

Effect of Consciousness in Sustainable Consumption Habits on Purchase Intention of Green Products : Comparison Study Between India and USA

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Abstract

Purpose : The paper highlighted the importance of understanding consumer orientation for sustainability as a function of their consciousness regarding sustainable consumption (SC) habits and its impact on the purchase intention (PI) of green products.

Methodology : The goal of a cross-national comparison study between India and the USA was to determine how consumer awareness of SC practices affected consumers' intentions to buy green items. Data was collected from MBA students in both countries. A total of 112 samples from India and 145 samples from the USA were considered for the study.

Findings : The proposed model was tested using structural equation modeling with respondents from India and the USA. A moderation effect of the degree of SC habits on environmental dimensions was observed. The structural model's mediation test, which examined the relationship between SC behaviors and the intended results of green product PI (while controlling for other variables) revealed a poorer model fit for both India and the USA.

Practical Implications : A correlation between greater environmental consciousness and more SC patterns was discovered, and vice versa. Studies revealed that cultural background, gender, and socioeconomic status — all had a big impact on the buying patterns of consumers.

Originality : Triple bottom line (TBL) notions were used in the study to add to the conversation about SC behaviors. Understanding cross-cultural variations in sustainable consumer behavior was improved by the insights it offered into the Pls of green items using a TBL approach across India and the USA.

Keywords : sustainability, consciousness for sustainable consumption (SC), sustainable consumption habits (SCH), purchase intention (PI), green products

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The study explores the impact of customer orientation for sustainability on the purchase intention (PI) of green products. For organizations encouraging societal change by promoting green products and increasing awareness of sustainable practices among consumers, it is imperative to understand the effect of sustainable consumption (SC) habits and consciousness of SC on the PI of green products (Ghose & Chandra, 2018). The authors offer a model of the rising PI of green items in order to fill in the gaps in the literature, and they use structural equation modeling (SEM) to validate it. Sustainability has changed throughout time as a silver bullet for businesses to realize how important it is to create a competitive edge. Additionally, it is expected of individual consumers to engage in conscious consumption and act as change agents in society. Indian and US consumers' PIs seem influenced by their shared vertical authority of culture and values. Though every culture seems to be in a distinct place, the student population, who are naturally tech-savvy, share many cultural and social subtleties that influence their lives (Shuter et al., 2018). Besides, in both countries, the PI of green products is influenced by social and behavioral factors (Boobalan & Nachimuthu, 2020). The demand research is shown here in line with the most recent trends identified by Clark et al. (2019) and Gammoh et al. (2019). So, the current study explores customers from the USA and India to help stimulate SC and PI. This will advance the generalizability by analyzing this concept across countries and cultures.

Companies have realized that sustainable development has been a prerequisite for developing long-term competitiveness in the market. According to Balderjahn et al. (2018), it will encourage and support organizations in organizing and carrying out the necessary actions to achieve sustainable goals. Thus, conceptualizing and operationalizing consumers' conscious consumption forms an essential research agenda. The study suggests a model with three key constructs, which are described below:

- ↳ The consciousness of SC.
- ↳ SC habits.
- ↳ Purchase intention.

Research Problem

The study examines the consumer orientation for sustainability as a function of their consciousness of SC and habits regarding the PI of green products. Depending on how much they practice SC, customers' orientation toward sustainability is classified as low or high. The proposed model in the study validates the differential effect of SC habits (low and high) on the PI of green products as per the below-mentioned research questions:

- ↳ How do we stimulate SC habits and PI?
- ↳ How can the green choice behavior of consumers be stimulated?
- ↳ How do the cultures of India and the USA differ regarding SC habits and PI for green products?

Research Gap

The study focuses on understanding gaps between developed and developing countries regarding the practices of the sustainable phenomenon. We fill in the gaps in the literature by offering a model of growing PIs for green items and validating it through SEM, which has received little attention in the body of previous research.

Conceptual Framework and Hypotheses Formulation

The theory of planned behavior (TPB) and the theory of reasoned action (TRA): TRA action has typically been

used to forecast the goals of green marketing domains, such as energy conservation, recycled product behavior, green purchasing behavior, etc. (Ha & Janda, 2012). TPB has proven to be a more effective model for comprehending human behavioral patterns (Hagger, 2019). The research has indicated that TPB increases the predictability of consumers' PI, especially for green products (Jebarajakirthy & Lobo, 2014). The extended model of TPB provides more opportunities for understanding green choice behavior (Otika et al., 2021). TPB is in favor of researching how the social environment and individual factors affect PI (Han et al., 2010; Paul et al., 2016). TPB is usually applied for its predictive capability, is grounded on rational decision-making, and helps improve the understanding of green behavioral attributes (Ogiemwonyi, 2022; Paul et al., 2016). When engaging in green purchasing, consumers typically act in ways that are dictated by their past experiences and habits (Liobikienė & Poškus, 2019).

