavioral Control, Attitudes, Social Norms, Organizational Sustainability, Green Leadership, Public Policy, Pro-Environmental Behavior

Chapter 1

Introduction

As global temperatures continue to increase and natural resources become increasingly limited, the adoption of sustainable or "green" consumer behaviors plays a critical role in fostering environmental consciousness and lowering per capita greenhouse gas emissions. The United Nations Intergovernmental Panel on Climate Change (IPCC) provides recent research that demonstrates individual life choice alterations in diet and energy use effectively reduce environmental damage (Sachdeva et al., 2015; Thøgersen & Noblet, 2012).

According to the United Nations World Commission on Environment and Development (WCED), making something sustainable means satisfying the needs of today's people without keeping other generations from satisfying their own needs (Mensah, 2019). If a business or organization emphasizes its economic, social and environmental dimensions, sustainability may be achieved with any strategic framework. Gruner and Power provide the information from the parenting expert research (Gruner & Power, 2017). Green consumerism refers to the adoption of purchasing and consumption behaviors that prioritize environmental sustainability, social responsibility, and ethical production practices. It reflects a shift from traditional consumption patterns toward more conscious decision-making, where consumers consider the ecological and societal impacts of their choices (Peattie, 2010).

Current concern for the environment is readily observed in consumer polls and lifestyles, in political campaigns, in the media, and in product offerings and marketing strategies (Zimmer et al., 1994). Currently, it is remarkable the fact that consumers have a high level of environmental awareness and tend to prefer companies that consider environmental issues in their marketing objectives. Environmental sustainability is "the ability to maintain things or qualities that are valued in the physical environment " (Sutton, 2004). This is the simplest and most fundamental way to express the concept. But people using the term environmental sustainability can specify or elaborate the term further to add extra meaning or to apply the concept to more specialized contexts.

The environmental performance of Pakistan's many industrial sectors, including manufacturing, transportation, building, mining, and power supply houses, is not particularly impressive (Shah & Longsheng, 2020). Traditionally, when environmental problems arise environmental managers work out how to reduce the damage or wastage. But it is not always easy to work out exactly when and where threats will have their effects and often the impacts are hard to reverse. So increasingly environmental managers adopt strategies aimed to prevent damage being done in the first place. A full sustainability program needs to include actions to prevent threats and impacts from arising, actions to protect the environment from threats and damage, and restoration to reverse damage already done. Sustainability issues arise wherever there is a risk of difficult or irreversible loss of the things or

qualities of the environment that people value. And whenever there are such risks there is a degree of urgency to take action.

Studying green consumer behavior is grounded in several well-established psychological and sociocultural theories. These theories help explain why individuals choose environmentally friendly products and how various factors influence their purchasing decisions. This study completes the discussion on sustainable development by showing the links between a company's activities and consumers' actions. Knowledge about this link allows businesses to create better initiatives for promoting green consumerism that remains essential for achieving enduring environmental sustainability.

Literature Review:

The Role of Green Consumer Behavior in Environmental Sustainability

The way consumers choose their purchases and design their lifestyles for environmental reasons constitutes green consumer behavior. People who engage in green consumer behavior choose goods making them environmentally friendly with minimal ecological impact alongside reduced resource use and sustainability-oriented practices. People who value environmental impact through their purchasing behavior fall into the category of green consumers while they select goods and services that practice eco-friendly principles. Sustainable behavior leads directly to sustainability through reductions in individual environmental impact and business cost toward green production methods (Peattie, 2010). Businesses innovate their production methods because rising green consumer demand encourages them to enhance their manufacturing processes. Market demand for sustainable products broadens the market toward eco-friendly merchandise and services that reduce environmental harm including waste output along with energy use and resource depletion (Ottman, 2017). The patterns of green consumer behavior actively influence supply and demand structures to develop an economy that remains sustainable.

