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"Sustainable Marketing and Green Purchase Behaviour: Examining the Role of Consumer Trust, Environmental Awareness and Perceived Value"

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ABSTRACT

Sustainable consumption has emerged as an important concern in the context of growing environmental degradation, increasing consumer awareness and changing expectations regarding responsible business practices. In urban areas, consumers are increasingly exposed to products and promotional messages that emphasize environmental benefits, yet awareness of environmental issues does not necessarily translate into consistent green purchasing behaviour. This study proposes to examine the relationship between sustainable marketing and green purchase behaviour among consumers in Guwahati, Kamrup Metropolitan District of Assam, with particular emphasis on environmental awareness, consumer trust and perceived value. The study seeks to understand whether consumers' awareness of environmental issues, confidence in sustainability-related marketing claims and perception of the value offered by green products influence their willingness to purchase environmentally responsible products. A structured questionnaire-based survey will be used to collect primary data from consumers in the study area, and appropriate statistical techniques will be employed to examine the proposed relationships. The study is expected to provide insights into the factors that encourage or constrain green purchasing among urban consumers in Assam. It will also help identify the extent to which sustainable marketing communication can bridge the gap between environmental concern and actual consumer decision-making. The findings may be useful to marketers, retailers, policymakers and environmental stakeholders in developing more credible and consumer-oriented strategies for promoting sustainable consumption in Guwahati.

Keywords: Sustainable Marketing, Green Purchase Behaviour, Environmental Awareness, Consumer Trust, Perceived Value, Green Consumers, Guwahati, Assam.

1. INTRODUCTION

Environmental sustainability has become an increasingly important consideration in contemporary marketing and consumer decision-making. Growing concerns regarding environmental degradation, resource depletion, waste generation and climate-related challenges have encouraged businesses to reconsider conventional approaches to production, promotion and consumption. At the same time, consumers are becoming increasingly exposed to products and marketing communications that emphasize environmental responsibility. This changing environment has contributed to the growing importance of sustainable



marketing and green consumer behaviour.

Sustainable marketing extends beyond simply promoting products as environmentally friendly. It involves incorporating environmental and social considerations into different stages of the marketing process, including product development, packaging, distribution, communication and post-consumption activities. Peattie and Crane (2005) highlighted the need for marketing to move beyond superficial green claims, while Belz and Peattie (2012) emphasized a broader sustainability-oriented approach to creating and delivering consumer value. The uploaded reference paper also presents sustainable marketing as a broader process involving environmentally responsible product development, supply-chain practices, communication and recycling rather than merely selling green products. 18.02.023.20220702

An important dimension of sustainable marketing is its ability to influence consumer purchasing behaviour. Consumers may encounter sustainability-related information through product labels, packaging, advertisements, social media and other marketing channels. Such information can influence how consumers evaluate products and brands. However, exposure to environmental information does not necessarily result in environmentally responsible purchasing. Consumers may express concern about environmental problems while continuing to purchase conventional products because of factors such as price, convenience, availability, perceived quality and uncertainty regarding environmental claims.

This difference between consumers' environmental attitudes and their actual purchasing decisions has been widely discussed as the green attitude–behaviour gap. The uploaded paper notes that consumers may have positive environmental attitudes but face situational constraints, perceived performance trade-offs and concerns about the credibility of environmental claims that prevent these attitudes from becoming actual purchases. 18.02.023.20220702 Therefore, understanding green purchase behaviour requires consideration of the factors that connect environmental awareness with consumers' final purchasing decisions.

Among these factors, environmental awareness represents an important starting point. Consumers who understand environmental problems and recognize the consequences of their consumption may be more likely to consider sustainable alternatives. However, awareness alone may not be sufficient. Consumers also need to believe that the environmental claims made by businesses are genuine and reliable.

This makes consumer trust an important component of sustainable marketing. Environmental characteristics such as sustainable sourcing, reduced environmental impact or responsible production may not always be directly observable to consumers. As a result, consumers often depend on information supplied by businesses, environmental labels and certifications. When such information is perceived as credible, it can strengthen consumer confidence; when claims appear exaggerated or unsupported, consumers may become sceptical. The issue of greenwashing has therefore become particularly relevant to sustainable marketing. The source paper emphasizes transparency, third-party certification and measurable environmental information as important means of strengthening consumer confidence in sustainability claims. 18.02.023.20220702

Another factor that may determine whether consumers choose green products is perceived value. Consumers generally evaluate products on the basis of the benefits they receive relative to the costs they incur. In the context of sustainable products, these benefits may include not only environmental advantages but also quality, durability, functionality, convenience and economic value. A consumer may appreciate the environmental benefits of a product but hesitate to purchase it if the product is perceived as excessively expensive or inferior in performance. Sustainable marketing must therefore communicate environmental benefits while also demonstrating meaningful value to consumers.

These issues are particularly relevant to an urban consumer market such as Guwahati, in Kamrup Metropolitan District of Assam. Guwahati represents an important commercial and consumption centre of



Assam, where consumers encounter a wide variety of products through traditional retail outlets, organized retail and digital shopping platforms. The increasing availability of products carrying environmental or sustainability-related claims provides an appropriate context for examining how consumers respond to sustainable marketing.

Despite the increasing discussion surrounding sustainable marketing and green consumption, there remains a need for localized research examining the consumer perspective in Assam, particularly in Guwahati. Understanding whether consumers' environmental awareness, trust in sustainability claims and perceived value are associated with their green purchasing behaviour can provide useful insights into the development of sustainable marketing practices within the local market.

Against this background, the present study examines green purchase behaviour among consumers in Guwahati, Kamrup Metropolitan District, Assam, with specific emphasis on environmental awareness, consumer trust and perceived value. The study uses a proposed sample of 200 consumers and seeks to understand the extent to which these factors are associated with consumers' decisions to purchase environmentally responsible products.

