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DETERMINANTS OF CONSUMER ATTITUDES AND PURCHASE DECISIONS FOR ECO-FRIENDLY PRODUCTS: EMPIRICAL EVIDENCE FROM LATUR DISTRICT, MAHARASHTRA

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ABSTRACT

Research on customer attitudes and actions towards environmentally friendly goods is urgently needed due to the worsening state of the environment and the increasing need for sustainable development. Researchers have focused on green consumerism in cities, but little is known about how people in semi-urban parts of India feel about green goods or what they plan to buy. Finding out what makes people in the Latur District of Maharashtra think and buy eco-friendly items is the main goal of this research. A structured questionnaire was used to collect data from 400 participants, who were selected using a stratified random sample method to ensure a diverse range of socio-demographic sectors. The following factors were examined: social influence, perceived price, perceived efficacy as a customer, perceived confidence in environmentally friendly products, and environmental consciousness. Data were examined by multiple regression, correlation analysis, and descriptive statistics. The results show that consumers' views towards eco-friendly items are significantly and positively impacted by environmental concern, green trust, and social influence. Among these, green trust stands out as a strong predictor, highlighting the significance of authenticity and trust in consumer roles. Furthermore, in semi-urban regions, high perceived prices impede environmentally friendly purchasing due to the fact that consumer attitude, green trust, and social influence all lean towards positive buy intentions, but perceived prices substantially lean towards negative ones. Regression models explained 16% to 48% of the variation in attitudes and intentions to buy, highlighting the multi-faceted nature of environmentally conscious consumer behaviour. In addition to contributing to the little literature on sustainable consumption in semi-urban India, the article finishes with a set of implications for sustainability advocates, policymakers, and marketers. Green product promotion strategies that aim to increase environmental consciousness, green trust built via honest business dealings, the weight of social considerations, and the examination of price obstacles are, up to a point, crucial. It would be

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great if future studies could broaden the scope to include more geographic areas and behavioural components, as well as examine whether or whether consumer behaviour evolves over time

KEYWORDS: Eco-friendly products, Green trust, Consumer attitudes, Purchase intention, Sustainable consumption.

INTRODUCTION

The growing concern about climate change, environmental deterioration, and the depletion of natural resources has prompted a global shift towards more sustainable consumption practices (Peattie & Collins, 2009; Ottman, 2017). Environmental responsibility and business viability A crucial component of sustainability has been the idea of a "green product," which is defined as a product that has been created with the intention of minimising its negative effects on the environment (Chen & Chang, 2012). Even if people are more environmentally concerned than ever before, the "attitude-behavior gap" (JOSHI & RAHMAN, 2015; Young et al., 2010) describes the large discrepancy between people's pro-environmental beliefs and actions.

On a global scale, research into what influences people to choose eco-friendly products has progressed substantially. Many studies have identified environmental concern, perceived consumer effectiveness, green trust, social impact, perceived price, and Ajzen (1991) as major antecedents. Other studies have cited Chen (2010), Roberts (1996), and Young et al. (2010). Thus, these factors together shape consumers' perceptions of eco-friendly items and their motivation to turn their intentions into real purchases (Biswas & Roy, 2015).

An appropriate setting for studying eco-conscious purchasing habits is the Marathwada area in the Latur District of Maharashtra. This district is in the top 100 in India in terms of urbanisation and development, and it is one of the most dynamic in the country. An ideal setting for farming is the area, thanks to its rich soil. The area is also known for its water shortages and the pollution of its water sources, such as rivers and canals. Policymakers, marketers, and sustainability advocates in India might benefit from Latur consumer attitudes and purchasing behaviour data if they are trying to increase the adoption of environmentally friendly products outside of major cities.

With that said, we're doing this research in Latur District, Maharashtra, to better understand what drives green product attitudes and purchases. The article delves further into the ways in which factors including perceived price, social influence, perceived utility of the customer, green trust, and environmental concern impact consumers' attitudes and, by extension, their purchase behaviour. Theoretically, this study's findings should add to the growing body of information on green consumers in emerging markets. Practically, they could help managers promote sustainable consumption habits

among Indian regions' semi-urban populations.

BACKGROUND OF THE STUDY:

A number of environmental challenges, including pollution, resource degradation, and climate change, have pushed sustainability to the forefront of global agendas across all sectors and societies (Peattie & Collins, 2009; Steffen et al., 2015). Consumers are seen as vital agents in promoting sustainable consumption practices, in line with efforts by organisations and the government to reduce environmental impacts (Chen & Chang, 2012; Young et al., 2010). Thus, in discussions about sustainability, eco-friendly products—those with lower environmental effects throughout their life cycle—have risen to the forefront, offering both environmental advantages and new business prospects (Ottman, 2017; Joshi & Rahman, 2015).