Key Linkages between Green Consumer Behavior and Sustainability

Reduction of Environmental Impact:

The practice of green consumer behavior leads directly to decreased environmental effects. A purchase of any green product from recycled material sources and energy-saving technology and organic food systems allows consumers to lessen pollution emissions while maintaining natural resources and protecting the environment. Through various strategies green consumers reduce environmental impact which supports actions to minimize issues related to climate change along with water and air pollution and deforestation (Nath et al., 2017). The huge market acceptance of energy-smart home devices and renewable technology adoption cuts down fossil fuel requirements while decreasing atmospheric pollution. The promotion of circular economy emerges through green consumer behavior as a system which aims to reduce waste and optimize resource utilization by implementing product recycling and refurbishing and product reuse. The practices of supporting recycling along with acquiring second-hand products and backing companies with take-back schemes lead

to material reuse and minimize product material sourcing requirements. Through this action people decrease waste levels while protecting resources and reducing both environmental destruction stemming from material extraction and production operations (Bocken et al., 2014). The relationship between green consumer behavior and sustainability is centered on the collective efforts of consumers to reduce their environmental impact through conscious consumption choices. Green consumer behavior refers to the actions taken by individuals to make environmentally responsible decisions, such as choosing eco-friendly products, reducing waste, conserving energy, and supporting sustainable practices. These behaviors directly contribute to sustainability, which involves maintaining ecological balance, conserving resources, and minimizing environmental degradation for the well-being of future generations. Below are key linkages between green consumer behavior and sustainability, particularly in terms of the reduction of environmental impact:

Encouragement of Sustainable Business Practices:

Companies feel major pressure from environmentally conscious customers to start using sustainable methods. Businesses fulfill customer needs by switching to eco-friendly materials and recycling more of their waste which also helps cut back their energy use. Since sustainability practices have changed, corporations are working with their partners along the supply chain to lower their environmental effect on their path to sustainability (Chen et al., 2015). A dedication to the environment from some customers encourages more people to purchase environmentally friendly products and services. The main target of sustainability is clear and consumers are responding by choosing products that reflect their concerns about the environment, society and ethics. As a result of this change in consumption, businesses are encouraged to act sustainably, helping to improve the relationship between consumers and businesses. More and more customers want products and services that protect the environment and also add value to society and businesses are now including sustainability throughout their businesses.

Driving Innovation for Sustainability: Green consumer behavior creates a market need for sustainable technologies and environmentally friendly services to develop. Businesses allocate research funds to develop sustainable products because customer demands emphasize products with better energy efficiency and biodegradability plus sustainable origins. The consumer demand designed by innovation leads to the creation of sustainable solutions including electric vehicles and renewable energy technologies together with eco-friendly packaging that preserves environmental sustainability indefinitely (Peattie, 2010).

Supporting Policy and Regulatory Changes: Sustainable consumption patterns have started to shape the development of government policies which support environmental conservation. Governments create new policies which include renewable energy subsidies and eco-friendly purchase tax incentives alongside enhanced environmental regulations for commercial operations because sustainability

gets increased market demand. Environmental sustainability receives support from a dual partnership between consumer behavior and government policy measures that promote this outcome (Chen et al., 2015). Green consumer behavior and sustainability are intricately linked, as individual consumption choices directly impact environmental sustainability. As consumer demand for eco-friendly products and practices grows, it encourages businesses to adopt more sustainable production processes, which, in turn, contributes to broader environmental goals such as reducing carbon emissions, conserving natural resources, and promoting ethical labor practices. However, the full potential of green consumer behavior in driving sustainability can only be realized when supported by appropriate policy and regulatory changes. They both direct consumers and give the necessary resources, incentives and support systems for making sustainability easier in many sectors.

Challenges in Green Consumer Behavior and Sustainability

The connection between environmentally sustainable behavior of consumers and sustainability is obvious but numerous difficulties block the adoption of sustainable consumption patterns. High pricing emerges as a fundamental obstacle for adoption of sustainable goods. The increased production expenses cause dealers to set higher prices for green products thus affording sustainable options exclusively to buyers who can manage the increased cost. (Tripathi & Singh, 2016). Price barriers are most apparent in developing countries because ecological concerns yield to affordable product standards.