Sustainable Consumption (SC)

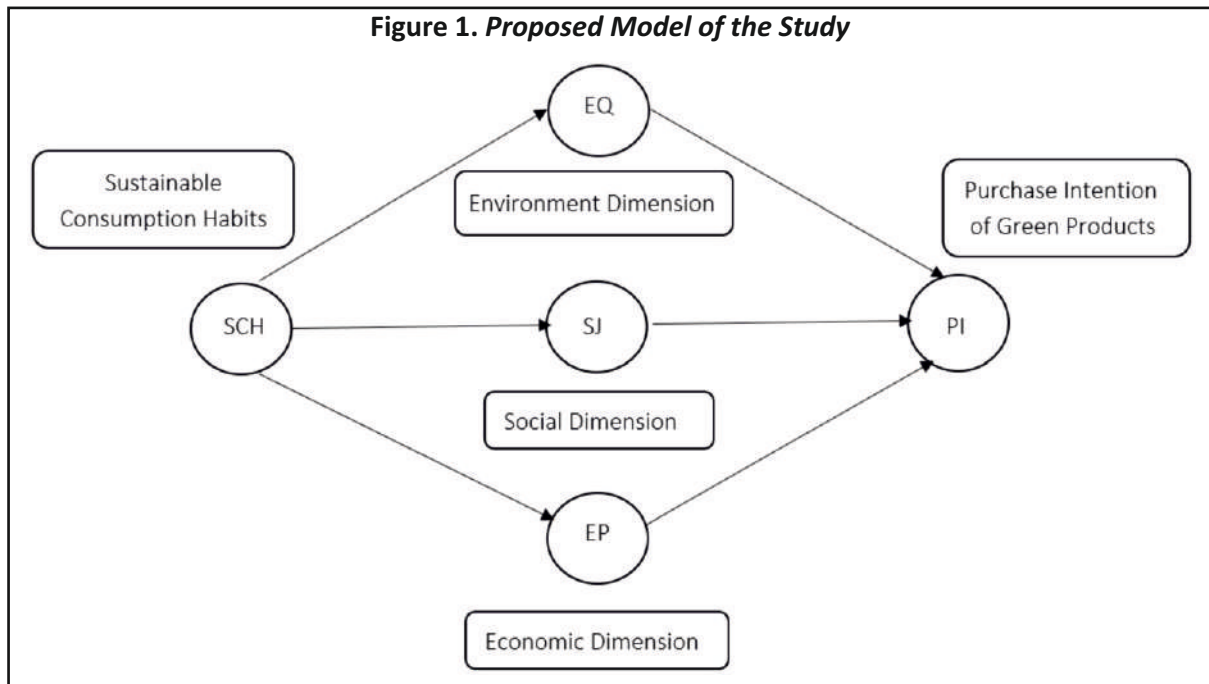
SC responds to the basic needs of the consumer by using products and services that bring a better quality of life through minimum use of toxic materials and natural resources (Ari & Yikmaz, 2019). By conserving resources, reducing emissions, and comprehending the environmental and behavioral preferences of customers, SC practices meet the demands of future generations (Sharief & Panghal, 2023). Green consumption, or the preference for green items in green marketing, can help reduce environmental pollution and damage (Roy, 2020). To stimulate demand, the green choice behavior of consumers needs to be analyzed through an attitude and behavioral gap study. The TRA and TPB are two ideas that provide light on this green choice behavior (Roy, 2020). Sustainability and environmentally conscious conduct generally enhance well-being as well as the effectiveness and caliber of the economic, environmental, and social elements of the TBL concept (Roy, 2020).

Sustainable Consumption Habits

Consumers have tremendous inertia toward their habitual behaviors and lifestyles. Decisions of consumers can be examined by altering the habits of individuals' lifestyles and habits (Bollino & Polinori, 2011). Hence, altering personal and spending habits provides considerable scope for improving the SC goals of the countries (Denyse & Bhagat, 2018). A change in laws, customs, and tastes can influence consumer behavior to conserve the environment, use renewable resources, and purchase eco-friendly goods to promote eco-friendly development (Roy, 2020). Concerning oneself with one's surroundings, choice behavior habit might be beneficial because it creates mental room for consideration. When analyzing SC, it is crucial to comprehend the relationship that exists between an individual's daily routine and his/her conventional consumption behavior (Welch & Warde, 2015).