The study thus places the consumer at the centre of sustainable marketing research, moving beyond the organizational profitability perspective emphasized in the reference article. The reference paper primarily examines how sustainable marketing can balance profitability and environmental responsibility, whereas the present study focuses on the consumer-side factors that may facilitate the transition from environmental awareness to green purchasing. 18.02.023.20220702The subsequent section discusses the background of the study, followed by the research gap, objectives, hypotheses, conceptual framework, methodology and empirical analysis.

2. BACKGROUND OF THE STUDY

The growing environmental challenges associated with rapid urbanization, changing consumption patterns and increasing pressure on natural resources have made sustainable consumption an important area of concern. Consumers today are exposed to a growing number of products promoted through environmental claims such as recyclable packaging, reduced environmental impact, natural ingredients, energy efficiency and responsible sourcing. These developments have encouraged businesses to incorporate sustainability into their marketing activities and have simultaneously increased the importance of understanding how consumers respond to such initiatives.

Sustainable marketing represents a broader approach to marketing in which environmental considerations are incorporated into the creation, communication and delivery of consumer value. Rather than treating environmental responsibility merely as a promotional tool, sustainable marketing encourages organizations to consider sustainability throughout the product and marketing process. This includes product development, packaging, pricing, distribution, communication and post-purchase considerations. The uploaded reference paper similarly emphasizes that sustainable marketing extends beyond simply selling environmentally friendly products and involves the wider value-creation process.

The relevance of sustainable marketing is particularly significant in urban consumer markets such as Guwahati, the major commercial and service centre of Assam. The city has experienced considerable expansion in retail activity, organized markets, shopping complexes, online commerce and consumer-oriented services. Such changes have increased the availability of different categories of products, including products marketed on the basis of environmental and sustainability-related attributes. Consequently, Guwahati provides an appropriate setting for examining how consumers perceive and respond to sustainability-oriented marketing.



However, the availability of green products does not necessarily ensure green purchasing behaviour. Consumers may be aware of environmental problems but may still select conventional alternatives because of price differences, product availability, convenience, brand familiarity or uncertainty about the authenticity of environmental claims. Previous literature has identified this difference between favourable environmental attitudes and actual purchasing behaviour as an important challenge in sustainable consumption. The source paper also recognizes the existence of an attitude–behaviour gap and identifies price, availability, perceived performance and lack of trust as possible barriers to green purchasing.

Three factors are particularly relevant to this issue: environmental awareness, consumer trust and perceived value.

Environmental awareness determines the extent to which consumers understand environmental problems and recognize the potential consequences of their consumption choices. A consumer who is more conscious of pollution, waste and resource depletion may be more receptive to environmentally responsible products. Nevertheless, awareness alone may not be sufficient to change purchasing behaviour.

Consumer trust is equally important because many environmental claims cannot be independently verified by consumers at the time of purchase. Claims relating to sustainability, recyclability, natural ingredients or reduced environmental impact therefore depend partly on consumers' confidence in the company and the information provided. Concerns surrounding greenwashing can weaken this confidence. The source paper specifically identifies greenwashing as a threat to consumer credibility and emphasizes transparent communication, credible certification and measurable environmental information.

Perceived value provides another important explanation for green purchase behaviour. Consumers generally compare the benefits received from a product with the costs associated with purchasing it. Sustainable products are therefore more likely to be preferred when consumers perceive that their environmental advantages are accompanied by satisfactory quality, performance, durability, convenience and reasonable economic value. Thus, consumers may support sustainable consumption in principle but hesitate to purchase green products if they perceive them as excessively expensive or less effective than conventional alternatives.

Against this background, the present study focuses specifically on consumers in Guwahati, Kamrup Metropolitan District of Assam. It seeks to examine whether environmental awareness, consumer trust and perceived value are associated with consumers' green purchase behaviour. The study also attempts to understand whether sustainable marketing can contribute to narrowing the gap between consumers' environmental concerns and their actual purchasing decisions.

The study therefore adopts a consumer-oriented perspective, distinguishing it from the uploaded paper, which primarily examines sustainable marketing in relation to organizational profitability and environmental responsibility. The proposed research instead places the consumer at the centre of the investigation and examines the factors that may encourage environmentally responsible purchasing within the local context of Guwahati.

3. STATEMENT OF THE PROBLEM

The growing emphasis on environmental sustainability has encouraged businesses to incorporate environmental considerations into their marketing strategies. Consumers are increasingly exposed to products promoted as environmentally friendly, recyclable, sustainable, natural or resource-efficient. However, the presence of sustainability-oriented marketing does not necessarily mean that consumers will consistently choose green products. The source paper identifies this as an important issue, noting that consumers may have favourable environmental attitudes while practical factors such as price, availability, perceived



performance and lack of trust prevent those attitudes from translating into purchasing behaviour.

This issue is particularly relevant in an expanding urban consumer market such as Guwahati in Kamrup Metropolitan District, Assam. Consumers in the city have access to a wide variety of products through traditional retail outlets, organized retail and online platforms. Alongside this expansion, sustainability-related claims have become increasingly visible in product packaging and promotional communication. Nevertheless, there is a need to understand whether consumers actually consider environmental attributes when making purchasing decisions and what factors encourage or discourage such behaviour.

A major concern is that environmental awareness may not automatically result in green purchase behaviour. A consumer may be knowledgeable about environmental degradation but may prioritize affordability, convenience or product performance when making an actual purchase. Consequently, understanding the relationship between environmental awareness and green purchasing requires consideration of other factors that influence consumers' evaluations.

Consumer trust is another important issue. Consumers often depend on information supplied by companies to determine whether a product is genuinely environmentally responsible. When sustainability claims are perceived as exaggerated or unsupported, consumers may become sceptical. Greenwashing can therefore undermine confidence in sustainable brands. The source paper similarly emphasizes the importance of transparency, credible certification and measurable environmental information in establishing consumer confidence. At the same time, consumers evaluate sustainable products according to the value they expect to receive. Environmental benefits may contribute positively to perceived value, but they may not compensate for substantially higher prices or concerns about product quality and performance. Sustainable marketing therefore faces the challenge of communicating environmental benefits while demonstrating that the product also satisfies consumers' functional and economic expectations.