Applying Social Exchange Theory to Employee Green Behavior

The attitude toward green products is generally formed based on consumers' environmental beliefs, previous experiences and the health, quality and environmental benefits they believe are linked to such products (Yadav & Pathak, 2016). When customers view green goods as useful and reasonable substitutes for usual products, their opinions tend to lift, leading them to want to buy them. (Nguyen et al., 2016). At times, it is easy for people to intend change, yet not always act on it as price, product availability or lack of trust about green products get in the way (Kaufmann et al., 2012). Yet, when these obstacles are few, a positive green attitude often results in people buying eco-friendly products (Rezai et al., 2012) proved that Malaysians who strongly support the environment are much more likely to plan to purchase green food products. On the whole, people's positive feelings toward saving the environment are a reliable factor in deciding whether to buy environmentally friendly goods. It not only shows a person's personal judgment about environmentally friendly actions, but also indicates how much they feel ready to make changes. Because of this, it is important for marketers and policy-makers to launch awareness drives, mark products clearly and—most importantly—ensure consistent environmental claims.

H1: A favorable attitude toward green products positively influences green purchase intention.

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benefits they believe are linked to such products (Yadav & Pathak, 2016). When customers view green goods as useful and reasonable substitutes for usual products, their opinions tend to lift, leading them to want to buy them. (Nguyen et al., 2016). At times, it is easy for people to intend change, yet not always act on it as price, product availability or lack of trust about green products get in the way (Kaufmann et al., 2012). Yet, when these obstacles are few, a positive green attitude often results in people buying eco-friendly products (Rezai et al., 2012) proved that Malaysians who strongly support the environment are much more likely to plan to purchase green food products. On the whole, people's positive feelings toward saving the environment are a reliable factor in deciding whether to buy environmentally friendly goods. It not only shows a person's personal judgment about environmentally friendly actions, but also indicates how much they feel ready to make changes. Because of this, it is important for marketers and policy-makers to launch awareness drives, mark products clearly and—most importantly—ensure consistent environmental claims.

H2: Perceived consumer effectiveness positively influences green purchasing behavior

The important SET concept Perceived Organizational Support (POS) pertains to employee assessments regarding their organization's dedication to their work contributions and welfare support. Achieving organizational support leads employees to display beneficial behaviors toward their organization according to SET. According to this context studies POS emerges as a fundamental factor which influences employee green behavior. Workers who notice sustainable organizational dedication through green policies and environmental practices and eco-friendly workplace standards show greater involvement in sustainable organizational actions (Eisenberger et al., 1997). Every sustainability initiative an organization supports creates feelings of compelled action within employees to perform related green behaviors inside the workplace.

H3: Greater perceived behavioral control increases the likelihood of green product purchasing.

Several studies link awareness of the environment with shopping green. When people pay more attention to environmental matters, they tend to buy environmentally friendly products, back eco-conscious brands and adopt less harmful ways of buying things (Kollmuss & Agyeman, 2002). Chan's research from 2001 suggests that raising awareness about the environment positively contributes to consumers' intent to live more sustainably in all economic environments. Besides influence on attitudes, environmental awareness can also change the behaviors people intend to follow. According to (KIRMANI, 2016), mainly because they believe their choices are important, consumers who care about the environment often buy green products. Similarly, (Yadav & Pathak, 2017) discovered that enhancing environmental awareness in young Indian consumers encourages them to make green choices by motivating them to feel more environmentally responsible. There is sometimes no simple connection between knowing something and doing it. Scholars have observed that people who care deeply about the environment do not always buy green products because of problems with their budgets, availability of green goods or doubts about

the authenticity of green advertising (Vermeir & Verbeke, 2006). Authors Bamberg and Möser (2007) state that an understanding of kindness to the environment should be supported by the belief that people have the power to act differently and strong personal values to truly guide behavior.

