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Environmental Consciousness and Organic Choices: Investigating the Influence of Awareness, Green Self-Identity, and Subjective Norms among Millennials in Bangalore

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Abstract

This study aims to explore the impact of three key factors, namely "environmental awareness," "green self-identity," and "subjective norms," on the attitudes of customers actively engaged in environmental issues and expressing an interest in purchasing organic products. This quantitative study, performed among 710 Bangalore millennials. The adequacy of model fit was ascertained through scrutiny of goodness-of-fit indices, with particular attention given to the X2/df ratio, where a model was deemed acceptable. The research findings indicated that, among personal characteristics, green self-identity and subjective norms had a substantial effect on the environmental views of millennials planning to purchase green organic products. Surprisingly, environmental awareness had a significant impact on millennials' green self-identity, although not directly influencing environmental attitudes. The relevance of social norms in developing EAT highlights the importance of social influence in motivating millennials to adopt environmentally friendly behaviours. Marketers may use social connections and peer approbation to promote green products and initiatives.

Keywords: Green products; green awareness; green self-identity; green attitude, green purchase intention.

Introduction

The swift growth of the economy and advancements in technology have undoubtedly enhanced the quality of life (Lopes and Gomes, 2023). However, they have also given rise to numerous environmental risks, such as air pollution, water contamination, and the depletion of biodiversity(Tian *et al.*, 2022). These challenges pose a direct threat to the sustained well-being of both society and the environment in the long run (Tian *et al.*, 2022). Numerous studies have established that consumer behaviour, particularly in terms of consumption patterns, exerts a detrimental impact on the environment (Sun *et al.*, 2022). Customers are eager to acquire green items that are ecologically beneficial owing to environmental considerations (Khan and Mohsin,

2017; Majhi, 2022; Sun and Xing, 2022). Consumers are more engaged in environmental issues, which is reflected in their desire to buy green products (Barbu *et al.*, 2022). The growing preference for eco-friendly consumption is prompting businesses to embrace green marketing strategies. This is aimed at showcasing to customers a positive corporate image and a commitment to social responsibility (Barbu *et al.*, 2022; Zyadin *et al.*, 2021). Companies employ a variety of techniques to apply their green philosophy, including green production, eco-label packaging, and distribution (Lopes and Gomes, 2023). By leveraging these strategies, organizations are gaining a competitive edge and accessing new markets, thereby enhancing their brand image, reputation, and product perception among customers (Yin *et al.*, 2010). However, consumers' lives and consumption patterns are the major focus of initiatives to improve green purchasing habits (Tarabieh, 2021; Tian *et al.*, 2022). Accordingly, businesses have shown an interest in producing and promoting green products. Business executives and experts have been seeking for ways to influence customers to buy ecologically friendly things (Wang *et al.*, 2019).

In recent years, a noticeable trend towards sustainable consumption has infiltrated worldwide consumer behaviour, with an increased emphasis on items that represent environmental responsibility (Chen and Chang, 2012). At forefront of this developing landscape is the rising interest in organic products, recognised for their perceived ecological benefits and possible contribution to environmental sustainability (Han, 2020; Shin and Ki, 2019). This current study explores the complex interconnection among "environmental awareness", "green self-identity", and "subjective norms", examining how these factors collectively influence individuals' attitudes toward the intent of buying organic goods. Concurrently, the concept of green self-identity introduces a psychological dimension to sustainable consumption, wherein individuals align their self-concept with environmental consciousness (Vu *et al.*, 2022). Moreover, subjective norms, reflecting societal and peer expectations concerning environmentally friendly behaviours, play a pivotal role in shaping attitudes and preferences in the marketplace (Hong *et al.*, 2021; Zhou *et al.*, 2021). Comprehending the drivers and barriers of environmentally conscious consumer behaviour is essential for crafting and designing effective incentives (Majhi, 2022).