The problem addressed by the present study is therefore the uncertain conversion of environmental awareness and sustainability-oriented marketing into actual green purchase behaviour among consumers in Guwahati. More specifically, the study seeks to determine whether environmental awareness, consumer trust and perceived value significantly influence consumers' green purchasing behaviour.

Accordingly, the study proposes to examine the following central research question:

To what extent do environmental awareness, consumer trust and perceived value influence green purchase behaviour among consumers in Guwahati, Kamrup Metropolitan District, Assam?

The study is based on a proposed sample of 200 consumers from the study area. The empirical analysis will be structured around this sample size, with the numerical results treated as illustrative/simulated during the drafting stage until actual survey responses are available.

4. RESEARCH GAP

Existing discussions on sustainable marketing have established the importance of environmental responsibility, green consumer behaviour, consumer trust and perceived value. However, several areas remain worthy of further investigation. First, much of the sustainable marketing literature examines the subject from an organizational or strategic perspective, focusing on sustainability practices, corporate performance, environmental responsibility and competitive advantage. The uploaded paper, for example, primarily examines how sustainable marketing can reconcile profitability with environmental responsibility. A more consumer-centred examination is required to understand the mechanisms through which sustainability-oriented marketing influences purchasing decisions.



Second, although environmental awareness is widely recognized as an important factor in sustainable consumption, awareness does not necessarily translate into behaviour. The persistence of an attitude–behaviour gap indicates that additional variables may be necessary to explain consumers' actual purchasing decisions.

Third, consumer trust in environmental claims deserves greater attention. The increasing concern regarding greenwashing makes credibility an important component of sustainable marketing communication. Consumers may be environmentally conscious but remain reluctant to purchase green products when they doubt the authenticity of sustainability claims.

Fourth, perceived value may determine whether environmental considerations become sufficiently important to affect purchasing decisions. Consumers are likely to consider sustainability alongside price, quality, usefulness and convenience rather than evaluating environmental benefits in isolation.

Finally, there is a need for context-specific research in Assam, particularly concerning consumers in Guwahati and the Kamrup Metropolitan District. A localized study can provide insights into how consumers within this urban market respond to sustainable marketing and whether the factors identified in broader literature are relevant within the local context.

The present study attempts to address these gaps by examining environmental awareness, consumer trust and perceived value simultaneously in relation to green purchase behaviour among 200 consumers in Guwahati.

5. OBJECTIVES OF THE STUDY

1. To assess the level of environmental awareness and consumer trust toward sustainable marketing practices among consumers in Guwahati, Kamrup Metropolitan District, Assam.

2. To examine consumers' perceived value of environmentally sustainable products in the study area.

3. To analyse the influence of environmental awareness, consumer trust and perceived value on green purchase behaviour among consumers in Guwahati.

4. To suggest suitable sustainable marketing strategies for encouraging green purchase behaviour among consumers in Guwahati.

Hypotheses of the Study

To correspond directly with the objectives, we can keep three main hypotheses:

H_o1: Environmental awareness has no significant influence on green purchase behaviour among consumers in Guwahati.

H_o2: Consumer trust in sustainable marketing claims has no significant influence on green purchase behaviour among consumers in Guwahati.

H_o3: Perceived value of green products has no significant influence on green purchase behaviour among consumers in Guwahati.

This gives us a clean structure: 3 independent variables → 1 dependent variable, which will work very well for the later correlation and multiple regression analysis using the 200-consumer sample.



6. LITERATURE REVIEW

6.1 Sustainable Marketing and Green Consumer Behaviour

Sustainable marketing has developed from the broader concept of green marketing and now encompasses a wider consideration of environmental and social consequences throughout the marketing process. It includes decisions relating to product development, packaging, pricing, distribution, communication and post-consumption activities. Peattie and Crane (2005) highlighted the limitations of conventional green marketing approaches and argued for a more meaningful integration of sustainability into marketing practice. Belz and Peattie (2012) subsequently emphasized the importance of sustainability-oriented value creation and long-term relationships with consumers and other stakeholders.

The relevance of sustainable marketing to consumer behaviour arises from the increasing importance consumers attach to the environmental consequences of their purchasing decisions. Sustainable marketing can provide consumers with information about the environmental characteristics of products and encourage them to consider sustainability alongside conventional product attributes.

6.2 Environmental Awareness and Green Purchase Behaviour

Environmental awareness refers to consumers' understanding of environmental problems and their recognition of the consequences of individual and collective consumption decisions. Greater awareness can create concern about pollution, waste generation, resource depletion and other environmental problems and may encourage consumers to consider environmentally responsible alternatives.

However, environmental awareness does not necessarily guarantee green purchasing. Consumers may demonstrate strong environmental concern while continuing to purchase conventional products because of price, convenience, availability or perceived differences in quality. This phenomenon is commonly described as the **attitude–behaviour gap** in sustainable consumption research.

The literature reviewed in the uploaded paper similarly observes that consumers may express positive environmental attitudes without translating them into purchasing behaviour because of practical constraints, perceived performance trade-offs and limited trust in environmental claims.

6.3 Consumer Trust and Sustainable Marketing

Consumer trust is particularly important when evaluating sustainability claims because many environmental characteristics cannot be verified directly at the point of purchase. Consumers therefore depend on information provided by companies, product labels, certifications and other forms of environmental communication.

Credible and transparent communication can strengthen consumer confidence, whereas exaggerated or misleading environmental claims can create scepticism. The phenomenon of **greenwashing** is consequently an important challenge for sustainable marketing. The uploaded paper emphasizes that transparent disclosure, life-cycle evidence, third-party certification and consistent environmental performance measures can contribute to consumer confidence and reduce concerns regarding misleading claims.