All three conditions are necessary to fulfill the TBL sustainability value, viz., environmental dimension, social dimension, and economic dimension. If one of the conditions is not followed, then the company does not qualify to be sustainable (Braccini & Margherita, 2019). SC habits have been indicated to impact the TBL and its dimensions, as well as environmental, social, and economic indicators. Consumption habits also focus on improving the quality of life through minimal use of resources (Chen et al., 2021). Please refer to Figure 1 for the proposed model of the study. Therefore, our study proposes the following hypotheses:

- ✦ **H1** : SC habits positively influence the environmental dimension.
- ✦ **H2** : SC habits positively influence social dimensions.
- ✦ **H3** : SC habits positively influence the economic dimension.



Triple Bottom Line (TBL)

Hsu et al. (2019) conducted a study on the influence of this factor on consumers' propensity to purchase. The environmental dimension refers to the attitude of consuming and preserving natural resources and producing emissions that can be absorbed into the natural ecosystem (Liu et al., 2012). Use of renewable resources, resource conservation, material reuse, energy consumption forecasting, carbon dioxide reduction, and energy conservation are some of these aspects (Braccini & Margherita, 2019). The research has proven the link between PI and TBL dimensions (Rajan et al., 2017). Still, there has not been much research done on how this relates to green marketing. Therefore, our study proposes the following hypothesis:

✎ **H4**: The environmental dimension positively influences green PI.

The Social Dimension

In order to establish a sustainable value system includes the organizational mindset toward fostering and protecting social and human capital as well as the company's community. Braccini and Margherita (2019) listed a few examples of social indicators: implementing a non-discrimination policy, boosting employee morale, and implementing workplace safety measures. Extant literature has empirically addressed the impact of social dimension indicating increased PI (Gillespie & Rogers, 2016). It will be possible to better understand consumers' buying intentions by predicting socially predictive behaviors toward green items (Huang et al., 2014; Laheri, 2020). Therefore, our study proposes the following hypothesis:

✎ **H5**: Social dimension positively influences green PI.

The Social and the Environmentally Sustainable Initiatives

The social and environmentally sustainable initiatives toward product purchases usually tend to be more

ecologically sustainable (Bhatti & Negi, 2018; Sharma & Kaur, 2024). Additionally, studies have indicated a positive correlation between green marketing initiatives and consumers' PI (Taufique & Vaithianathan, 2018; Verma & Chandra, 2018). Scholars have explored the relationship between the economic sustainability of a firm and the consumer's PI (Irfan et al., 2018; Jamil et al., 2017). Therefore, our study proposes the following hypotheses:

✦ **H6** : The economic dimension positively influences green PI.

✦ **H7** : There exists a differential effect of SC habits (high/low).

Balderjahn et al. (2018) established the CSC scale, which is used in the study in accordance with the TBL paradigm of people, planet, and profit in sustainable development. A 7-point Likert scale is used to test the environmental, social, and economic dimensions of consciousness for SC. The scale had good internal consistency with Cronbach's alpha between 0.75 and 0.83 in all three dimensions in India and the United States. Environment dimensions measured as part of the CSC scale as per previous research studies are based on recycling (Iyer & Muncy, 2009), packaging (Roberts, 1996), local production (Huneke, 2005), and climate (Jansson & Dorrepaal, 2015). Social dimensions measured as part of the CSC scale as per previous research studies are based on workers' (a) human rights, (b) no illegal child labor, (c) no discrimination, (d) no abuse, and (e) fair compensation. Economic dimensions measured as part of the CSC scale have three broad constructs: (a) simplicity, (b) debt-free consumption, and (c) collaborative consumption.

Sustainable Consumption Habits (SCH)

We created 10 statements on a 5-point Likert scale with responses ranging from never to always (1 = *never*, 2 = *occasionally*, 3 = *rarely*, 4 = *often*, and 5 = *always*) in order to quantify SC. This measure has been applied in numerous earlier research projects. Ten of the statements are taken from earlier research (a few are as follows: using public transportation, riding bicycles, eating less meat, eating more organic fruits and vegetables, purchasing electric products with energy labels, and purchasing goods with environmental health labels; refer to Table 1). The internal consistency of the scale was 0.89 for the USA and 0.81 for India.

Table 1. Constructs and Items Used in the Study

Construct	Dimensions/ Measurement Items
Sustainable Consumptions Habits	Usage of public transport.
	Usage of bicycles.
	Dry waste is differentiated from wet waste.
	The use of energy-efficient light bulbs.
	Efficient use of water: In Bathing.
	Reducing meat consumption.
	Increased consumption of organic fruits and vegetables.
	Buy electrical goods with energy labels.
	Limiting the purchase of luxury goods.
	Purchase goods with environmental health labels.
Environmental Dimensions	Recycled materials are used.
	An environmentally friendly manner process followed in disposal.