It should be noted that environmental awareness is key to leading people toward environmentally safe buying habits. Even though dozens of barriers stand in the way, its effect on people's thoughts and feelings helps to boost green purchasing behaviors.

H4: Higher environmental awareness is positively associated with green purchase intention.

The shared behavioral and expectation guidelines of groups and organizations significantly influence employee green behavior performance. SET identifies that people base their decisions on observing the actions of others within their circle. Workers tend to imitate environmental practices observed among their colleagues when these personnel use recycling bins or turn off lighting while vacant or actively promote sustainable workplace initiatives. The impact is most powerful in workplaces with established sustainability principles in their culture.

Social exchange theory shows how employees follow workplace social standards to keep good relationships existing between themselves and colleagues and supervisors (M. A. Nawaz, Liaqat, et al., 2025). Those who work in organizations that establish green behaviors as standard norms feel internally compelled to perform green actions to retain group unity and gain unresolved acceptance from their members (Tyler & Blader, 2003). Social norms and workplace culture play a significant role in shaping individual behaviors, particularly when it comes to green consumer behavior. Social norms refer to the unwritten rules that govern the behavior of individuals within a particular society or group. These norms are influenced by collective values, attitudes, and expectations, which can strongly guide whether individuals engage in environmentally friendly practices. Workplace culture, on the other hand, encompasses the shared values, behaviors, and practices within an organization, and it has a profound effect on employees' environmental actions both inside and outside the workplace. Together, these factors can either promote or hinder the adoption of sustainable consumption behaviors among individuals. The way people behave often follows what others around them consider proper, because it's easy to look to them for such information. Green consumer behavior may be positively or negatively affected by what society expects from individuals. People from groups, communities or societies that place importance on sustainability often start reducing their waste, selecting ecological goods or choosing public transport.

H5: Subjective norms positively affect green consumer behavior.

The literature provides ample evidence that greater the intention greater the chances of the desired behavioral outcome (Kiran et al., 2021; A. Nawaz et al., 2016). The study of Hassan et al., (2016) found that cross-country applicability of the theory of planned behavior show that higher the internal motivation, higher the chances of exhibiting the behavior. This study also extends the theory beyond the three core factors of the theory. Further, the study of (Ghoochani et al., 2017) estimated the behavioral intentions of the Iranian BT rice usage. The study found that the user trust

on the product lead to positive attitude, greater behavior control, and subjective norms hold up to frame positive behavioral outcome.

H6: The green purchase intention makes positive contribution to the desired behavioral outcome.