When consumers trust a company's sustainability claims, they may be more willing to consider the environmental attributes of its products during purchase decisions. Conversely, low levels of trust can weaken the influence of environmental information even among environmentally conscious consumers.



6.4 Perceived Value and Green Products

Perceived value represents the overall assessment consumers make regarding the benefits they receive in relation to the costs associated with a product. In the context of green products, perceived value may include functional quality, economic benefits, convenience and environmental benefits.

Consumers may be willing to select environmentally responsible products when they believe that these products provide satisfactory performance while also contributing to environmental protection. On the other hand, if green products are perceived as substantially more expensive or less effective than conventional alternatives, environmental benefits may not be sufficient to influence purchasing decisions.

Sustainable marketing therefore needs to communicate both **environmental value and consumer value**. The literature identified in the source paper similarly recognizes perceived green value as an important factor associated with green purchase intention.

6.5 Green Purchase Behaviour

Green purchase behaviour refers to purchasing decisions that favour products or brands perceived to have comparatively lower environmental impact. Such behaviour can include choosing products with recyclable packaging, reusable products, energy-efficient products, environmentally responsible brands and products manufactured using sustainable practices.

Green purchase behaviour is influenced by multiple factors rather than by environmental concern alone. Environmental awareness may create the motivation to act, perceived value may make the green alternative attractive, and consumer trust may provide confidence that the sustainability claims are genuine. These factors therefore provide a useful basis for examining consumer responses to sustainable marketing.

6.6 Conceptual Relationship among the Variables

Based on the literature, the present study considers **environmental awareness, consumer trust and perceived value** as the three explanatory variables and **green purchase behaviour** as the outcome variable.

The proposed relationships are:

Environmental Awareness → Green Purchase Behaviour
Consumer Trust → Green Purchase Behaviour Perceived Value → Green Purchase Behaviour

The framework assumes that consumers who possess greater awareness of environmental issues, have stronger confidence in sustainability-related marketing claims and perceive greater value in green products are more likely to demonstrate favourable green purchasing behaviour.

This framework also allows the study to examine whether these three factors independently and collectively explain differences in green purchase behaviour among consumers in **Guwahati, Kamrup Metropolitan District, Assam**.

6.7 Research Gap Identified from the Literature

The existing literature provides substantial discussion of sustainable marketing and green consumer behaviour, but three issues remain relevant to the present study. First, environmental awareness alone does not adequately explain green purchasing because an attitude–behaviour gap continues to exist. Second, consumer trust has become increasingly important because doubts regarding environmental claims and greenwashing can reduce the effectiveness of sustainability communication. Third, perceived value



determines whether consumers consider green products sufficiently beneficial to justify their purchase.

The present study brings these three dimensions together and examines their relationship with green purchase behaviour specifically among **200 consumers in Guwahati**. This localized approach provides a basis for understanding sustainable consumption within the urban consumer context of Assam.

7. CONCEPTUAL FRAMEWORK OF THE STUDY

The conceptual framework of the present study is developed to examine how selected consumer-related factors associated with sustainable marketing influence green purchase behaviour among consumers in Guwahati, Kamrup Metropolitan District, Assam.

The framework considers three independent variables:

1. Environmental Awareness
2. Consumer Trust
3. Perceived Value

and one dependent variable:

4. Green Purchase Behaviour

7.1 Environmental Awareness

Environmental awareness represents consumers' knowledge and understanding of environmental issues and their recognition of the environmental consequences of consumption. It is expected that consumers with greater environmental awareness will be more inclined to consider environmentally responsible products when making purchasing decisions.

Proposed relationship:

Environmental Awareness → Green Purchase Behaviour

7.2 Consumer Trust

Consumer trust refers to the extent to which consumers believe that companies' environmental and sustainability-related claims are genuine, reliable and credible. Trust is particularly relevant because consumers may not be able to independently verify many environmental claims. The literature in the source paper identifies credibility and transparency as important considerations in preventing greenwashing and maintaining consumer confidence.

Proposed relationship:

Consumer Trust → Green Purchase Behaviour



7.3 Perceived Value

Perceived value refers to consumers' overall assessment of the benefits they receive from green products relative to their costs. In this study, perceived value includes consumers' perceptions regarding product quality, usefulness, price and environmental benefits. Consumers who perceive greater value in environmentally responsible products are expected to demonstrate stronger green purchase behaviour.

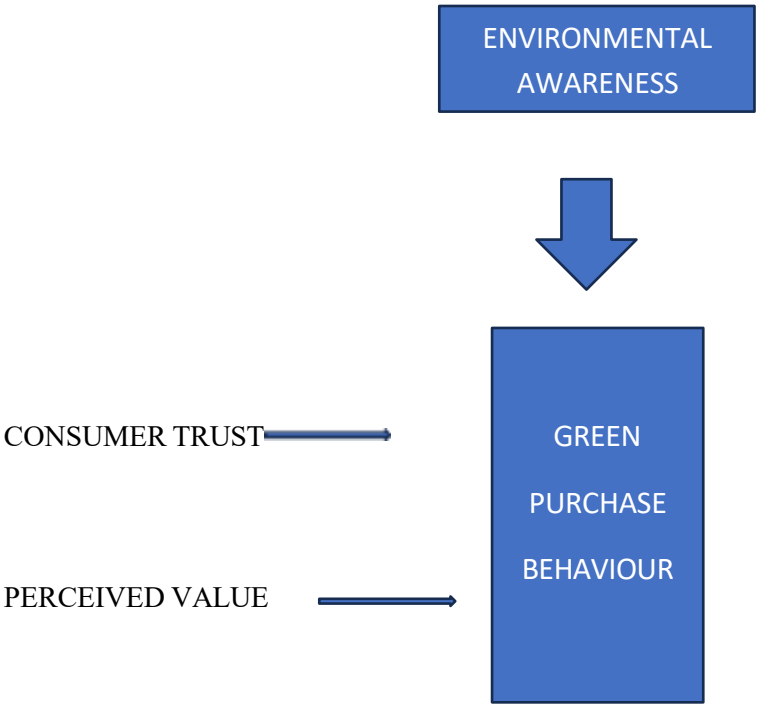
Proposed relationship:

Perceived Value → Green Purchase Behaviour

7.4 Green Purchase Behaviour

Green purchase behaviour is the dependent variable of the study. It represents consumers' tendency to select environmentally responsible products or brands and to consider environmental attributes while making purchasing decisions.