Social Dimensions

It has been packed in an environmentally friendly manner.
It has been produced in an environmentally friendly manner.
Worker's human rights are followed.
No involvement in illegal child labor.
Worker discrimination does not happen.
Workers are not abused.
Fair compensation and treatment to workers.

Economic Dimensions

You need this product.
It is a useful product.
Do you require this product?
You don't become over-indebted in the long term.
The expenses don't unduly burden your financial situation.
You don't have to forego future purchases.
You don't have to take money from your financial reserve for emergency cases.
You don't want to borrow it from friends.
You need to own it and don't want to share it with others.
You don't want to rent or lease it.
If an opportunity arises, I intend to buy green products.
If given a chance, I can predict I will buy a green product.
I am likely to buy green products soon.

Purchase Intention

Research Methodology

The study is exploratory research by nature, and a multi-dimensional approach is followed. Focus group research was undertaken to finalize the questionnaire for data collection. After the deliberations, the team incorporated the changes into the structured questionnaire. The subject expert and an industry expert reviewed and shared the insights. Depending on the insights, the questionnaire was shaped. The pilot study was organized with selected samples, and based on the output analysis, the questionnaire was finalized for the data collection. First, MBA students administered questionnaires to collect data in India and the US in November 2021 and December 2021. The data was collected using online questionnaires. The response rate was 93.7% for India and 77% for the USA. The Indian sample comprised of 54.6%, and the American sample comprised of 42.3% of female respondents. Participation in the survey was voluntary and kept limited to consumers born and raised in India and the USA to ensure that they represented the characteristics of that nationality. The data was collected from working professionals in both countries using snowball sampling techniques. SEM technique was used in the study for further analysis and interpretation. Around 115 samples from India and 152 from the USA were initially collected. After the screening process, 112 samples from India and 145 samples were considered for further analysis.

The reliability and validity of the instrument are verified with proper statistical analysis. The outcome of this analysis proves that the constructs used are robust. The construct with the greatest alpha value (0.970) among the five was SC practices, which included 10 components. Second, there were four items and an alpha value of 0.967 for environmental dimensions. The third construct was the PI of green products, with 0.945 as the alpha value with three items; social dimension, the fifth construct, had a 0.942 alpha value with 10 items; economic dimension, the last construct, had an alpha value of 0.932 with 10 items (refer to Table 2). The interesting observation is that all of the items are kept the same after the results; it shows the rigor of the instruments toward achieving the objectives.

Table 2. Scale Development : Reliability and Validity Testing

Construct Name	Cronbach's Alpha	Number of Items	Items Dropped
Sustainable Consumption Habits	0.970	10	Nil
Environmental Dimensions	0.967	4	Nil
Social Dimensions	0.942	5	Nil
Economic Dimensions	0.932	10	Nil
Purchase Intention of Green Products	0.945	3	Nil

Table 3. Composite Reliability (CR) and Average Variance Extracted (AVE)

Factors	Composite Reliability (India/USA)	Average Variance Extracted (India/USA)
Sustainable Consumption Habits	0.920/ 0.931	0.793/0.734
Environmental Dimensions	0.942/ 0.945	0.764/0.768
Social Dimensions	0.910/ 0.920	0.718/0.723
Economic Dimensions	0.943/ 0.929	0.736/0.732
PI of Green Products	0.933/ 0.937	0.735/0.739

Prior to testing the causal model, establishing validity and reliability is a prerequisite for conducting confirmatory factor analysis (CFA). CR and AVE are essential to establish validity and reliability. Han et al. (2010) and Shankar (2020) identified the following thresholds. Integrity: $CR > 0.70$. Validity criteria are $CR > (AVE)$ & $AVE > 0.50$. Table 5 presents the CR and AVE for the study's measurement model, which can be found in Table 3. A green signal for additional research is provided by the CR and AVE values in Table 4, which both support the validity and dependability of the model. Homoscedasticity, multicollinearity, and linearity tests are used to verify multivariate assumptions.

If the relationship between the independent and the dependent variables is not linear and is radically inconsistent, then it will show an error in SEM analyses. This study uses curve estimation to verify the linearity between the independent variable (IV) and the dependent variable (DV). Curve estimation is used to estimate various relationships between IV and DV, such as linear, inverse, quadratic, cubic, compound, growth, and exponential relations. Each relationship between IV and DV should have sufficient linearity to allow for analysis. The link between the selected pair of IV and DV is sufficiently linear to proceed with the study, as indicated by the most significant F -value in the linear relationship among all the calculated associations.