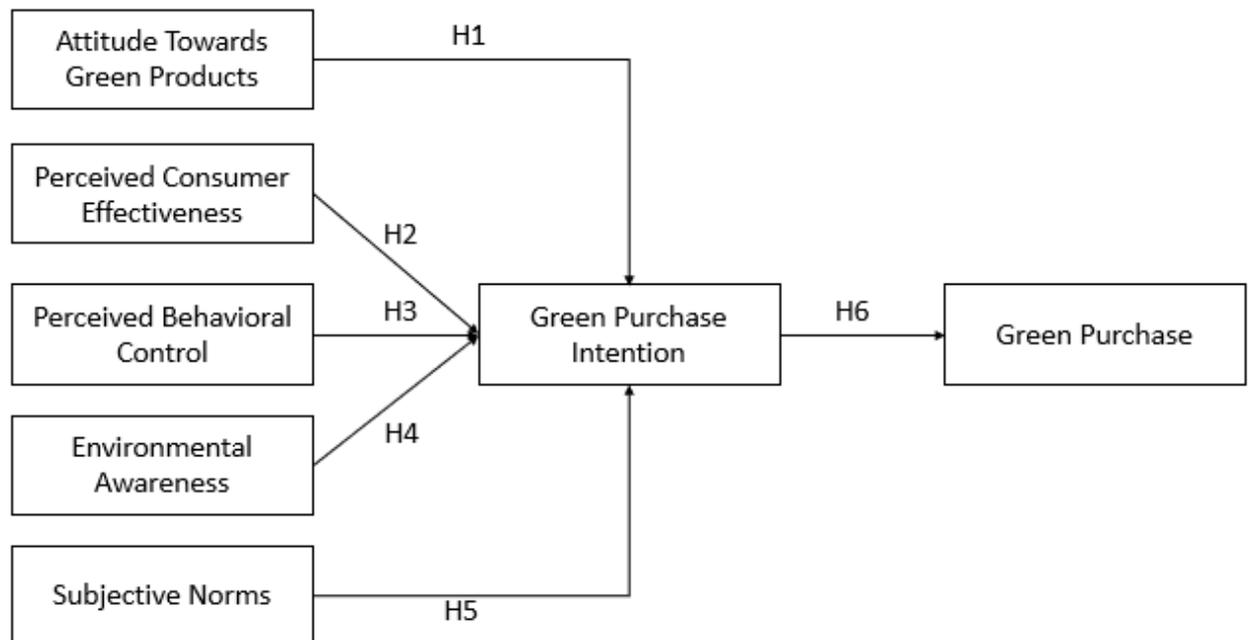


Figure 1. Presents the study framework

Methods

This study is based on the quantitative design that is used to understand the factors impacting the consumer attitude and leading to the green purchase intention. This study engages TPB to provide the theoretical support to the framework. The study uses the convenience sampling technique with focus on recruiting the respondents with appropriate experience. The respondents were asked randomly to respond to the questionnaire-based survey. Providing equal opportunity to all respondents. Further, the questionnaire items were adapted from the existing body of the literature. This ensures scale items reliability and validity. Whereas, questionnaire was distributed in the provincial and central capital of Pakistan. The data collection points were the popular shopping malls with green products available for sale. In last, a screening question was added to the questionnaire, requesting the respondents to provide feedback only if they are aware of the availability of the green products or at least, they have personal knowledge or experience of the green products.

The questionnaire for the attitude, subjective norms and perceived behavioral control is adapted from the study of Ajzen, (1991) with minor adjustments in light of the recent studies ((Kiran et al., 2021; Nawaz, Anwar, et al., 2019; Nawaz, Asif, et al., 2019). Further, the questionnaire for the perceived effectiveness and environmental awareness were adapted from the studies of (Tugrul, 2017) and (Nawaz & Rasool, 2025) respectively. In last, the questionnaire for green purchase intention and green

purchase were adapted from the recent studies of (Nawaz et al., 2025) and (Tanner & Wölfling Kast, 2003).

The authors distributed 540 questionnaires. After reviewing the questionnaire, authors find 480 questionnaires complete in information and fit for statistical analysis. The questionnaire with missing values or with reputative answers were removed. The descriptive analysis of the study shows that 62% of the respondents were the male and only 38% of the respondents were the females (M. A. Nawaz, Zubair, et al., 2025). This much different between both genders is quite common as Pakistan is a male dominant society. Moreover, about 40 percent of the respondents were between the age of 18-24 years exhibiting the young population of the country.

Data Analysis and Result

To estimate the results of this study, the authors used the SmartPLS based SEM technique. The software is best known for its ability to handle multiple regression analysis and user-friendly interface. The study adapted the SmartPLS 4.0 version. The SEM technique (Sequential Equational Modeling) provides a /two-step approach to study the statistical outcome of the study. First, the measurement model that estimates the results to ensure the data quality. Further, the structural model checks the relationships among the key variables.

The construct reliability is estimated with the help of composite reliability. The test helps to measure the approximate of the total reliability (Henseler & Ringle, 2015). All the values are above the 0.6 the minimum standard (Hair, 2016). Similarly, convergent validity and discriminant validity is measured and all the values meet the minimum criterion observed by the (Nunnally, 1978). Further, Confirmatory factor analysis (CFA) and Average variance is measured and the result show both criterions meet the minimum requirement of 0.6 and 0,5 respectively (Hair, 2016). The table below shows the results of measurement model.