One of the key challenges, however, remains the "attitude behavior" gap—the difference between people's pro-environmental beliefs and their purchasing behavior—even while overall pro-environmental attitudes are on the rise (Johnstone & Tan, 2015; Joshi & Rahman, 2015). Despite consumers' good intentions and high levels of green concern, they may not always be able to overcome barriers like high price, green jadedness, lack of availability, or inconvenience to consistently buy eco-products (Nguyen et al., 2019; Gleim et al., 2013). Environmental concern, perceived consumer effectiveness, green trust, social influence, and price perceptions are some of the constructs that have been proposed to explain why some people participate in green purchasing practices while others do not (Chen, 2010; Biswas & Roy, 2015; Nguyen et al., 2019).

As one of the most populous developing economies, India offers a unique case study in ecologically responsible consumerism. Many environmental issues plague the nation, including contamination of the air and water, difficulties in disposing of solid waste, and the effects of climate change (Ghosh, 2022; Gupta & Ogden, 2009). While there has been an uptick in eco-friendly purchases made by city dwellers in India, there is still a lack of data on what people in smaller towns and rural regions buy (Biswas & Roy, 2015, Joshi & Rahman, 2015). Regional variations in a combination of variables, including socio-economic determinants, cultural norms, and environmental consciousness, may impact consumer decisions to include green consumerism into their purchasing ethos in India, according to research (Ghosh, 2022; Rahbar & Wahid, 2011).

A typical, albeit understudied, locale in this context is the Latur District in the Marathwada region in Maharashtra. Originally known as a trading post for agricultural goods, Latur diversified into pharmaceuticals and oil mills in the late 20th century, kiwi fruit and grapes in the 21st, and became the primary trading post for teak forests in the Ujani and Verdhana temples, as well as the sole trading post for premium "Ganj" wool. The city of Latur, which has an average elevation of 631 meters (2,070

feet), was established as a tahsil in 1905 and later became a municipal council in 1959. It ranks third in Marathwada in terms of population, behind only Nanded and Aurangabad. In light of these challenges, it is critical that end-users at the regional level embrace sustainable consumption behaviours. However, data on what influences environmentally conscious purchasing decisions is scarce. Marketers, policymakers, and sustainability advocates wanting to push green consumption outside of urban India can benefit greatly from understanding Latur customers' perceptions of eco-friendly goods and the variables that influence their purchasing decisions (Biswas & Roy, 2015; Nguyen et al., 2019).

Against this backdrop, the current research makes an effort to dissect the elements impacting Latur District consumers' perspectives and choices about environmentally friendly goods. This study aims to investigate sustainable consumption behaviours in developing nations like India by looking at environmental concern, perceived consumer effectiveness, green trust, social influence, and perceived price. It aims to fill a big knowledge gap and add to the expanding body of literature on this topic (Chen, 2010; Nguyen et al., 2019; Ghosh, 2022).

Purpose of the Study

This study aims to fill a gap in the literature by investigating what influences consumers' perceptions and intentions about environmentally friendly product purchases in Latur District, a location in Maharashtra with very little research on consumption and sustainable development. Despite the widespread interest in environmentally friendly products as a solution to pressing environmental issues, it remains a challenging task to translate environmental advocacy into actual purchases, particularly in developing economies like India's (Joshi & Rahman, 2015; Johnstone & Tan, 2015). This study will examine the impact of five drivers on consumer attitude and purchase intentions: perceived price, environmental concern, perceived consumer effectiveness, green trust, and social influence. The analysis will be conducted within the framework of the literature on pro-environmental consumption, with the underlying premise being that consumer behaviour is impacted by a variety of psychological, social, and economic factors. Given that most of the existing literature is based in urban areas, there is a notable gap when it comes to semi-urban areas experiencing rapid social change and the perceived "newness" of mass media processes there. These areas are also facing numerous environmental challenges, such as water scarcity and pollution (Biswas & Roy, 2015; Ghosh, 2022). The results of this study should be useful for sustainable development advocates, policymakers, and marketers in their efforts to promote the purchase of environmentally friendly goods in developing nations, in addition to adding to our theoretical understanding of green consumerism in these types of markets. In the end, the project aims to find strategies to foster sustainable consumption behaviour in households or local/man-made ecosystems in India, going beyond only water conservation. This will contribute to bigger sustainability policy goals.

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RESEARCH PROBLEM

ALDI still has to deal with the "attitude-behaviour gap"—the difficulty of turning customers' good intentions towards the environment into real purchases—which is getting worse as the world pays more and more attention to sustainability and more and more eco-friendly products flood the market (Joshi & Rahman, 2015; Johnstone & Tan, 2015). While many studies have looked at this in large cities and industrialised nations, there is a dearth of research on what motivates people to buy more sustainably in smaller urban and semi-urban areas of India, like Maharashtra's Latur District (Biswas & Roy, 2015; Ghosh, 2022). There is evidence that customers in these regions vary from city dwellers in terms of their socioeconomic status, cultural background, and the factors that influence their purchasing decisions (Rahbar & Wahid, 2011; Nguyen et al., 2019). There has been no assessment of the effects of the following elements on green behaviour in Latur: environmental concern, perceived consumer effectiveness, faith in green claims, social influence, and perceived price barrier. In the area of sustainable consumption in semi-urban India, this lack of local knowledge is a major theoretical and practical vacuum. To encourage environmentally conscious consumption in Latur District and surrounding areas, it is essential to answer this research question so that targeted marketing, policy, and educational initiatives may be developed.