Analysis and Results

Demographic Information

This form included subjects' demographic information such as age, sex, and education. The mean age of subjects was 36 ($SD = 8$) in India and 37 ($SD = 6$) in the United States, and there was no significant difference between the two groups regarding age. Master's and executive MBA degrees accounted for the majority of educational attainment in the United States (38%). In India, the educational attainment of the two groups was similar, with 47% having completed a master's degree.

Modeling Results

SEM was used for the data analysis to establish the framework and validate it based on the data collected. The study uses CFA, and before the analysis, it is essential to confirm that the data and variables are suitable for analysis.

KMO statistics and Bartlett's test of sphericity are used for the same. It is also essential to determine if the sampling is adequate for analysis, which is accomplished using the Kaiser–Meyer–Olkin measure of sampling adequacy. The result for this study is 0.960, so the data meets the criteria for further analysis (refer to Table 4).

Confirmatory Factor Analysis (CFA)

The study used the CFA, a more exacting and effective technique for factor analysis comparison than the conventional approach. Convergent, discriminant, and nomological validity are the three validity dimensions that CFA evaluates. CFA provides a better reliability estimate than coefficient alpha (refer to Table 5). A good-fitting model is reasonably consistent with the data and does not necessarily require re-specification (Ledermann & Kenny, 2015).

We continued to further analyze the model fit values since they indicate good model fit for CMIN/*df*, CFI, and TLI, and moderate model fit for RMSEA.

Measurement Model to Structural Model

SEM addresses rationale similar to multiple regression but more powerfully. SEM may be used as a more robust alternative to multiple regression, path analysis, factor analysis, time series analysis, and analysis of covariance (Keith, 2019). SEM, the general analysis toolkit for causal models, is used in this work. The study evaluated the postulated structural model after developing the measurement model with adequate levels of validity, reliability, and descending model fit. The composite was made to retain the latent component in the model since common method bias was eliminated in the measurement model by adding a common latent factor while switching to the structural model. While inputting composites, the following two important cautions were observed:

✎ No missing values in the data.

Table 4. KMO and Bartlett's Test (BT) of Sphericity

Sampling Adequacy		0.960
BT of Sphericity	Approx. Chi-Square	5012.733
	<i>df</i>	666
	Sig.	0.000

Table 5. CFA Model Fit

Measure	Threshold Han et al. (2010) and Shankar (2020)	Model fit Value (India/USA)
Chi-Square/ <i>df</i> (CMIN/ <i>df</i>)	< 3 good; < 5 sometimes permissible	1.499/1.379
CFI	>0.95 good ; > 0.90 traditional; > 0.80 sometimes	0.954/0.956
TLI	>0.90	0.947/0.953
RMSEA	<0.05 good; 0.05–0.1 moderate; > 0.10 bad	0.070/0.073

☞ Latent factor names have no spaces or hard returns in them. They must be single continuous strings (“Variable1” or “Variable_1” instead of “Variable 1”).

Model Fit

To adequately examine other models, it was necessary to rerun the model fit for the structural model. Using modification indices and residuals to enhance fit and evaluating metrics such as CFI, RMSEA, etc., was the same procedure. There was room for improvement in the study's initial structural model fit. Ledermann and Kenny's (2015) work on structural model fit was to understand how to apply the logic of getting better model fit using modification indices. A decent model fit was obtained using co-varied error terms at the same level. For the structural model fit for the investigation, please refer to Table 6.

From the model fit values, CMIN/*df*, CFI, and TLI suggest good model fit, and RMSEA suggests moderate model fit, so the study proceeded to further analysis.

SEM Examination

The path was examined by assessing *t*-values; absolute *t*-values greater than 1.96 indicate a significance level of 0.05 (i.e., $p < 0.05$), and those with an absolute *t*-value over 2.58 present a significance level of 0.01 (i.e., $p < 0.01$). In a model where two routes are statistically significant, we can evaluate the relative influence of these paths by comparing the estimated parameters. The hypothesized model in the study was examined by assessing the *t*-values of the paths and their standardized regression weights. Four paths of the study model in India gave an absolute *t*-value over 2.58, presenting a significance level of 0.01 (i.e., $p < 0.01$); one path gave an absolute *t*-value over 1.96, presenting a significance level of 0.05 (i.e., $p < 0.05$); and one path gave an insignificant *t*-value. An absolute *t*-model larger than 2.58 was obtained for each of the six pathways for the study model in the USA. Size-standardized regression weights for the relevant routes were moderately strong, with values ranging from 0.445 to 1.452 (refer to Table 7).