Despite the wealth of research on these individual elements, there exists a substantial gap in the literature concerning the integrated examination of "environmental awareness, green self-identity, and subjective norms" within the context of consumers' attitudes toward the "green purchase intention" of organic products. Existing research has predominantly focused on exploring the determinants of behavioural intentions, often validating the propositions of the theory of planned behaviour (Icek Ajzen, 1991). The intricate interplay among "environmental awareness", "green self-identity", "subjective norms", and their collective impact on environmental attitudes has not been thoroughly explored(Fraccascia *et al.*, 2023; Mazhar *et al.*, 2022). This study endeavors to address this gap by conducting a comprehensive analysis of the intricate interconnections among these elements. It aims to propose a model that explores the impact of "environmental awareness", "green self-identity", and "subjective norms" on the environmental attitude towards purchasing organic products. The findings aim to offer valuable

insights for businesses, policymakers, and marketers interested in fostering sustainable consumption.

Background and hypothesis development

Environmental awareness and attitude

Environmental awareness, which includes people's knowledge and perception of environmental concerns, has been recognised as a strong predictor of pro-environmental views (Sun and Xing, 2022). Research reveals that heightened environmental awareness leads to higher concern for ecological well-being, affecting one's attitudes and behaviours towards ecologically beneficial actions (Dong *et al.*, 2023). Furthermore, the importance of green self-identity has become prominent in environmental psychology (Zhao *et al.*, 2014). Article by Dunlap et al. (2000) demonstrates that increased environmental awareness is related with a deeper feeling of duty and care for the earth, generating positive attitudes. Additionally, D'Souza et al. (2006) asserting that "environmental awareness" plays a underlying role in shaping pro-environmental attitudes. However, it is essential to acknowledge contrasting perspectives within the literature. Some studies, such as those by Gan et al. (2008), propose that while awareness is crucial, it may not always be sufficient to trigger environmentally friendly behaviours without additional contextual factors. This dissident position shows that the relationship between environmental awareness and attitudes may be complicated and dependent on different circumstances, and we predict that the link between these elements will be greater. Therefore, we hypothesize the following:

Hypothesis 1 (H1). The awareness of environmental issues has a positive impact on millennials' attitude towards the environment.

Green self-identity and environmental attitude

Research by Whitmarsh (2010) Implies that people possessing a robust environmental self-identity are more inclined to engage in pro-environmental behaviours. Similarly, studies by Gatersleben et al.(2014) emphasise the significance of self-identity in determining environmentally friendly attitudes and behaviours. The concept of environmental self-identity emphasizing individuals to find a sense of belonging and purpose through their association with social organizations, particularly those dedicated to environmental causes (Turner, 1979). Moreover, Chen et al. (2020) established a definite correlation linking subjective norms and environmentally responsible behaviour. However, it is essential to recognize the complexity of identity formation. Some studies, such as those by Corner et al (2014), caution against an overly simplistic understanding of identity, emphasizing the need to consider multiple identities that may coexist and sometimes conflict. Despite this complexity, the findings suggests that a 'green' self-identification has a favourable impact on the formation of environmental attitudes, albeit further study is needed to understand the complex dynamics of identity and environmentalism. Hence, we propose the hypothesis as;

Hypothesis 2 (H1). Green' self-identity has a positive effect on shaping environmental attitudes

Subjective norms and environmental attitude

Subjective norms, defined as perceived societal pressures to comply to a given

behaviour, have consistently been associated with the formation of pro-environmental views (Arli *et al.*, 2018). Ajzen's Theory of Planned Behaviour (Icek Ajzen, 1991) reveals that subjective norms play a critical role in moulding individual attitudes by influencing perceived societal expectations about environmentally friendly behaviours. Research conducted by Schultz et al (2014) discovered that social norms strongly affected pro-environmental behaviour, showing that individuals are more inclined to adopt eco-friendly views when they feel society support for such acts. Moreover, a meta-analysis by Hunecke (2001) demonstrated a positive association between subjective norms and environmental attitudes, lending credence to the notion that society expectations contribute to the creation of healthy environmental attitudes. However, some research shows that the link between subjective standards and environmental attitudes may not always be obvious. In a study Harland et al (2007), the authors discovered that, whereas subjective norms affected pro-environmental intentions, their impact on actual behaviour was smaller. As a result, the influence of subjective standards on environmental attitudes may differ across cultural settings, calling into question the universality of a consistently beneficial impact. So, the following theory was proposed:

Hypothesis 3 (H1). The influence of subjective norms has a positive impact on environmental attitudes.