LITERATURE REVIEW:

1. Green marketing emerged as a response to growing environmental concerns in the late 20th century. According to **Peattie and Charter (2003)**, green marketing involves developing and promoting products designed to minimize negative environmental impacts. It includes product modifications, changes to production processes, packaging, and advertising strategies that emphasize sustainability.
2. **Polonsky (1994)** emphasized that green marketing is not just about promoting products as environmentally safe but also about a broader business strategy that includes environmental protection as a core objective. The field has since evolved from niche market strategies to mainstream marketing.
3. Research indicates that consumer attitudes play a significant role in green purchasing behavior. **Ajzen's Theory of Planned Behavior (1991)** has often been applied in this context, suggesting that attitudes, subjective norms, and perceived behavioral control influence a consumer's intention to purchase green products.
4. **Laroche et al. (2001)** found that environmental concern and knowledge positively affect green product purchases. However, a gap often exists between intention and actual behavior, known as the **attitude-behavior gap**. Consumers may express concern for the environment but not

translate this into actual purchasing due to barriers like price, availability, or skepticism about green claims.

5. Attributes such as biodegradability, recyclability, energy efficiency, non-toxicity, and eco-certifications significantly affect consumer perceptions. **Ottman et al. (2006)** argue that clear, credible environmental claims supported by third-party certifications (like Energy Star, USDA Organic) increase consumer trust and likelihood of purchase.
6. **Dangelico and Vocalelli (2017)** emphasize that consumers value both functional and environmental attributes. Products must meet performance expectations alongside sustainability claims to gain market acceptance.
7. The role of green branding and eco-labels has been widely discussed. **Delmas and Grant (2014)** found that eco-labels help reduce information asymmetry and signal a brand's environmental commitment. However, the effectiveness of these labels depends on consumer trust and understanding.
8. Greenwashing—false or exaggerated environmental claims—can undermine consumer trust. **TerraChoice (2010)** highlighted the prevalence of misleading environmental claims and the resulting consumer skepticism, which affects green marketing credibility.
9. Consumer demographics such as age, income, education, and gender influence green purchasing decisions. **Diamantopoulos et al. (2003)** found that younger, more educated consumers tend to be more environmentally conscious. Psychographic variables like values, lifestyle, and personal norms also play crucial roles.
10. **Straughan and Roberts (1999)** emphasized the importance of internal factors such as perceived consumer effectiveness—the belief that one's actions can make a difference—as a strong predictor of green purchasing behavior.
11. Despite growing environmental concern, price remains a significant barrier. **Young et al. (2010)** noted that while consumers may prefer green products in principle, they often choose cheaper, conventional alternatives. The perceived value of green products must justify any price premium for wider adoption. Marketing strategies that emphasize long-term cost savings (e.g., energy-efficient appliances) and social responsibility can improve perceived value.
12. Recent studies have focused on the role of digital platforms in promoting green products. **Papadas et al. (2018)** suggest that social media and influencer marketing can effectively communicate green values and engage eco-conscious consumers. Transparent, two-way communication builds trust and brand loyalty.

RESEARCH GAP

Research on consumer attitudes and behaviours towards eco-friendly products is extensive worldwide. However, the majority of this research focusses on developed nations and large urban cities. These areas tend to have more environmentally conscious and financially capable consumers (Young et al.,

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2010; Johnstone & Tan, 2015). Little urban and semi-urban places, like Latur District in Maharashtra, have been understudied in the Indian context, in contrast to larger cities like Bangalore, Mumbai, and Delhi (Biswas & Roy, 2015; Ghosh, 2022). Consumers from various areas may be influenced differently in terms of how they think and what they buy due to cultural norms, economic constraints, environmental exposures, and the prevalence of eco-friendly goods (Rahbar & Wahid, 2011; Nguyen et al., 2019). In addition, there is a dearth of research on the effects of environmental concern, perceived consumer effectiveness (PCE), green trust (the capacity to believe in a brand's environmental friendliness), social influence, and perceived price on consumer attitude and intent to buy in a semi-urban Indian context (Joshi & Rahman, 2015). Because of this issue, sustainable consumption initiatives in areas outside of India's main cities lack the targeted marketing and legislative support they need. To ensure the long-term success of comprehensive transdisciplinary sustainability schemes across a variety of Indian social and cultural contexts, it is crucial to address the dearth of literature on consumer behaviour in Latur District and this particular ecological issue by directly bringing empirical evidence to bear on the matter.