Table 6. Structural Model Fit

Measure	Threshold (Shankar, 2020)	Model Fit Value (India/USA)	Acceptable (Source)
Chi-Square/ <i>df</i> (CMIN/ <i>df</i>)	< 3 good; < 5 sometimes permissible	1.971/1.999	Accepted Shankar (2020)
CFI	>0.95 good; > 0.90 traditional; > 0.80 sometimes	0.999/0.998	Accepted Shankar (2020)
TLI	>0.90	0.990/0.991	Accepted Shankar (2020)
RMSEA	<0.05 good; 0.05–0.1 moderate; > 0.10 bad	0.078/0.072	Accepted Shankar (2020)

Table 7. Results of the Structural Model Fit

Path	<i>t</i> -value (India)	<i>t</i> -value (USA)
Sustainable habits to the environmental dimension of conscious, sustainable consumption.	3.3	8.76
Sustainable habits to the social dimension of conscious,	2.12	2.62

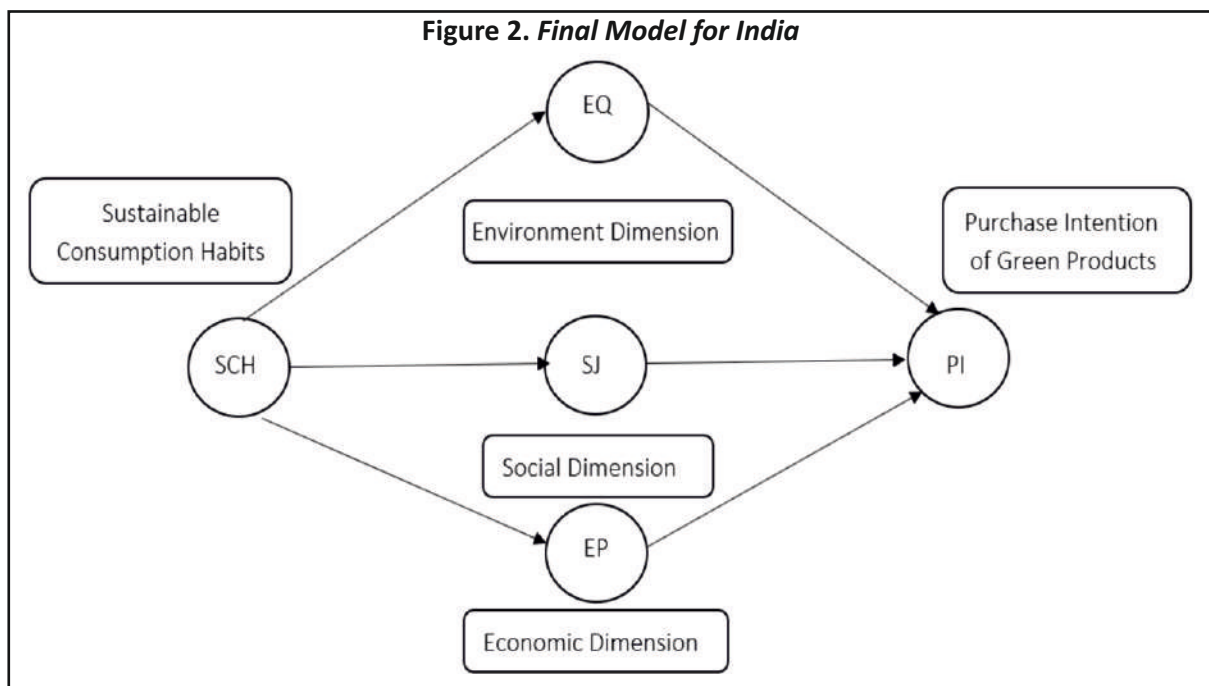
sustainable consumption.		
Sustainable habits to the economic dimension of conscious, sustainable consumption.	2.59	2.71
The environmental dimension of conscious, sustainable consumption to PI of green products.	2.8	2.63
The social dimension of conscious, sustainable consumption to PI of green products.	1.72	2.61
The economic dimension of conscious, sustainable consumption to PI of green products.	3.73	3.2