Green self-identity and environmental awareness

The green self-identity, referring to an individual's affiliation with ecologically friendly behaviours and beliefs, has grown in significance in environmental psychology (Amallia *et al.*, 2021). Individuals with heightened awareness of environmental issues are more prone to develop a robust environmental identity (Schultz, 2001). Whitmarsh (2010) says that knowledge about environmental concerns, together with an understanding of one's own effect, helps to the building of a pro-environmental identity. Additionally, Schultz (2001) Individuals with higher degrees of environmental concern were more likely to participate in environmentally beneficial behaviours, indicating a possible relationship between awareness and identity development. This research lay the groundwork for this concept, indicating a favourable relationship between environmental awareness and the formation of a green self-identity. There, we recommend the following.

Hypothesis 4 (H1). Green self-identity is positively shaped by environmental awareness.

Green self-identity and subjective norms

Self-identity refers to a person's consistent behaviour based on the roles they take on(Juan *et al.*, 2024). Research by Corner (2014) suggests that increased awareness of environmental issues fosters a sense of personal responsibility, leading individuals to adopt sustainable behaviours and identify with environmentally friendly values. Additionally, Barbarossa (2016) found that heightened environmental concern is associated with stronger pro-environmental attitudes and behaviours, reflecting a positive correlation between awareness and green self-identity. Conversely, critics argue that external factors play a more substantial role in shaping environmental attitudes, challenging the assumption that heightened environmental awareness directly correlates with the formation of a green self-identity Mahapatra (2008). Moreover, certain studies propose that the intricate interplay of individual values and societal structures may introduce inconsistencies

in the connection between awareness and self-identity. This highlights the necessity for a nuanced understanding of the factors shaping the development of green identity (Lopes and Gomes, 2023; Sun and Xing, 2022).

Therefore, we propose:

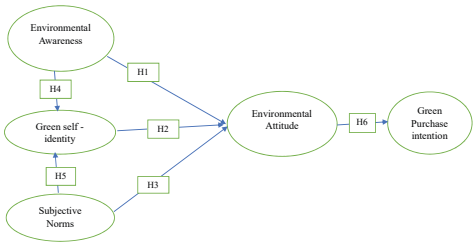
Hypothesis 5 (H1). The formation of a green self-identity is positively influenced by subjective norms.

Green purchase intention and environmental attitude

Green purchasing intentions reflect the probability that a consumer will buy a product based on their environmental beliefs (Suban, 2022, 2022, 2023; Suban *et al.*, 2021). It indicates how willing consumers are to buy from companies known for their environmentally friendly practices (Hosta and Zabkar, 2021; Siyal *et al.*, 2021) and It is a consumer's desire to buy things when they realise they are green or green brand products (Zhang *et al.*, 2018). A study by Thøgersen (2012) not only validated the favourable link between environmental views and green purchasing, but also underlined the mediatory function of personal norms in this relationship. This aligns with the findings of Choi and Kim (2021), who proved that pro-environmental attitudes greatly contribute to developing consumer ethical intentions, including the intention towards organic buying. Moreover, the contemporary application of (Icek Ajzen, 1991) in the work of Chekima et al(2023) presents more evidence, indicating that environmental sentiments have a substantial impact on purchasers' intentions to engage in green purchasing behaviour. As a result, the researcher developed the theory presented below.

Hypothesis 6 (H1). The green purchase intention is positively impacted by one's environmental attitude.

FIGURE 1: Research hypothesis model



Materials and Methods

The study used a quantitative, correlational technique with a Cross-sectional design to investigate correlations between variables. A 25-question survey was used to collect data, which included five demographic questions and 20 items related to model variables that were hypothesised. To confirm the questionnaire's validity, a team of professionals, including research and marketing specialists, verified it. Following that, a pilot test with 30 millennials was done. The survey addressed millennials living in Bangalore. Surveys were done outside retail malls using a random sampling method. Out of 731 willingly participated questionnaires, 20 were eliminated owing to discrepancies, leaving a dataset of 710 individuals for additional statistical analysis.

Measurement of Construct

To assess the proposed dimensions, we employed established five-point Likert scale. Environmental awareness was assessed using three dimensions derived from Ahmed (2020). Green self-identity was gauged according to the metrics established by Rahnama and Rahnama (2017). Subjective norms were evaluated using the methodology outlined by Chen et al.(2020). The measurement of environmental attitude, as well as four items assessing green purchase intention, was adapted from

the study conducted by Chen and Cheng (2012).