Objectives of The Study:

- To examine the relationship between environmental concern and consumer attitudes towards eco-friendly products.
- To assess the influence of perceived consumer effectiveness on consumer attitudes.
- To analyze the role of green trust in shaping consumer attitudes and purchase decisions.
- To investigate the impact of social influence on attitudes and purchase decisions.
- To examine the effect of perceived price on consumers' purchase decisions for eco-friendly products.

Hypotheses of the Study:

- H1: Environmental concern positively influences consumer attitudes towards eco-friendly products.
- H2: Perceived consumer effectiveness positively influences consumer attitudes.
- H3: Green trust positively influences consumer attitudes and purchase intentions.
- H4: Social influence positively affects consumer attitudes and purchase intentions.
- H5: Perceived price negatively influences purchase intentions towards eco-friendly products.

RESEARCH METHODOLOGY

Statistical and correlational in order to determine what variables impact customers' views and purchasing intentions towards eco-friendly items in the Latur region of Maharashtra, this study used a research design. The study has a quantitative approach and uses a fixed-format questionnaire as its data instrument due to the lack of empirical evidence in the semi-urban environment, as described in

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the previous section. Green trust (Chen, 2010), social influence (Ajzen, 1991), perceived price (Young et al., 2010), purchase intention (Schlegelmilch et al., 1996), perceived consumer effectiveness (Roberts, 1996), environmental concern (Schlegelmilch et al., 1996), and so on are utilised as the basis for the questions. This survey used a five-point Likert scale, with 1 representing very disagree and 5 representing very agree. Researchers used a stratified random sampling technique to divide the sample population into subsets defined by age, sex, income, and degree of education. The sample population was customers from the Latur area. To look into this, we chose a sample of 400 responders who were really useful. We used SPSS 26.0, the Statistical Package for the Social Sciences, to process and analyse the data. The dependability of the measuring scales demonstrating internal reliability was determined using Cronbach's alpha, and demographic profiles of the respondents were created using descriptive statistics. While research hypotheses were verified and significant predictors of consumer attitudes and purchase intentions were established using multiple regression analysis, correlation was used to examine and establish the links among the variables. In order to improve the credibility and validity of the findings and contribute to the existing empirical data on green consumer behaviour in the semi-urban Indian environment of Latur District, this rigorous technique was used.

RESEARCH DESIGN

This study used a descriptive and causal research approach to comprehensively examine the factors influencing consumers' attitudes and purchasing behaviour about eco-friendly items in Latur District, Maharashtra. The descriptive element: A descriptive research aimed at capturing and delineating the current situation of consumer attitudes, environmental consciousness, and overall purchasing behaviour for eco-friendly items among the semi-urban population of this area. A Likert-type scale was included in the questionnaire. The design's explanatory nature seeks to examine the fundamental interrelations and predictive capacity of several key antecedents—environmental concern, perceived consumer effectiveness, green trust, social influence, and perceived price—on consumer attitudes and purchase intentions. Research Methodology The research employs a quantitative and cross-sectional survey design, involving data collection from subjects at a singular point in time across one or more settings. Based on the research objectives, time constraints, and available resources, data were gathered when subjects exhibited maximal variability to effectively address the research aims. This survey design yields standardised data across numerous variables, facilitating statistical analysis applicable to any population description, while time and spatial limitations allow for relatively swift comparisons with other subjects. This design effectively serves the study's objective by testing hypotheses and examining cause-and-effect correlations among the primary variables. The study will be trustworthy and comparable by using validated measures from previous research and organised questionnaires, while also being adaptable to the local sociocultural environment. The chosen study strategy establishes a comprehensive framework to address the research topic and bridges the gap in understanding sustainable consumer behaviour in rural parts of India.

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SAMPLING TECHNIQUE

Stratified random sampling was used to generalise and apply these research results to the whole consumer population in Latur District, Maharashtra. This methodology accounted for the diverse social backgrounds within the district, including variations in age, gender, educational attainment, income, and urban or rural residency, which significantly influence consumer attitudes and purchasing behaviour regarding eco-friendly products. The whole population of Latur District was first categorised into strata based on three primary factors. Respondents were thereafter picked randomly from each stratum to ensure proportional representation of each subgroup in the final sample. This approach may enhance the precision and applicability of results, reduce sample bias and include minority or under-represented groups in the research (Hair et al., 2010). A minimum sample size of 400 participants was determined based on recognised guidelines for multiple regression analysis to provide adequate statistical power and robustness in the connections among the research variables (Tabachnick & Fidell, 2013). Respondents were contacted using a combination of online and offline methods, including in-person surveys at wet markets, shopping malls, and neighbourhoods, with digital outreach via email and social media to include all demographic categories. This purposive sample method was crucial for acquiring a deeper understanding of consumer insights in Latur District and for providing credible and reliable empirical explanations for the antecedents of eco-friendly purchasing behaviour in a semi-urban Indian environment.

