

Green is the New Click: Exploring How Environmental Awareness and Perceived Value Influence Sustainable Consumer Behaviour in Indian E-Commerce

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ABSTRACT

The fast development of e-commerce in India has transformed consumer markets, presenting both opportunities and challenges for advancing sustainability in online consumption. While environmental awareness among Indian consumers is growing, sustainable purchasing behaviour in electronic marketplaces remains inconsistent and not fully understood. This conceptual paper, titled “Green is the New Click: Exploring How Environmental Awareness and Perceived Value Influence Sustainable Consumer Behaviour in Indian E-Commerce,” proposes a theoretical framework to examine how environmental awareness and perceived value influence consumers’ sustainable buying intentions and behaviours in the online shopping platform. Illustrate on the Theory of Planned Behaviour (Ajzen, 1991) and the Value-Belief-Norm Theory (Stern, 2000), the framework join key constructs such as concern for the environment, perceived eco-product value, trust in eco-labels, attitude toward green products, perceived behavioural control, and green purchase intention.

The paper argues that strengthening environmental awareness, enhancing the perceived value of eco-friendly products, and upgrade trust in eco-labels are important strategies for encouraging sustainable consumer behaviour in Indian e-commerce. Furthermore, targeted electronic marketing strategies and environmental education initiatives can foster eco-awareness decision-making among e-shoppers. By combine psychological, technological, and environmental dimensions, this study contributes to a deeper understanding of green consumerism in the digital era. It provides valuable knowledge into how sustainable values and perceptions shape consumer choices, supporting India’s broader transition toward a low-carbon and environmentally responsible economy.

Keywords: Sustainable Consumer Behaviour, Environmental Awareness, Perceived Value, E-Commerce, Green Marketing

1. INTRODUCTION

Present days, consumers are purchasing products through online platforms because of the convenience, accessibility, and avoidance of the aggravation of choosing among many options that the initial stage of e-commerce offers. The customers are buying products on the basis of the physical features of the product such as size, design, quality, and price; however, currently, consumers pay more attention to eco-friendly items. The main reason for this transformation is their deepening awareness of environmental pollution

generated by some products, under the circumstances, consumers are getting more and more conscious and responsible in their buying decisions by selecting for sustainable and environmentally-friendly ones. This change of mind is closely linked to the research 'Green is the New Click' studying how environmental consciousness and perceived value influence the sustainable consumer behavior in Indian e-commerce. The paper states that the theoretical framework of the study can be used to analyze how environmental consciousness and perceived value factor into consumers' sustainable purchase purpose and behaviors in the online shopping context. The authors suggest that improving the environmental awareness and trust in eco-labels, as well as enhancing the perceived value of eco-friendly goods, are the key strategies required for the promotion of sustainable consumer behavior in Indian e-commerce.

2. THEORITICAL BACKGROUND

2.1 Theory of Planned Behaviour

The Theory of Planned Behavior (Ajzen, 1991) indicates that every human action is determined through three intellectual determinants: attitude towards the behaviour, subjective norm, and perceived behavioural control (PBC). These determinants together form the basis for behavioural intent, which further leads to actual behaviour forecast. Attitude is the term for the extent to which an individual has a positive or negative judgment of the behaviour; subjective norm denotes the social pressure trusted to be there to carry out the behaviour; and PBC indicates the perceived ease or difficulty of doing it (Ajzen, 1991).

In the case of sustainable e-commerce, TPB asserts that a purchaser's aim for online green purchases is influenced by their attitudes (which depend on environmental awareness and perceived value), the current social norms regarding eco-friendly consumption, and their perceived control over the capacity to purchase green products over the internet. Previous research (e.g., Kumar, 2012; Paul, Modi, & Patel, 2016; Yadav & Pathak, 2017) has confirmed TPB as a powerful tool in forecasting green purchase intention and behaviour of Indian consumers. Therefore, in the current research, environmental awareness and perceived value are seen as the main factors influencing consumers' attitudes towards online sustainable purchasing, which finally determine the consumers' intentions and actions.

2.2 Value–Belief–Norm (VBN) Theory

The VBN theory (Stern, 2000) not only explicates the concept of pro-environmental behaviour but also provides through its argument a value-moral perspective. It specifies a channel of causation from values to beliefs to personal norms to behaviour. People with biospheric and altruistic values end up being more approachable to the pro-environmental hopes convinced that the "environment does not suffer by use" and "killing the land means killing our source of life". Moreover, those and similar thoughts activate the personal norms i.e. they declare the individual's inner obligation to behave sustainably.

Integrating VBN into the TPB framework enhances the understanding of environmental awareness as not only logical knowledge, but also as an absorbed moral and value-driven belief system that motivates sustainable behaviour (Alzubaidi, Slade, & Dwivedi, 2021; Hein, 2022). In the Indian e-commerce context, heightened environmental awareness—shaped by cultural, social, and educational factors—can strengthen consumers' personal norms, thereby influencing their intention to purchase eco-friendly products online. The VBN framework thus highlights the ethical and normative dimensions of sustainable consumer behaviour, bridging the “value–action” gap often found in sustainability research.