The statistical analyses were guided by recent publications on green consumption, emphasizing methodological rigor. A Cronbach's Alpha test was used to assess the internal consistency of the questionnaire. For assessing goodness-of-fit indices during the analysis, we initially considered the relative value of X2 divided by the degrees of freedom (X2/df), adhering to the literature-established threshold of 0.7. KMO test produced a value of 0.900 with a significance level of 0.001 ($p < 0.05$), meeting the widely accepted criteria (Chand and Fei, 2021; Hosta and Zabkar, 2021). Additionally, the variance explained indicated a robust grouping of study items into five dimensions, accounting for 71.83%, surpassing the recommended threshold of 60% (Le-Anh and Nguyen-To, 2020). CFA was employed to assess convergent and discriminant validity, and SEM. Goodness-of-fit indices were verified by evaluating the X2/df ratio, with a model considered acceptable when the value is below 3.0 (Choi and Johnson, 2019).

Results and discussion

Demographics

The demographic profile of the study's participants in Bangalore, as presented in Table 1, provides valuable insights into the sample composition. The majority of respondents are graduates, constituting 59.44% of the total, while 40.56% have an undergraduate education. In terms of gender distribution, 58.03% are male, and 41.97% are female. The age distribution is evenly spread, with 30.28% falling within the 23-28 years range, 23.66% in the 29-34 years category, and 46.06% in the 35-44 years range. The social class distribution indicates a predominantly middle to upper-middle-class representation, with 71.55% falling into the middle-upper class category, 21.69% in the middle class, and 4.23% in the lower-middle class. Notably, a small proportion (2.54%) belongs to the upper class. These demographics lay the foundation for understanding the perspectives and behaviours of the study's participants, providing context for the subsequent analyses and findings.

TABLE 1. Demographics

Category	Description	Frequency	Percentage
City	Bangalore	710	100
Education Background	Graduate	422	59.44
	Undergraduate	288	40.56
Gender	Male	412	58.03
	Female	298	41.97
Age	23-28 Years	215	30.28
	29-34 Years	168	23.66
	35-44 years	327	46.06
Social Class	Upper Class	18	2.54
	Middle- upper Class	508	71.55
	Middle Class	154	21.69
	Lower- Middle Class	30	4.23

Measurement model

The findings presented in Table 2 provide a thorough examination of the Confirmatory Factor Analysis (CFA) results, offering insights into the psychometric properties of the study's key constructs. "Environmental Awareness" exhibits robust validity, supported by high load factors, a commendable Cronbach's Alpha (0.897), and a Composite Reliability (CR) of 0.931. The AVE value of 0.745 further affirms convergent validity. However, attention is drawn to "Green Self-identity," which, while showing satisfactory load factors, has a slightly lower AVE (0.572), indicating potential room for improvement in convergent validity. Similarly,

TABLE 2 Convergent validity and measurement model's confirmatory factor analysis (CFA)

Variables/ Constructs	Items	Load Factor	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Environmental Awareness	"I am very concerned about the environment"	0.915	0.897	0.931	0.745
	"Major political change is needed to protect the natural environment".	0.867			
	"Major social changes are needed to protect the natural environment."	0.902			
Green Self-identity	"I think of myself as someone who is concerned about environmental issues"	0.872	0.799	0.854	0.572
	"I think of myself as a 'green' consumer"	0.657			
	"Buying this chair would make me feel like a green consumer"	0.861			
	"would feel totally satisfied with myself if I bought this chair"	0.735			
Subjective Norms	"Most of my friends think purchasing"		0.899	0.864	0.628
	"Most of my colleagues think purchasing organic products is the right thing to do"	0.631			
	"Most of my family members think purchasing organic products is the right thing to do"	0.975			
	"My acquaintances would approve my decision to buy organic products"	0.763			

Environmental Attitudes	"I think organic products help save nature and its resources"	0.891	0.983	0.963	0.822
	"Environmental protection is important to me when shopping for products"	0.992			
	"I have a favourable attitude toward purchasing organic products"	0.985			
Green Purchase Intention	"I consider purchasing organic products because they are less polluting"	0.721	0.869	0.873	0.641
	"I consider switching to other brands for ecological reasons"	0.953			
	"I intend to buy organic products"	0.753			
	"I intend to switch to an organic version of a product"	9.725			
Overall Alpha			0.8894		