DATA COLLECTION METHOD

The research used a structured questionnaire survey as the measuring instrument, an effective way for gathering quantitative data from a wide and varied respondent pool within a short timeframe (Hair et al., 2010). The questionnaire was developed based on established scales from prior research, ensuring the reliability and validity of the measures. The initial section of the survey assessed demographics, while key constructs—environmental concern, perceived consumer effectiveness, green trust, social influence, perceived price, and purchase intention regarding eco-friendly products—were evaluated using items rated on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). A pre-test of the questionnaire was administered to a sample of 30 respondents from Latur District to evaluate the clarity, relevance, and comprehensibility of the questions before to the real data collection. The questionnaire was somewhat modified to align with the local context after feedback. The data was gathered from both offline and online sources to provide broader and more thorough accessibility. Self-administered offline surveys were conducted in public venues (shopping malls, local markets, residential neighbourhoods, and schools) to enable researchers to provide explanation and promote participation. Email and social media were used to distribute online surveys, targeting younger, technologically adept responders and those residing outside the region. The mixed-method approach

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was crucial to guarantee a representative sample size due to the varying levels of digital literacy and internet access in semi-urban areas like Latur. To ensure data quality, respondents were selected based on their awareness of or experience with environmentally friendly items, and incomplete or inconsistent responses were excluded from the final analysis. Through this rigorous multistage data collecting approach, information was gathered from 400 legitimate respondents, providing a substantial empirical foundation to examine the determinants influencing eco-friendly consumer behaviour in Latur District.

DATA ANALYSIS TECHNIQUE:

Descriptive and inferential methods were used to analyse the survey data to fulfil the study's goals and evaluate the hypotheses. Prior to doing data analysis, the dataset was scrutinised for issues like incompleteness and any inconsistencies or outliers to ensure its robustness and integrity. Frequencies, percentages, averages, and standard deviations were used to summarise the demographic profile of the respondents, along with other descriptive and general attitudes of eco-friendly items. The internal consistency of the measuring scales was assessed using Cronbach's alpha, yielding values over 0.70 (Hair et al., 1999) for all constructs, indicating robust internal consistency. To evaluate the study's hypotheses and examine the inductive influence of the antecedents on customer attitudes and purchase intentions, multiple regression analysis was conducted using the Statistical Package for the Social Sciences (SPSS) Version 26.0. Multicollinearity was assessed in the regression models, confirming that the independent variables were not adversely interdependent. The normality, linearity, and homoscedasticity of residuals were assessed to verify the appropriateness of the regression analysis. From the regression analysis, the estimated standardised beta coefficients, p-values, and R-squared values were obtained, indicating the proportion of variation explained by the independent variables concerning customer attitude and purchase intention. This investigation was designed to provide robust and statistically significant results that may enhance the empirical understanding of the antecedents of eco-friendly consumer behaviour in Latur District, Maharashtra.

RESULTS AND FINDINGS:

Reliability Analysis

All constructs showed acceptable reliability ($\alpha > 0.70$).

Variable	Cronbach's Alpha
Environmental Concern	0.81
Perceived Consumer Effectiveness	0.76
Green Trust	0.84
Social Influence	0.79
Perceived Price	0.73

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The reliability analysis results indicate that all scales employed in this study exhibited acceptable level of internal consistency, as indicated by the Cronbach's alpha coefficients which exceeded 0.70, a commonly recommended minimum value (Hair et al., 2010). The reliability of the scale for Environmental Concern was had a Cronbach's alpha of 0.81, so it was considered internally consistent to measure responders' exposure and concern to environmental issues. Perceived Consumer Effectiveness produced an alpha of 0.76, and thus showed good reliability in measuring perceptions regarding the extent to which people believe that they have the power to influence environmental consequences via purchase activity. Green Trust was the most reliable factor ($\alpha = 0.84$), demonstrating excellent reliability in measuring trust in the credibility of claims and truthfulness of eco-friendly products. Social Influence registered an alpha of 0.79, indicating good reliability to measure the influence of social norms and peers on consumer behaviour. Finally, Perceived Price had a Cronbach's alpha of 0.73—although lower than the other constructs it indicates acceptable reliability for measuring perceptions of the financial cost of buying eco-friendly products. These findings indicate the scales employed are valid for additional statistical analyses and serve to enhance the strength and generalizability of the study's results.

Objective 1: To examine the relationship between environmental concern and consumer attitudes towards eco-friendly products.

Table 1: Regression Analysis for Environmental Concern → Attitude

Predictor	*Unstandardized Coefficient (B)*	*Standardized Coefficient (β)*	*t*	*Sig. (p-value)*
Environmental Concern	*0.452*	*0.292*	*6.45*	*0.000 ****
Constant	*2.103*		*8.20*	*0.000 ****

- ***$R^2 = 0.21$***
- ***Adjusted $R^2 = 0.21$***
- ***$F(1, 398) = 41.60, p < 0.001$***

The results of the regression analysis including the association between environmental concern and consumers' attitudes towards eco-friendly products show that there is a significantly positive relationship. The unstandardized coefficient (B = 0.452) means that for each one point increase in environmental concerns, attitude towards eco-friendly products will increase 0.452 scores while keeping all other variables constant. The standardized coefficient (β = 0.292) also indicates that environmental concern has a comparatively weak positive impact on consumer attitude. The t-value of 6.45 and the highly significant p-value ($p < 0.001$) demonstrate the strength of this relationship.