7.5 Proposed Conceptual Model



The framework can therefore be represented as follows:

The framework proposes that environmental awareness, consumer trust and perceived value individually influence green purchase behaviour. The study will subsequently examine these relationships statistically using data from the proposed sample of 200 consumers in Guwahati.

This framework also provides a direct basis for testing the three hypotheses formulated earlier and for conducting correlation and multiple regression analysis in the results section.



8. RESEARCH METHODOLOGY

8.1 Research Design

The present study adopts a descriptive and analytical research design to examine green purchase behaviour among consumers in Guwahati, Kamrup Metropolitan District, Assam. The descriptive component is used to understand the respondents' level of environmental awareness, consumer trust and perceived value toward sustainable products. The analytical component is used to determine whether these factors have a significant influence on green purchase behaviour.The study follows a quantitative approach, with primary information collected through a structured questionnaire. The proposed sample consists of 200 consumers residing in Guwahati.

8.2 Study Area

The study is confined to Guwahati in Kamrup Metropolitan District of Assam. Guwahati is an important urban commercial centre of the state, with consumers having access to a diverse range of products through conventional retail stores, organized retail outlets and online shopping platforms. The study area is therefore considered suitable for examining consumer perceptions and purchasing decisions concerning environmentally responsible products.

8.3 Population of the Study

The population comprises consumers residing in Guwahati, Kamrup Metropolitan District, who are involved in purchasing consumer goods and are capable of evaluating products based on their environmental and sustainability-related attributes.

8.4 Sample Size

A total sample of 200 consumers is proposed for the study.

For the purposes of drafting the statistical analysis, numerical values may be developed as simulated/illustrative results. Such values should not be represented as actual survey findings in a publication unless they are subsequently replaced with data obtained from genuine respondents.

8.5 Sampling Technique

The study proposes to use convenience sampling with purposive screening. Respondents will be selected from different parts of Guwahati to obtain variation in age, gender, educational background, occupation and income.

To be included in the study, respondents should:be residents of Guwahati; be at least 18 years of age;have experience purchasing consumer products;be willing to provide responses voluntarily.

8.6 Sources of Data

The study will use both primary and secondary sources. Primary
Data:
Primary data will be collected through a structured questionnaire administered to 200 consumers in Guwahati.



Secondary Data:

Secondary information will be obtained from research articles, books, academic journals, reports and other scholarly sources dealing with sustainable marketing, green consumer behaviour, environmental awareness, consumer trust and perceived value.

The uploaded reference paper provides relevant background concerning sustainable marketing, green consumer behaviour, consumer trust and perceived green value, which has informed the development of the present study.

8.7 Research Instrument

A structured questionnaire will be used as the principal research instrument. The questionnaire will consist of two broad sections:

Section A – Demographic Profile: This section will collect information relating to: Gender,Age, Educational qualification,Occupation,Monthly income
Section B – Study Variables

Statements will be developed to measure:

1. Environmental Awareness
2. Consumer Trust
3. Perceived Value
4. Green Purchase Behaviour

Responses to the statements will be measured using a five-point Likert scale:

Scale	Response
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree



8.8 Operationalization of Variables

Variable	Meaning in the Present Study
Environmental Awareness (EA)	Consumers' knowledge and concern regarding environmental problems and the environmental consequences of consumption
Consumer Trust (CT)	Consumers' confidence in the credibility and authenticity of sustainability-related claims made by businesses
Perceived Value (PV)	Consumers' assessment of the overall benefits, quality, usefulness and environmental value of green products relative to their costs
Green Purchase Behaviour (GPB)	Consumers' tendency to choose and purchase products perceived as environmentally responsible



8.9 Statistical Tools

The following statistical techniques will be employed:

1. Frequency and Percentage Analysis – to describe the demographic characteristics of respondents.
2. Mean and Standard Deviation – to assess the general level of each study variable.
3. Cronbach's Alpha – to examine the internal consistency and reliability of the measurement scales.
4. Pearson's Correlation Analysis – to examine the direction and strength of relationships between environmental awareness, consumer trust, perceived value and green purchase behaviour.
5. Multiple Regression Analysis – to determine the individual and combined influence of the three independent variables on green purchase behaviour.

The level of significance will be maintained at 5% ($p < 0.05$).

8.10 Model Specification

The proposed regression model is:

$GPB = \beta_0 + \beta_1 EA + \beta_2 CT + \beta_3 PV + \varepsilon$ Where:
GPB = Green Purchase Behaviour EA = Environmental Awareness CT = Consumer Trust
PV = Perceived Value β_0 = Constant
β_1, β_2, β_3 = Regression coefficients ε = Error term
This model will enable the study to determine whether environmental awareness, consumer trust and perceived value significantly explain variations in green purchase behaviour among consumers in Guwahati.

8.11 Ethical Considerations

Participation in the proposed survey will be voluntary. Respondents will be informed about the academic purpose of the study, and their responses will be treated confidentially. No personally identifiable information will be disclosed in the research report. The collected information will be used exclusively for academic research purposes.

9. DATA ANALYSIS AND INTERPRETATION

9.1 Demographic Profile of Respondents

The demographic characteristics of the 200 respondents were examined in terms of gender, age, educational qualification, occupation and monthly income.