Table 1. Factor loading, CR, R² and Average Variance Extracted (AVE)

Constructs	FL	AVE	CR	VIF	R ²
AT	0.781	0.651	0.802	1.91	
	0.681			1.76	
	0.763			1.44	
	0.713			1.56	
PE	0.721	0.655	0.765	1.67	
	0.722			1.88	
	0.734			1.56	
	0.756			1.44	
PBC	0.881	0.598	0.754	2.14	
	0.821			2.87	
	0.801			2.34	

	0.782			2.22	
EA	0.789	0.605	0.814	1.96	
	0.682			1.88	
	0.78			1.92	
	0.786			1.99	
SN	0.706	0.64	0.806	1.45	
	0.71			1.65	
	0.721			1.76	
	0.732			1.98	
GPI	0.78	0.567	0.798	2.1	0.476
	0.784			2.2	
	0.786			2.2	
GPB	0.789	0.548	0.743	2.4	0.332
	0.766			2.76	
	0.743			2.76	

Attitude towards Green Products, Perceived consumer effectiveness, Perceived Behavioral Control, Environmental Awareness, Subjective norms, Green Purchase Intention, Green Purchase Behavior

Further, the studies estimated the discriminant validity to ensure the construct do not have internal alignment and they are different and unrelated to each other (Hair, 2020). To estimate it, the current study did two tests, Fornell and Larcker test along with HTMT test. These methods compare the AVE values of the construct with other variables. It is important that the square root value of AVE of constructs should be greater than the variance of other factors. The results are shown in the table 2 and 3 which shows that all the values are greater than the shared variance.

Table 2. The Fornell and Larcker Criterion

Construct	AT	PE	PBC	EA	SN	GPI	GPB
AT	<u>0.871</u>						
PE	0.665	<u>0.777</u>					
PBC	0.661	0.698	<u>0.765</u>				
EA	0.643	0.69	0.702	<u>0.752</u>			
SN	0.612	0.689	0.669	0.746	<u>0.731</u>		
GPI	0.606	0.678	0.666	0.741	0.623	<u>0.735</u>	
GPB	0.602	0.654	0.412	0.734	0.621	0.695	<u>0.721</u>

The HTMT is considered to be the best tool to measure the data discriminant validity. The model is inaugurated by the (Henseler & Ringle, 2015). The cut of the significant worth is 0.9. The results are as per the criterion.

Table 3. The HTMT Criterion.

Construct	PE	PBC	EA	SN	GPI	GPB
AT	<u>0.802</u>					
PE	0.796	<u>0.796</u>				
PBC	0.788	0.766	<u>0.786</u>			
EA	0.766	0.756	0.781	<u>0.751</u>		
SN	0.666	0.744	0.745	0.696	<u>0.723</u>	
GPI	0.657	0.741	0.74	0.691	0.701	<u>0.702</u>

Structural model collinearity is best known for the “a statistical phenomenon in multiple linear regression analysis where two (or more) independent or predictor variables are highly correlated with each other, or inter correlated”. The minimum cut off value of the VIF is 3.3 and all values must be less than this threshold level (Henseler & Ringle, 2015). The table 1 show all values are less than 3.3.

Table 4. The path analysis.

SR#	Hyp.	Relation	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value	Outcome
1	H1	AT--> GPI	0.125	0.043	1.99	0.003	Supported
2	H2	PE--> GPI	0.192	0.045	2.05	0.001	Supported
3	H3	PBC --> GPI	0.144	0.046	2.55	0.002	Supported
4	H4	EA--> GPI	0.124	0.067	2.43	0.003	Supported
5	H5	SN --> GPI	0.065	0.078	6.54	0.001	Supported
6	H6	GPI --> GPB	0.099	0.096	8.08	0.001	Supported

The table 4 shows the results of the path analysis and the outcome shows all six hypotheses are supported. The T-values in SmartPLS should be more than 1.96 and the study outcome shows all the t-values are above the threshold level. Further, the confidential level is also less than the 0.005 (p-value). All the p-values are less then the given standard. The outcome shows that the H4, environmental awareness makes strong and positive contribution to the green purchase intention. The environmental awareness is best predictor of the green purchase intention and this may lead to the greater chances of behavior occurrence.