3. CONCEPTUAL FRAME WORK

3.1 Environmental Awareness

Environmental awareness of Indian consumers has increased drastically according to a survey conducted by PWC India in 2024 where 60% of Indian consumers declared that they have modified their behavior and are picking sustainable products like those with eco-friendly packaging, waste reduction and so on one of the main reasons for this shift is the growing concern for the environment rising pollution levels plastic waste and climate change have driven consumers to make more responsible purchasing decisions another key factor is health and safety the case of organic goods etc. research in the Indian eCommerce context confirms that consumers having higher environmental awareness are more likely to give a positive response to sustainable business practices like packaging carbon footprints reduction and other green initiatives what this means for online shopping platforms is that environmental factors are no longer edge they have now become key to the value propositions.

3.2 Sustainable Consumer Behaviour

The Indian market has a very strong outcome when it comes to value which does not refer to the lowest price only but it is a whole concept enclose the quality, durability, ethical, eco impact and how the purchase related with the personal values one report indicates that a lot of Indian consumers are showing sustainable behavior by not buying new clothes, recycling packaging, and managing waste by seeing both environmental and financial value in their acts also, the Indian consumers have this mindset that they can pay a little extra amount for the sustainable product, 10% is the topmost in some e-commerce cases so the challenge for brands and the platform now is to offer that perceived value along with clarity on sustainability, transparency of authorisation, and the convenience and price competitiveness that e-shopping promises.

3.3 E-Commerce

The e-commerce expansion in India speeds up the sustainability process as the growth of the Indian digital economy is forecast to reach one trillion dollars by 2040. E-commerce platforms are adapted to green strategies such as packaging that reduces waste, optimization of logistics, and usage of electric vehicles for deliveries. These developments imply that whenever a consumer selects the purchase button, all the activities from design to packaging to delivery can express environmentally-friendly practices at the same time. This not only increases the product's value but also extends the proceeds for value of the purchase beyond the product itself.

3.4 Green Marketing

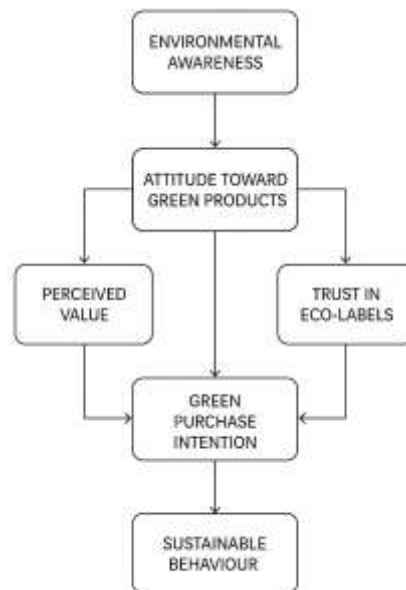
Green marketing refers to the process of promoting and marketing the sale of products or services by emphasizing their environment-friendly attributes. The traditional marketing practices used to result in environmental degradation in terms of pollution caused during manufacturing, packaging, and disposal of products. In light of these issues, green marketing has been initiated with the targets of reducing pollution and protecting the environment. The main goal of green marketing is to create products that are eco-friendly, refillable, or reusable thus, making it possible to decrease the waste created and the consumption of resources. Environmentally friendly packaging is of greatest importance in green marketing because it prevents pollution and other harmful environmental impacts of materials. Overall, green marketing not only benefits the planet but also provides an opportunity for producers to maximize their profits by winning over the green consumers and elevating their brand image.

3.5 Customers perceived value

Perceived value is the customer's evaluation of the benefits and costs of a product compared with one

product to another. the perceived values are increased through improve product presentation which include premium packaging, clean designs or unique unboxing experiences and strengthen brand image, customers are only like the fast delivery products so deliver exceptional consumer experience and use many social proofs for increase the perceived values between customers. If the e-commerce stores can increase perceived' values it is very useful to promote ecofriendly products.

Diagram



4. CONCLUSION AND RECOMMENDATIONS

The study shows that the consumer intentions for sustainable purchasing in India's rapid e-commerce market are highly influenced by the consumers' environmental consciousness and the perceived value of eco-friendly in products. The interest in green products is increasing, but the major concern about the trustworthiness of the eco-labels and the unpredictable nature of the purchasing habits are the signals that the companies have to work on communication and education first. If marketers underline the functional, health, and social advantages of the sustainable products and build confidence through transparency and the trustworthiness of the certification, they will be able to induce consumers towards eco-friendly buying choices frequently. The application of these strategies in internet shops will not only make it easier for consumers to accept green products but will also help in India's expeditious overall transformation to a low-carbon and eco-friendly economy.

The success of ecofriendly product is when a child asking "I want only plastic free products (ecofriendly products)". The ecofriendly products rate is higher than compared with the plastic products. Reason for this price is sustainable material usage.so the company who produce eco-friendly products to Provide offer transparency tools, highlight tangible benefits, use green story telling about how the company reduce waste, companies should give proper knowledge to the customers. It is more attractive to increase customer for ecofriendly products.

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