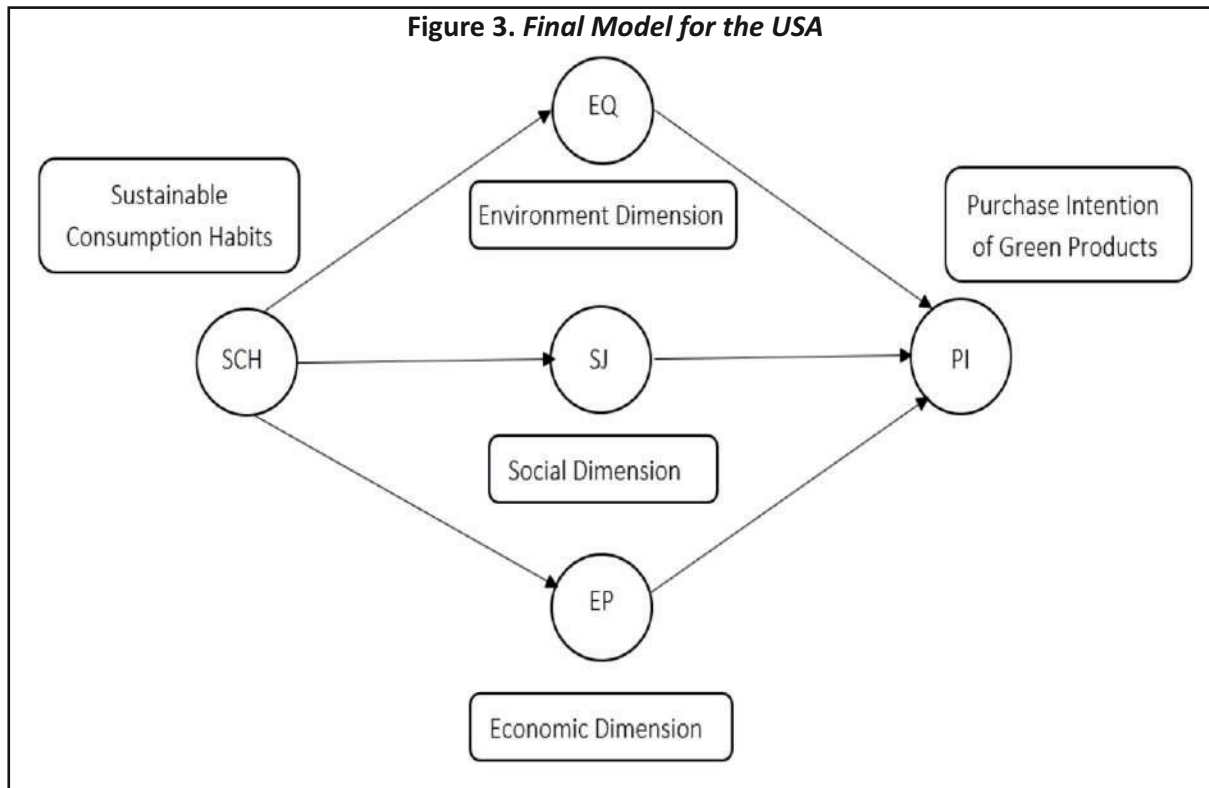
The Mediation Effect

Test mediation requires a direct relationship between independent and outcome variables, then a diminishing or nonexistent relationship between them when a mediator is added to the model. The objective of the investigation is to ascertain whether there was a meaningful direct connection between the intended results of green PI and sustainable profits. A structural model relating SCHs and the desired outcomes of PI of green products (with no other variables present) demonstrated an inferior model fit for both India and the USA. The test of mediation of structural models provides no evidence of mediation effect with no significant direct relationships.

The Final Model

CFA and structure modeling are used to support the analysis of the model, which are explained in the above section. The outcome models for India (refer to Figure 2) and the USA (refer to Figure 3) are well depicted for further analysis.





Moderation Effect

Multi-group moderation is a form of moderation that is tested by splitting a dataset along the values of a categorical variable. Then, a given model is tested with each set of data. This study uses customer participation (low and high) as a multi-group moderator, so the model is tested separately for low and high SCHs. Multi-group moderation is employed to test the relationship predicted by a model that would vary according to the moderator value. The test was done using critical ratios of difference of output in the stats tools package (Keith, 2019). The path from SCHs to the environmental dimension is significantly different at p -value < 0.10 for India and the USA (refer to Table 8). So, in this study, a moderation effect of the degree of SCHs on environmental dimensions exists.

Table 8. The Outcome of the Hypothesized Model

Hypothesis	Path	Results (India)	Results (USA)
H1	SCH → Environmental Dimension	Accepted	Accepted
H2	SCH → Social Dimension	Accepted	Accepted
H3	SCH → Economic Dimension	Accepted	Accepted
H4	Environmental Dimension → Purchase Intention	Accepted	Accepted
H5	Social Dimension → Purchase Intention	Rejected	Accepted
H6	Economic Dimension → Purchase Intention	Accepted	Accepted
H7	The moderating role of customer participation between SCH and the Environmental Dimension	Accepted	Accepted

Implications of the Study

Theoretical Implications

In every firm today, the key determinant to support achieving sustainable growth is the practice of a TBL. The contribution of this study has enhanced the applicability of the TBL concept through the inclusion of construct viz—SCHs. Previous studies are yet to analyze this measure in the context of cross-country comparisons regarding the green consumption of products. Furthermore, the conceptual model is unique and tested across two cultures, the USA and India, which have yet to be explored and tested. A few prior studies have worked on this concept. Still, they are yet to work on the efficacy of SCHs on its PI toward green products, which in the current paper is tested using structural equational modeling.