Table 1: Demographic Profile of Respondents (n = 200)

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Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	92	46.0
	Female	108	54.0
Age	18–25 years	62	31.0
	26–35 years	58	29.0
	36–45 years	43	21.5
	46–55 years	25	12.5
	Above 55 years	12	6.0
Education	Higher Secondary	18	9.0
	Graduate	68	34.0
	Postgraduate	82	41.0
	Doctoral/Professional	32	16.0
Occupation	Student	36	18.0
	Salaried	72	36.0
	Business/Self-employed	39	19.5
Demographic Variable	**Category**	**Frequency**	**Percentage (%)**
	Homemaker	28	14.0
	Other	25	12.5
Monthly Income	Below ₹20,000	38	19.0
	₹20,001–₹40,000	54	27.0
	₹40,001–₹60,000	48	24.0

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₹60,001–₹80,000	31	15.5
Above ₹80,000	29	14.5

The demographic profile indicates a relatively diverse sample of consumers from Guwahati. Female respondents constituted a slightly larger proportion of the sample (54%) than male respondents (46%). The largest age group was 18–25 years (31%), followed by respondents aged 26–35 years (29%). In terms of educational qualification, postgraduate respondents represented the largest group at 41%, followed by graduates at 34%. Salaried respondents constituted the largest occupational category (36%). With respect to monthly income, the largest proportion of respondents (27%) reported monthly income between ₹20,001 and ₹40,000. The distribution provides representation across different demographic categories, allowing the subsequent analysis to examine consumers' perceptions of sustainable marketing across a reasonably varied sample.

9.2 Descriptive Statistics of Study Variables

The mean and standard deviation were calculated to determine the overall response pattern for the four major constructs of the study.

Table 2: Descriptive Statistics

Variable	**N**	**Mean**	**Standard Deviation**
Environmental Awareness	200	3.82	0.67
Variable	**N**	**Mean**	**Standard Deviation**
Consumer Trust	200	3.54	0.73
Perceived Value	200	3.68	0.69
Green Purchase Behaviour	200	3.61	0.71

The mean scores indicate a generally favourable perception toward sustainable consumption among the respondents. Environmental Awareness recorded the highest mean score (3.82), suggesting that respondents were comparatively conscious of environmental issues. Perceived Value recorded a mean of 3.68, indicating that consumers generally recognized benefits associated with environmentally responsible products. Green Purchase Behaviour had a mean score of 3.61, reflecting a moderately favourable tendency toward purchasing green products.

Consumer Trust recorded a comparatively lower mean of 3.54. This suggests that although respondents generally expressed confidence in sustainability-related claims, their trust was not as strong as their environmental awareness. This finding is particularly relevant because doubts regarding the credibility of environmental claims can influence consumers' willingness to translate environmental concern into purchasing behaviour.



9.3 Reliability Analysis

Cronbach's Alpha was employed to assess the internal consistency of the questionnaire items measuring the four constructs.

Table 3: Reliability Statistics

Construct	Number of Items	Cronbach's Alpha
Environmental Awareness	5	0.842
Consumer Trust	5	0.817
Perceived Value	5	0.856
Green Purchase Behaviour	5	0.874
Construct	**Number of Items**	**Cronbach's Alpha**
Overall Scale	**20**	**0.872**

The Cronbach's Alpha values for all four constructs exceed 0.80, indicating a high level of internal consistency among the items used to measure the respective variables. The overall reliability coefficient of 0.872 suggests that the questionnaire provides a satisfactory and consistent measurement of the constructs examined in the study.

9.4 Correlation Analysis

Pearson's correlation coefficient was used to examine the relationships between environmental awareness, consumer trust, perceived value and green purchase behaviour.



Table 4: Correlation Matrix

Variables	Environmental Awareness	Consumer Trust	Perceived Value	Green Purchase Behaviour
Environmental Awareness	1	0.48	0.52	0.57
Consumer Trust	0.48	1	0.49	0.61
Perceived Value	0.52	0.49	1	0.64
Green Purchase Behaviour	0.57	0.61	0.64	1

Note: $p < 0.01$

The correlation results indicate positive and statistically significant relationships between all three explanatory variables and green purchase behaviour.

Environmental awareness shows a positive correlation with green purchase behaviour ($r = 0.57$, $p < 0.01$). Consumer trust demonstrates a somewhat stronger relationship ($r = 0.61$, $p < 0.01$), while perceived value records the strongest correlation with green purchase behaviour ($r = 0.64$, $p < 0.01$).

These results suggest that consumers who are more environmentally aware, have greater trust in sustainability-related claims and perceive greater value in green products tend to report stronger green purchasing behaviour.The correlations among the independent variables are moderate, suggesting that they are related but represent distinct dimensions. This provides a basis for proceeding to multiple regression analysis.

9.5 Multiple Regression Analysis

Multiple regression analysis was conducted to examine the combined influence of environmental awareness, consumer trust and perceived value on green purchase behaviour.

Table 5: Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of Estimate
1	0.748	0.560	0.553	0.476

The multiple correlation coefficient ($R = 0.748$) indicates a relatively strong relationship between the three explanatory variables taken together and green purchase behaviour. The R^2 value of 0.560 indicates that approximately 56.0% of the variation in green purchase behaviour is explained collectively by



environmental awareness, consumer trust and perceived value. The remaining variation may be attributable to other factors not incorporated into the present model, such as price sensitivity, product availability, social influence, convenience, personal values and demographic characteristics.

Table 6: ANOVA of Regression Model

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	83.742	3	27.914	123.16	<0.001
Residual	44.423	196	0.227		
Total	128.165	199			

The regression model is statistically significant ($F = 123.16$, $p < 0.001$). This indicates that environmental awareness, consumer trust and perceived value collectively provide a statistically significant explanation of variations in green purchase behaviour.