"Subjective Norms" and "Environmental Attitudes" demonstrate strong psychometric properties but fall slightly short in AVE values, suggesting consideration for construct refinement. The evaluation of "Green Purchase Intention" raises concerns with its AVE (0.641). Nevertheless, the overall internal consistency, measured by Overall Alpha (0.8894), is high, confirming the reliability of the instrument. Moving to Table 3, the analysis of discriminant validity and inter-construct correlations reveals robust relationships among the constructs. Significant correlations at the 0.01 level highlight the interconnectedness among "Environmental Awareness," "Green Self-identity," "Subjective Norms," "Environmental Attitudes," and "Green Purchase Intention." The absence of a significant correlation between "Green Self-identity" and "Subjective Norms" underscores the unique variance within these constructs, reinforcing their distinct contributions to the overall model. This nuanced understanding significantly enriches the comprehensiveness of the measurement model and contributes to a refined interpretation of the study's theoretical framework.

Structural model

In Table 4, the hypotheses testing results provide valuable insights into the relationships within the proposed conceptual framework. Hypotheses H2, H3, H4, and H6, which respectively posit connections between "Green Self-identity" and "Environmental Attitude" ($\beta = 0.27$, $p < 0.05$), "Subjective Norms" and "Environmental Attitude" ($\beta = 0.199$, $p < 0.05$), "Environmental Attitude" and "Green Purchase Intention" ($\beta = 0.25$, $p < 0.05$), and "Environmental Awareness" and "Green Self-identity" ($\beta = 0.113$, $p < 0.05$), are supported with statistically significant beta coefficients and p-values

TABLE 3. Discriminant validity &Inter-construct correlations and square root of the AVE along the diagonal

	Environmental Awareness	Green Self-identity	Subjective Norms	Environmental Attitudes	Green Purchase Intention	SR AVE
"Environmental Awareness"	0.878					0.875
"Green Self-identity"	0.187**	0.583				0.784
"Subjective Norms"	0.185**	0.652	0.627			0.788
"Environmental Attitudes"	0.128**	0.096*	0.224**	0.827		0.912
"Green Purchase Intention"	0.157**	0.124**	0.325**	0.264**	0.661	0.823

"Environmental awareness–Environmental attitude, Green self-identity–Environmental attitude, Subjective norms–Environmental attitude, Environmental attitude–Green purchase intention, and Environmental awareness–Green self-identity, presented bilateral correlation at 0.01". "** level (bilateral) and Green self-identity–Subjective norms did not present correlation". Note: "**Significant correlation at the 0.01 level bilaterally. * Significant correlation at the 0.05 level bilaterally".

TABLE 4. Results of hypotheses testing.

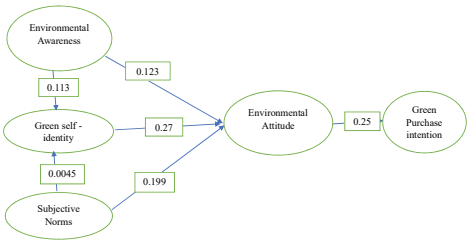
Hypotheses	Relation	β	p-Value	Hypotheses
H1	Environmental Awareness-Enviromental Attitude	0.123	0.059	Rejected
H2	Green self- identity-Environmental Attitude	0.27	0.013 *	Accepted
H3	Subjective Norms-Environmental Attitude	0.199	**	Accepted
H4	Environmental Awareness-Green self- identity	0.113	**	Accepted
H5	Subjective Norms-Green self- identity	0.004	0.654	Rejected
H6	Environmental Attitude-Green Purchase Intention	0.25	**	Accepted

"Goodness-of-fit indices: X2 (gl) = 354.241(129), X2/g = 2.668, NFI = 0.961, TLI = 0.969, CFI = 0.975, RMSEA= 0.047". "** The correlation is significant at the 0.01 level (bilateral). * The correlation is significant at the 0.05 level (bilateral)".