Discussion and Implication

I used theories from the Theory of Planned Behavior (TPB) and Social Exchange Theory (SET) to see what drives people to act environmentally consciously. The

results not only supported most of the proposed hypotheses but also shed light on how internal and external motivators influence sustainable purchasing decisions.

The analysis revealed that **attitudes toward green products** and **environmental awareness** are the most influential factors driving green purchasing behavior. This supports previous literature suggesting that when individuals are aware of environmental degradation and hold positive beliefs about eco-friendly products, they are more likely to engage in green consumption. Similarly, **perceived behavioral control**—that is, a person's belief in their ability to perform the behavior—was found to be a significant predictor of green purchasing intentions, as described in Ajzen's TPB model. This confirms that consumers are more inclined to act sustainably when they believe they can afford, access, or influence environmental outcomes through their purchases.

Interestingly, **subjective norms**, though positively associated with green consumer behavior, were weaker than anticipated. While social influence plays a role, it appears that personal motivation and individual concern for the environment have a stronger impact. This suggests that in my sample, green consumerism is more deeply rooted in internal values than in external pressures, which contradicts some past findings emphasizing the dominance of peer influence.

Moreover, this study offered new insights into the **organizational dimensions** of green consumerism. Factors such as **job autonomy**, **task significance**, and **leadership styles** also emerged as crucial contributors to green behavior, not only within the workplace but extending into personal consumer choices. Employees who perceive their roles as meaningful and work under supportive, sustainability-minded leadership tend to adopt more eco-conscious behaviors, both professionally and personally.

The outcomes confirm existing ideas and prove that green consumer behavior is formed through a mix of psychological influences, the work environment and attention to the environment.

Theoretical Implications

The conclusions of this study provide useful knowledge for theory about sustainable consumer behavior. Initially, the research confirms that attitude, subjective norms and perceived behavioral control, the main aspects of the Theory of Planned Behavior, accurately predict intention and behavior in buying green products. The results in this study imply that attitudes and control over subjective norms are important in real-world situations related to sustainability.

Furthermore, the findings in this research endorse and add to Social Exchange Theory (SET). SET suggests that individuals will be more likely to act in ways they think benefit themselves or the group. I have found that people who trust that choosing green alternatives will help save nature or boost their reputation are more willing to shop sustainably. This points out that people's green behavior is influenced, besides duty, by how helpful and rewarding it appears to be.

It is also pointed out that environmental considerations serve to underpin both TPB and SET models. According to this research, stronger ecological values contribute to a

stronger relationship of attitudes and perceived control with green consumption behaviors.

This combination of ideas provides a clearer reason for green consumers and new research could check for other moderating effects such as ethical beliefs, trusting a brand or having strong emotional involvement with the brand.

5.3 Practical Implications for Organizations and Policymakers

What was discovered in this research will be important for business organizations and government policy makers interested in supporting sustainable consumption.

Organizational Strategies:

Businesses have to realize that making sustainability part of their brand is not the same as actually living it in their day-to-day activities and roles. The way jobs are structured should increase worker engagement with environmental matters by giving more freedom and asking them to be responsible for eco-programs. You could appoint people as sustainability coordinators or green ambassadors to ensure employees are reminded about being green.

Leadership is also a very important area. Leaders who connect their values with environmental goals often help workers become more concerned about the environment. Being an ethical leader, open about decisions and leading by example encourage workers to follow environmentally friendly practices at work and, if possible, at home.

Also, adopting green human resource management (GHRM) methods such as green hiring, training people in sustainable areas and offering rewards, helps create a workplace that backs sustainable behavior.

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