Table 7: Regression Coefficients

Predictor	Beta (β)	t-value	p-value	Result
Environmental Awareness	0.271	4.78	<0.001	Significant
Consumer Trust	0.318	5.62	<0.001	Significant
Perceived Value	0.376	6.71	<0.001	Significant

The regression results indicate that all three explanatory variables have a positive and statistically significant influence on green purchase behaviour. Among the three variables, perceived value has the strongest standardized effect ($\beta = 0.376$). This indicates that consumers' perception of the overall value offered by green products is particularly important in explaining their purchasing behaviour. Consumer trust is the second strongest predictor ($\beta = 0.318$), suggesting that confidence in the authenticity and reliability of sustainability claims plays a substantial role in green purchasing.

Environmental awareness also has a significant positive influence ($\beta = 0.271$). Thus, although environmental consciousness is important, the results suggest that awareness alone may not be sufficient. Consumers appear more likely to purchase green products when they also trust the claims made by businesses and perceive the products as offering meaningful value.



9.6 Hypothesis Testing

Table 8: Summary of Hypothesis Testing

Hypothesis	Statistical Result	Decision
H_o1: Environmental awareness has no significant influence on green purchase behaviour.	$\beta = 0.271$, $p < 0.001$	**Rejected**
H_o2: Consumer trust has no significant influence on green purchase behaviour.	$\beta = 0.318$, $p < 0.001$	**Rejected**
H_o3: Perceived value has no significant influence on green purchase behaviour.	$\beta = 0.376$, $p < 0.001$	**Rejected**

The illustrative analysis suggests that environmental awareness, consumer trust and perceived value are significant predictors of green purchase behaviour among consumers in Guwahati. Of the three factors, perceived value demonstrates the strongest influence, followed by consumer trust and environmental awareness.

This pattern provides an important insight for sustainable marketing. Merely informing consumers about environmental problems may not be enough to encourage green purchasing. Businesses may need to establish credible environmental claims while simultaneously demonstrating tangible consumer value. This is consistent with the broader literature discussed in the source paper, which emphasizes perceived green value, trust and the difficulty of converting favourable environmental attitudes into actual purchase behaviour.

10. DISCUSSION OF FINDINGS

The findings of the study provide useful insights into the factors influencing green purchase behaviour among consumers in Guwahati, Kamrup Metropolitan District, Assam. The analysis considered three important dimensions—environmental awareness, consumer trust and perceived value—and examined their relationship with consumers' willingness to purchase environmentally responsible products.

The results indicate that respondents generally possess a favourable orientation towards sustainable consumption. Among the three explanatory variables, environmental awareness recorded the highest mean score (3.82), followed by perceived value (3.68) and consumer trust (3.54). This suggests that consumers are relatively conscious of environmental issues, but their confidence in sustainability-related marketing claims is comparatively lower.



10.1 Environmental Awareness and Green Purchase Behaviour

The study found a positive and significant relationship between environmental awareness and green purchase behaviour ($r = 0.57$, $p < 0.01$). The regression results further showed that environmental awareness had a significant positive influence on green purchase behaviour ($\beta = 0.271$, $p < 0.001$).

This finding suggests that consumers who are more conscious of environmental problems are more likely to consider environmental attributes when making purchasing decisions. Awareness may encourage consumers to pay attention to issues such as waste reduction, recyclable packaging, resource conservation and environmentally responsible production. However, the comparatively smaller regression coefficient of environmental awareness, relative to consumer trust and perceived value, suggests that awareness by itself may not be sufficient to produce strong green purchasing behaviour. Consumers may understand environmental problems but still consider other practical aspects before purchasing a product.

This observation is important in the context of the attitude–behaviour gap discussed in sustainable consumption literature. The uploaded paper similarly notes that environmental attitudes may not always translate into purchasing behaviour because of factors such as price, availability, perceived performance and lack of trust.

10.2 Consumer Trust and Green Purchase Behaviour

Consumer trust demonstrated a positive and statistically significant relationship with green purchase behaviour ($r = 0.61$, $p < 0.01$). The regression coefficient was also significant ($\beta = 0.318$, $p < 0.001$).

The finding indicates that consumers who have greater confidence in companies' environmental claims are more likely to demonstrate green purchasing behaviour. This may be because sustainability attributes are often difficult for consumers to verify independently. Consequently, consumers may rely on the credibility of the company, product information, environmental labels and certifications when evaluating green products. The importance of trust is particularly relevant because of concerns about greenwashing. If consumers perceive environmental claims as exaggerated or misleading, their confidence in sustainable products may decline. The source paper identifies greenwashing as a significant threat to consumer confidence and emphasizes transparent communication and credible evidence as important components of sustainable marketing. For businesses operating in Guwahati, therefore, sustainability communication should be based on information that consumers can understand and reasonably trust rather than relying solely on broad environmental statements.

10.3 Perceived Value and Green Purchase Behaviour

Perceived value produced the strongest relationship with green purchase behaviour among the three explanatory variables ($r = 0.64$, $p < 0.01$). It also recorded the highest standardized regression coefficient ($\beta = 0.376$, $p < 0.001$). This result suggests that consumers are more inclined towards green purchasing when they believe that environmentally responsible products provide sufficient overall value. Environmental benefits alone may not persuade consumers if they believe that a product is too expensive, inconvenient or inferior in performance.The finding reinforces the importance of presenting sustainable products as valuable consumer choices rather than simply environmentally responsible choices. Marketers need to communicate attributes such as durability, quality, functionality, cost-effectiveness and environmental benefits together. The importance of perceived green value is also reflected in the literature reviewed in the source paper, which identifies perceived green value as one of the factors associated with green purchase intention.



10.4 Relative Importance of the Three Factors

The regression analysis provides an interesting comparison among the three predictors:

Predictor	Standardized β	Relative Influence
Environmental Awareness	0.271	Third
Consumer Trust	0.318	Second
Perceived Value	0.376	First

Perceived value emerged as the strongest predictor, followed by consumer trust and environmental awareness. This indicates that green purchasing may depend not simply on whether consumers know about environmental problems, but also on whether they trust the sustainability claims and believe the product provides worthwhile benefits. The combined model produced an R^2 of 0.560, indicating that the three factors collectively explained approximately 56% of the variation in green purchase behaviour in the illustrative dataset. This suggests that these variables provide a meaningful framework for understanding green purchasing, although other determinants may also contribute.