below the 0.05 threshold, indicating acceptance of these hypotheses. These findings substantiate the influence of environmental awareness (Chen and Chang, 2012), self-identity, subjective norms (Icek Ajzen, 1991), and attitudes(Adhitiya and Astuti, 2019) individuals' intentions to make green purchases (Yusiana *et al.*, 2021). Conversely, Hypotheses H1 and H5, suggesting relationships between "Environmental Awareness" and "Environmental Attitude" and between "Subjective Norms" and "Green Self-identity," are not supported based on non-significant p-values, leading

to their rejection. The results demonstrate that the dataset satisfies key goodness-of-fit indices: X2 (gl) = 354.241(129), yielding a X2/g ratio of 2.668, and achieving favourable values for other indices, including NFI = 0.961, TLI = 0.969, CFI = 0.975. These indices collectively indicate a well-fitting model, providing confidence in the reliability and validity of the proposed conceptual framework.

FIGURE 2 Values of hypothesis model



Discussions

In the current academic and business landscapes, there is a growing focus on understanding the factors influencing the consumption of organic products, particularly among millennials. Previous research has highlighted discrepancies between millennials' attitudes and their actual intentions to make environmentally conscious purchases (Biswas and Roy, 2015). This study aims to contribute valuable insights by shedding light on the motivating factors that shape millennials' attitudes toward the intention of purchasing organic products.

The research model utilized in this study confirmed the impact of attitude on intentions to buy organic products. Moreover, it facilitated the identification of personal factors that inspire environmental attitudes among millennials intending to make eco-friendly purchases. However, statistical analyses led to the rejection of Hypothesis 1, indicating that Environmental Awareness (EA) does not influence the Environmental Attitude (EAT) of millennials in Bangalore. This implies that Bangalore millennials may believe that achieving social or political changes is not necessary for improving consumer awareness, and strict laws against pollution are not required since consumers should take individual responsibility for environmental protection.

Although studies examining the connection between Environmental Awareness (EA) and Environmental Attitudes (EAT) are limited, the outcomes of this study are in concordance with (Maichum *et al.*, 2016), Indicating that Environmental Awareness (EA) may not always translate into personal actions supporting environmentally aligned consumption. This contradicts previous research that posited EA as a crucial predictor stimulating Green Purchase Intentions (GPI).

Hypothesis 2 is confirmed, illustrating that Green Self-Identity (GSI) has a positive impact on the Environmental Attitudes (EAT) of millennials in Bangalore. This implies that millennials in the region, considering themselves green consumers, are influenced by their inclination towards organic products, leading to an increased environmental attitude. This finding aligns with existing research suggesting that GSI promotes positive actions and attitudes toward environmental protection. Regarding Social Norms (SNs), the statistical analyses conducted in this study support the acceptance of Hypothesis 3 (H3), asserting that SNs have a positive influence on millennials' Environmental Attitude (EAT). This discovery emphasizes that the opinions and approval of friends, family, and colleagues significantly shape the EAT of Bangalore millennials, underscoring the

impact of social circles on their attitudes toward environmental protection.

In the final analysis, the study examined the association between Environmental Attitudes (EAT) and Green Purchase Intentions (GPI), with Hypothesis 6 being affirmed. This implies that EAT has a positive influence on GPI among millennials, signifying their perception of organic products as contributing to nature conservation. This discovery substantiates the notion that the attitudes of millennials play a substantial role in shaping Green Purchase Intentions (GPI), contradicting research that challenges the direct influence of attitudes on GPI (Tarabieh, 2021). Remarkably, the study uncovered that while Environmental Awareness (EA) does not exert an influence on Environmental Attitudes (EAT), it does impact Green Self-Identity (GSI). The acceptance of Hypothesis 4 suggests that millennials in Bangalore may not necessarily need EA to develop pro-environmental attitudes but do require it to identify themselves as environmentally conscious consumers. Contrary to anticipated outcomes, the research did not confirm a positive impact of Subjective Norms (SNs) on the Green Self-Identity (GSI) of millennials. Hypothesis 5 has been rejected based on these findings. This suggests that the viewpoints of friends and family concerning the acquisition of organic products do not influence the formation of Green Self-Identity (GSI) among millennials in Bangalore. This contradicts findings by (Vu *et al.*, 2022), who discovered that Subjective Norms (SNs) act as a mediator in the connection between Green Self-Identity (GSI) and consumer attitudes