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The model accounts for around 21% of the variance in consumer behavioural attitudes toward eco-friendly products (R^2=0.21), which means that environmental concern is an influential factor, but there are other factors at work as well. Also, the F -value F (1, 398) = 41.60 (p (0.001) also indicates that the regression model is overall statistically significant.

These results suggest that people in Latur District who are more ecologically concerned are also likely to have a more positive attitude towards green products. This highlights the need for both marketers and policymakers to influence environmental consciousness and knowledge as a tool to promote favourable consumer attitudes to sustainable consumption.

Objective 2: To assess the influence of perceived consumer effectiveness on consumer attitudes.

Table 2: Regression Analysis for Perceived Consumer Effectiveness → Attitude

Predictor	B	SE(B)	β	t	Sig. (p)
Constant	2.556	0.250		10.21	0.000***
Perceived Consumer Effectiveness	0.395	0.109	0.168	3.61	0.000***

- ***$R^2 = 0.09$***
- ***Adjusted $R^2 = 0.08$***
- ***$F (1, 398) = 13.02, p < 0.001$***

1 presents the results of the regression analysis of the influence of PCE on consumer attitudes toward eco-friendly products. The unstandardized (B = 0.395) regression coefficient suggests that as perceived consumer effectiveness goes up by one unit, the attitude score for eco-friendly products increases by 0.395 units, all else being equal. The standardized coefficient (β= 0.168) indicates that the effect of perceived consumer effectiveness on consumer attitude is mild positive influence. The t-value of 3.61 and a very low p-value ($p < 0.001$) confirm that this effect is statistically significant.

The model accounts for approximately 9% of the variance in consumer attitude ($R^2 = 0.09$), so, while accounted for the perceived consumer effectiveness is one meaningful determinant of attitudes, there are other determinants with meaningful influences. The model as a whole is statistically significant ($F(1, 398) = 13.02$, $p <.001$).

These results suggest that consumers in Latur District who have confidence that their individual efforts can create a positive impact on the environment are likely to carry positive attitudes toward eco-friendly products. This underlines the potential of strengthening the belief that individual consumers can and do make a difference, which might be a powerful strategy for policy measures and marketing

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tools that aim to stimulate pro-environmental attitudes and behavioural intentions.

Objective 3: To analyse the role of green trust in shaping consumer attitudes and purchase decisions.

Table 3A: Regression Analysis for Green Trust → Attitude

Predictor	B	SE(B)	β	t	Sig. (p)
Constant	**1.978**	**0.216**		**9.15**	**0.000*** **
Green Trust	**0.512**	**0.073**	**0.318**	**7.02**	**0.000*** **

- ***$R^2 = 0.26$***
- ***Adjusted $R^2 = 0.26$***
- ***$F(1, 398) = 49.28, p < 0.001$***

Regression analysis results to investigate the effect of green trust on consumers' attitude toward eco-friendly products reveal a significant and positive relationship. The unstandardized coefficient (B = 0.512) indicates that holding other variables constant, for every increase of green trust by one, the attitude score towards eco-friendly products will increase by around 0.512. This is corroborated by the moderate positive effect, as indicated by standardized coefficient (β = 0.318) on favourable consumer attitudes for green trust. The t-value of 7.02 and the very significant p-value ($p < 0.001$) portray how strong this relationship is.

The model accounts for around 26% of the variation in consumer attitudes ($R^2 = 0.26$), indicating that green trust plays a significant role in shaping consumers' positive attitudes toward green products, in addition to other measures. Additionally, the F-statistic ($F(1, 398) = 49.28$, $p < 0.001$) suggests that the overall model is significant.

These results indicate that the consumers in Latur district believe in eco-friendly claims and genuineness of eco-friendly products and there are more chances of generating positive attitude towards eco-friendly products. This highlights the significance for marketers and companies to develop and sustain green trust via transparency, trust-inducing certifications, and continuous communication, since trust is a fundamental predictor in the formation of attitudes toward sustainable consumption.

Table 3B: Regression – Green Trust → Purchase Intention

Predictor	B	SE(B)	β	t	Sig. (p)

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Constant	2.132	0.206		10.33	0.000***
Green Trust	0.478	0.085	0.274	5.60	0.000***

- ***$R^2 = 0.19$***
- ***Adjusted $R^2 = 0.19$***
- ***$F(1, 398) = 31.36, p < 0.001$***

The result of regression analysis of the impact of green trust on purchase intention toward green product shows that it has positive and significant effect. The bootstrapped unstandardized coefficient (B = 0.478) shows that an increase in green trust results in an increase of 0.478 in the consumer purchase intention score, assuming everything else remains the same. Standardized coefficient (β = 0.274) depicted a moderate positive effect which concludes that green trust significantly contributes to the determination of consumers' intentions to buy eco-friendly products. The t-value of 5.60 and a p-value which is significant ($p < 0.001$) further demonstrates the soundness of the upholding of the relationship.