Practical Implications

Consumers of these cultures are motivated enough to sustain the natural environment and build environmental resilience, which is supported by the findings of extant literature (Laurell et al., 2019). Consistent with the literature on economic orientation, both cultures showed responsible PI toward green products to protect economic factors (Paul et al., 2016). When consumers become aware of the nations' initiatives, they will help boost market share and earnings. Green marketing firms must achieve more robust sustainability by working toward meeting all the pillars of the TBL through SCH (Premi et al., 2021). The failure to do so will impact the brand image of the products and the firm (Park & Kim, 2016). The study's findings are helpful to marketers who focus on green marketing, particularly in developing nations like India, where consumers may be more concerned about the cost of organic food goods than they are in affluent nations like the US. Hence, retailers should have joint ventures with agricultural farms. Additionally, the availability of green products may be a concern in various economies, which should be dealt with by identifying consumer preferences based on the market segments. For example, in a country like India, advertisers should focus more on family values, knowing Indians are more collectivists in their being rather than focusing on the USA orientation, who value more of personal decisions (Boobalan & Nachimuthu, 2020).

Social Implications

To enhance the empirical and theoretical reasoning of the conceptual framework, the results in India indicate that the social dimension could not explain the PI of green products. This implies that the firm's profit could be more reasonably allocated to stakeholder upliftment. Improving society's well-being, welfare, and security is not given enough attention. The social positions and concerns of society for green products can be established when the policies framed are correctly implemented. However, the study conducted in the USA supports the relationship between social consciousness and PI of green products, which is inconsistent with the findings of Iyer et al. (2016). Gammoh et al. (2019) showed that people's views and behaviors might be influenced by numerous cultures individually, depending on the environment of consumption, even though individualistic conduct is ideal in the USA. Studies have also indicated that social cognition will differ between an individualistic culture like the USA and a collectivist culture like India (Boobalan & Nachimuthu, 2020). Generally, it is observed in extant literature that a gap exists concerning how social consciousness is impacted toward green consumption of products across cultures like the USA and China (Clark et al., 2019). Kumar et al. (2021) were also supported by the responsible PI displayed by both cultures toward environmentally friendly products.

Additionally, it was seen that there exists a moderation effect of the degree of SCHs on environmental

dimensions. This was established for both the Indian and American cultures. This implies that the higher the SCHs, the higher the environmental consciousness. Research has indicated that the country's culture, social class, gender, etc., influence consumer consumption habits. Nonetheless, immigrants who are Indian-born and work outside may introduce a number of noteworthy new practices. It broadens the focus of upcoming studies on how immigration affects changes in awareness and spending patterns.

Conclusion

This study is focused on consumer orientation for sustainability as a function of their consciousness for SC and habits on purchase intention of green products. In this study, a model used to understand the effectiveness of this relationship between India and the USA has been developed. This model involves the following three constructs: consciousness of SC, SCH, and PI. The data was collected from two countries, and the constructs were compared with rigorous statistical analysis. The moderate effect of SCHs on the environmental dimension is proved, as is the mediation effect of SC on green products' PI. The impact of social dimensions on PI differs from that of India and the USA. Nevertheless, the recent cultural changes, social challenges, and changes in buying habits across countries will be more attractive to explore.

Limitations of the Study and Scope for Further Research

The study is limited to studying only students' behaviors, which might not be a representative sample of the whole population and may be unjustified. The purchase occasions, purchase frequency, and demographic profiling of green behavior choices of consumers may offer newer dimensions. The model can be extended, including technology and cultural dimensions. Future research agenda could be altered by identifying methodological standpoints (experimental and qualitative studies) to help behavior change toward sustainability. Comprehending the disparities between developed and developing nations with respect to sustainable practices is crucial for the future.

Authors' Contribution

Dr. Semila Fernandes and Dr. M. Sathish initiated the concept idea discussion, conceived the idea, and developed qualitative and quantitative designs to undertake this study. Dr. Priyanka Shrivastava developed the literature review from the top journals and filtered it based on the research questions and keywords of the abstract. Dr. M. Sathish and Dr. Semila Fernandes developed the questionnaire based on the literature to measure the research questions and objectives. Dr. Priyanka Shrivastava collected the data in the USA, and Dr. M. Sathish and Dr. Semila Fernandes collected it in India. Dr. M. Sathish and Dr. Semila Fernandes did the numerical computations and analysis. The two authors explored the study's analysis, implications, and limitations. Dr. Priyanka Shrivastava analyzed the US data and wrote the conclusion. Dr. M. Sathish and Dr. Semila Fernandes wrote the manuscript in consultation with the third author.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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