Theoretical Implications:

The confirmation of relationships between variables, such as the positive influence of Green Self-Identity (GSI) on Environmental Attitude (EAT) and the impact of Social Norms (SNs) on EAT, enriches the theoretical understanding of the complex interplay of factors shaping environmentally conscious intentions. The rejection of Hypothesis 1, indicating that Environmental Awareness (EA) does not directly influence EAT, challenges established assumptions and calls for a re-evaluation of the role of awareness in shaping attitudes. The nuanced findings related to GSI in Hypothesis 5, highlighting the influence of EA on identity rather than attitudes, contribute to a more refined understanding of the psychological mechanisms underlying green consumer behaviour. These theoretical insights provide a foundation for future research to explore and expand upon the intricate relationships identified in this study.

The positive impact of GSI on EAT suggests that fostering a sense of identity as environmentally conscious consumers may be an effective strategy to influence attitudes and, subsequently, purchasing intentions. Furthermore, the role of Social Norms in shaping EAT underscores the importance of social influence in driving environmentally friendly behaviours among millennials. Marketers can leverage social connections and approval within peer groups to promote green products and initiatives. The rejection of Hypothesis 5, indicating that SNs do not impact Green Self-Identity, prompts businesses to reconsider the assumed role of social influence in shaping consumers' green identities. Overall, the study provides actionable insights for businesses and policymakers

to tailor strategies that resonate with the unique psychological dynamics influencing millennials' green consumption intentions.

Conclusion

In conclusion, this study delved into a comprehensive examination of the psychometric properties of key constructs related to millennials' attitudes and intentions toward purchasing organic products. The Confirmatory Factor Analysis (CFA) results provided valuable insights into the reliability and validity of the measurement model, affirming the robustness of constructs such as "Environmental Awareness," "Green Self-identity," "Subjective Norms," "Environmental Attitudes," and "Green Purchase Intention." The hypotheses testing further contributed to our understanding of the intricate relationships within the proposed conceptual framework, highlighting the significant influence of factors like "environmental awareness," "self-identity," "subjective norms," and "attitudes on millennials' green purchase intentions".

However, it is crucial to acknowledge the unexpected rejection of Hypothesis 1, indicating that Environmental Awareness does not directly influence Environmental Attitude among Bangalore millennials. This challenges conventional wisdom and suggests a nuanced perspective on the role of environmental awareness in shaping attitudes, emphasizing the need for targeted interventions and communication strategies. In light of this unanticipated outcome, the research offers valuable insights into the intricate interplay of factors shaping environmentally conscious behaviour among millennials. This contribution enhances the ongoing dialogue on sustainable consumption in both academic and practical spheres.

Despite the robust methodology employed in this study, several limitations warrant consideration. Firstly, the research focused exclusively on millennials in Bangalore, limiting the generalizability of findings to other demographic groups or regions. Cultural, socioeconomic, and regional variations may influence environmental attitudes differently, suggesting the need for further research encompassing diverse populations. Secondly, the study's cross-sectional design captured a snapshot of attitudes at a specific moment, preventing the exploration of temporal changes and causative relationships. A longitudinal approach could offer a more dynamic understanding of how environmental attitudes evolve over time, providing valuable insights into the sustainability of identified relationships. Lastly, the reliance on self-reported data introduces the potential for response bias and social desirability bias, as participants may provide responses aligned with societal expectations rather than reflecting their actual behaviour. Combining self-reported data with observational or behavioural measures could enhance the study's validity.

In terms of future research, there are several avenues for further exploration. Firstly, expanding the study to include a more diverse sample, considering factors such as age, socioeconomic status, and cultural backgrounds, would contribute to a broader understanding of the factors influencing green consumer behaviour. Furthermore, a comparative analysis across different geographical locations could uncover regional variations in environmental attitudes and behaviours. Examining the impact of external factors, such as marketing strategies or government policies, on millennials' green

consumption intentions could also enhance the study's practical implications. Lastly, considering the rapidly evolving landscape of technology and social media, investigating the role of online platforms and influencers in shaping millennials' environmental attitudes and intentions could be a valuable area for future research.

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