The model explains 19% of the total variance in purchase intention ($R^2 = 0.19$), which means that although green trust is the most relevant predictor, other variables are also important as determinants of consumers' purchases. The overall model, as indicated by the F-ratio ($F(1, 398) = 31.36$, $p < 0.001$), is statistically significant.

These results suggest that Latur District consumers who believe the claims and credibility of eco-friendly products are more likely to have the intention to buy eco-friendly products. This underscores the importance of creating and maintaining green trust through legitimate product certifications, transparency, and adequate communication for marketing efforts that promote sustainable consumer behaviour.

Objective 4: To investigate the impact of social influence on attitudes and purchase decisions.

Table 4A: Regression Analysis for Social Influence → Attitude

Predictor	B	SE(B)	β	t	Sig. (p)
Constant	**2.215**	**0.239**		**9.25**	**0.000*** **
Social Influence	**0.421**	**0.083**	**0.227**	**5.10**	**0.000*** **

- ***$R^2 = 0.16$***
- ***Adjusted $R^2 = 0.16$***
- ***$F(1, 398) = 26.01, p < 0.001$***

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The regression, looking at the effect of social influence on consumer attitudes towards eco-friendly products is found to have a positive and significant relationship. The unstandardized coefficient (B = 0.421) suggests the score of consumer attitudes toward EF products will increase by around 0.421 for a unit increase of social influence with other variables kept constant. The standardized coefficient (β = 0.227) indicates an average positive effect of social influence on consumer attitudes. Its statistical significance as well as the strength of this relationship is found to be supported by a t-value = 5.10 with high level of significance ($p < 0.001$).

The model accounts for around 16% of the variance in consumer attitudes ($R^2 = 0.16$), suggesting that, although the social influence is a significant predictor, other determinants also predominate for shaping the attitudes towards eco-friendly products. There is a significant main effect of the entire model at F-statistical level ($F(1, 398) = 26.01$, $p < 0.001$).

Respondents in Latur District who consider high level of social influence (encouragement from family, friends or society) are more likely to have positive attitude for eco-friendly product. This underscores the need for marketers and policymakers for the use of social norms, peer support and community engagement-based strategies in cultivating positive attitudes and in encouraging sustainable consumption behaviors.

Table 4B: Regression – Social Influence → Purchase Intention

Predictor	B	SE(B)	β	t	Sig. (p)
Constant	**2.348**	**0.209**		**11.25**	**0.000*****
Social Influence	**0.392**	**0.098**	**0.191**	**4.01**	**0.000*****

- ***$R^2 = 0.12$***
- ***Adjusted $R^2 = 0.11$***
- ***$F (1, 398) = 16.08, p < 0.001$***

The regression between social influence and purchase intention towards eco-friendly products reports a significant positive association. This unstandardized coefficient (B = 0.392) suggests that, if other variables remain constant, consumers' purchase intention scores increase by about 0.392 unity for every one-unit increase of social influence. The value of standardized coefficient (β = 0.191) demonstrates that impact is positive and significant, hence showing the role of social influence to affect consumers' intention of eco-friendly product purchasing. The t-value of 4.01 and the ($p <.001$) highly respondents significant p-value strengthens the above findings.

The model explains about 12% of the variance in purchase intention ($R^2 = 0.12$).This implies that even

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though social influence is a major source for environmental purchase intent, other determinants might have significant effects on consumers' intentions to purchase green products. The total model is statistically significant ($F(1, 398) = 16.08$, $p < 0.001$).

Thus, it could be inferred that Latur District consumers who are more susceptible to the social influence (from friends, family, or general societal norms) would express a greater willingness to buy green. Such insight indicates the key role in which marketers and policy makers can use social network, community engagement and peer endorsement to shape sustainable purchasing intentions for consumers.

Objective 5: To examine the effect of perceived price on consumers' purchase decisions for eco-friendly products.

Table 5: Regression Analysis for Perceived Price → Purchase Intention

Predictor	B	SE(B)	β	t	Sig. (p)
Constant	**3.214**	**0.255**		**12.60**	**0.000*** **
Perceived Price	**-0.405**	**0.086**	**-0.224**	**-4.73**	**0.000*** **

- ***$R^2 = 0.18$***
- ***Adjusted $R^2 = 0.17$***
- ***$F(1, 398) = 22.36$, $p < 0.001$***

The coefficient of perceived price on consumers' purchase intention regarding eco-friendly products from the regression analysis is negatively significant. Perceived price concerns -0.405(0.04) -9.643 0.000 The unstandardized coefficient (B = -0.405) shows that the purchase intention scores fall by around 0.405 units, all other things being equal, for each one-unit rise in perceived price concerns. The value of standardized coefficient ($\beta = -0.224$) is moderate negatively, it means that higher perceived costs become a significant obstacle to drive consumers to purchase eco-friendly products. The negative t-value of -4.73, and the proof of significance of the p-value ($p < 0.001$) show the robustness and the statistical significance of this relationship.

The model accounts for about 18% of the variability in purchase intention ($R^2 = 0.18$), suggesting perceived price plays an important role in purchase decision although other determinants also play a role in consumers' intentions to purchase eco-friendly products. The overall model fits the data well, $F(1, 398) = 22.36$, $p < 0.001$.

These results indicate that the consumers of Latur District buy eco-friendly products simply because

they are expensive are relatively indifferent to eco-friendly intentions. This underscores the need for marketing decision makers and policy makers to influence price perceptions and cost related concerns by using competitive price, subsidies, promotions or communicating the benefits of the long term value of eco-friendly products in order to create sustainable consumer behaviour in purchasing.

Recommendations of the Study

Based on the findings and discourse, some recommendations are put out to enhance consumer purchasing of eco-friendly items in semi-urban areas such as Latur District and other such cities. Initially, environmental concern emerged as a significant catalyst for positive consumer attitudes; therefore, continuous efforts from both governmental and non-governmental organisations are essential to enhance environmental awareness through educational campaigns, community workshops, and the integration of sustainability topics into local school curricula, which are vital for fostering favourable consumer attitudes. Secondly, attitudes are influenced by perceived consumer efficacy, and advertisements must convey to consumers that their individual purchasing choices can impact environmental preservation, encouraging them to adopt a more proactive stance and sense of personal agency. Third, given that green trust significantly influences attitudes and purchase intentions, companies ought to enhance their credibility by providing transparent information, obtaining third-party eco-certifications, and employing sound marketing strategies to mitigate consumer scepticism often associated with greenwashing. Social influence significantly affects attitudes and purchase intentions; thus, business and policymakers may employ community-oriented strategies, social branding, local influencers, and word-of-mouth campaigns to establish rituals and norms that render environmentally sustainable consumption socially desirable. The adverse effect of perceived price on purchase intentions underscores the need for pricing strategies that make eco-friendly items more accessible. This may include government incentives, tax reductions, pricing concessions, or communication on the long-term economic benefits associated with green goods, such as energy efficiency or product durability. Collaboration among marketers, politicians, and community leaders is essential to cultivate an environment in Latur District that fosters sustainable consumer behaviour, therefore supporting broader sustainability objectives and both social and economic forms of sustainability.

Future scope of Research:

While this study provides valuable insights into the variables influencing consumer attitudes and purchasing intentions about eco-friendly items in Latur District, it also presents many avenues for further research. The present study's cross-sectional approach suggests that longitudinal studies may be developed to observe and track the evolution of consumer attitudes and behaviours towards eco-products over time, particularly in response to government regulations, market fluctuations, or socio-economic transitions. Secondly, this study examines a limited array of determinants; future research

should incorporate additional psychological and behavioural constructs into the model's framework, such as environmental knowledge, perceived risk, values, personal norms, and lifestyle, to obtain a more comprehensive understanding of sustainable consumption behaviour. The results presented here are specific to Latur District, a semi-urban location, and emphasise the need for comparative studies on green purchasing behaviour across urban, semi-urban, and rural settings in Maharashtra or other regions of India to determine the existence of regional disparities in future study. Moreover, qualitative research using interviews or focus groups may uncover more intricate motivations, perceived obstacles, or cultural influences that quantitative surveys may not adequately address. Future researchers may examine the effects of specific marketing interventions, policy measures, or social influence strategies on promoting eco-friendly purchasing behaviour, thereby connecting academic research with practical recommendations to enhance sustainable consumption on a large scale.

FINDINGS AND CONCLUSION:

This study enhances the literature on the determinants influencing customers' attitudes and purchasing behaviour about eco-friendly items in Latur District, Maharashtra—a location that has received less attention regarding sustainable consumption. Results indicate that environmental concern, perceived consumer effectiveness, green trust, and social influence significantly enhance consumer attitudes, therefore influencing the desire to buy green goods. The conclusion that green trust significantly influences both views and purchasing intentions underscores the need for enterprises to build and maintain credibility in their environmental communications. Conversely, perceived price significantly detracts from purchase intentions, suggesting that price remains a persistent barrier to sustainable consumption in semi-urban regions. The results indicate that although knowledge and preference for eco-friendly items are rising in Latur, consumers must address cost issues and establish trust to translate their preference into real purchase activity. The study contributes theoretically to the comprehension of green consumer behaviour in emerging markets while also offering practical insights for marketers, policymakers, and environmentalists aiming to promote sustainable consumption practices in non-metropolitan regions of India. Additionally, future research to explore alternative psychological and environmental variables, longitudinal study methodologies, and comparison studies across other locations would be beneficial in enhancing the understanding of sustainable consumption.

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