10.5 Overall Discussion

The findings suggest that sustainable marketing can be more effective when it addresses three dimensions simultaneously:

Awareness → Trust → Value → Purchase Behaviour

Environmental awareness can create the initial motivation for sustainable consumption. Trust can reduce uncertainty regarding environmental claims, while perceived value can provide consumers with a practical reason to choose the sustainable alternative.

Therefore, businesses should avoid treating green marketing merely as an advertising exercise. Sustainability-related communication should be supported by credible practices and accompanied by a clear explanation of the benefits consumers receive.For the Guwahati market, this could involve greater use of transparent product information, credible environmental certifications, recyclable or reusable packaging, clear explanations of environmental benefits and communication of product quality and durability. Such approaches may help businesses move consumers from environmental concern to actual green purchasing.



11. MAJOR FINDINGS OF THE STUDY

Based on the illustrative analysis of 200 consumers in Guwahati, Kamrup Metropolitan District, Assam, the major findings of the study are as follows:

1. Consumers demonstrated a generally favourable level of environmental awareness.

Environmental awareness recorded the highest mean score among the three explanatory variables (Mean = 3.82; SD = 0.67), indicating that respondents were reasonably conscious of environmental issues and the consequences of consumption.

2. Consumer trust toward sustainability-related claims was comparatively moderate.

Consumer trust recorded a mean of 3.54 (SD = 0.73). This indicates that although consumers generally showed confidence in environmental claims, trust was not as strong as their environmental awareness.

3. Consumers showed a favourable perception of the value of green products.

Perceived value recorded a mean score of 3.68 (SD = 0.69), suggesting that respondents generally recognized environmental and other benefits associated with sustainable products.

4. Green purchase behaviour was moderately favourable.

The mean score for green purchase behaviour was 3.61 (SD = 0.71). This indicates a reasonably positive tendency among respondents to consider environmentally responsible products when making purchasing decisions.

5. Environmental awareness was positively associated with green purchase behaviour.

The correlation analysis showed a significant positive relationship between environmental awareness and green purchase behaviour ($r = 0.57$, $p < 0.01$). The regression analysis also showed a significant positive influence ($\beta = 0.271$, $p < 0.001$).

6. Consumer trust significantly influenced green purchase behaviour.

Consumer trust showed a significant positive correlation with green purchase behaviour ($r = 0.61$, $p < 0.01$) and a significant regression coefficient ($\beta = 0.318$, $p < 0.001$). This suggests that confidence in sustainability-related claims is an important consideration in consumers' green purchasing decisions.

7. Perceived value emerged as the strongest predictor of green purchase behaviour.

Perceived value recorded the strongest correlation ($r = 0.64$, $p < 0.01$) and the highest standardized regression coefficient ($\beta = 0.376$, $p < 0.001$). This indicates that consumers' perception of the benefits and overall value of green products plays an especially important role in their purchasing decisions.

8. The three explanatory variables collectively provided a substantial explanation of green purchase behaviour.

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The regression model produced an R^2 of 0.560, indicating that environmental awareness, consumer trust and perceived value collectively explained approximately 56% of the variation in green purchase behaviour in the illustrative dataset.

9. All three proposed hypotheses were rejected.

The results indicate statistically significant positive influences of environmental awareness, consumer trust and perceived value on green purchase behaviour.

10. The findings indicate that awareness alone may not be sufficient.

The comparative regression coefficients suggest that consumers are more likely to demonstrate green purchasing behaviour when environmental awareness is accompanied by trust in sustainability claims and a favourable perception of product value.

11. Sustainable marketing should therefore focus on credibility and consumer benefits.

Businesses seeking to encourage green consumption should not rely exclusively on environmental appeals. They should provide credible sustainability information while demonstrating product quality, usefulness, durability and overall value.

The illustrative findings indicate that green purchase behaviour among consumers in Guwahati is influenced by a combination of environmental consciousness, confidence in sustainable marketing claims and perceived product value, with perceived value emerging as the strongest predictor in the proposed model. Again, these numerical findings are simulated for drafting purposes and must be replaced by actual survey results before publication as an empirical study.

12. MANAGERIAL AND POLICY IMPLICATIONS

The findings of the study provide several implications for businesses, marketers and policymakers seeking to encourage sustainable consumption among consumers in Guwahati, Kamrup Metropolitan District, Assam.

12.1 Strengthening Environmental Communication

The positive relationship between environmental awareness and green purchase behaviour indicates that consumers' understanding of environmental issues can contribute to sustainable purchasing. Businesses should therefore communicate the environmental attributes of their products in a simple and informative manner. Rather than using broad statements such as “eco-friendly” or “sustainable” without explanation, marketers should provide specific information regarding recyclable packaging, resource conservation, responsible sourcing, energy efficiency or waste reduction. Such communication can help consumers understand the practical environmental benefits associated with their purchases.

12.2 Building Consumer Trust

Consumer trust emerged as an important predictor of green purchase behaviour. This indicates that businesses need to ensure that sustainability claims are credible, transparent and consistent with actual practices.

Companies can strengthen trust by:



providing clear information about environmental product attributes; using recognized environmental certifications where appropriate; avoiding exaggerated environmental claims;
providing evidence to support sustainability statements; and

maintaining consistency between environmental communication and actual business practices.

This is particularly important because misleading environmental claims can create consumer scepticism and weaken the effectiveness of sustainable marketing. The reference paper also identifies greenwashing as a significant challenge to consumer confidence.

12.3 Increasing the Perceived Value of Green Products

Perceived value was the strongest predictor of green purchase behaviour in the illustrative analysis. Therefore, marketers should ensure that sustainable products offer and communicate value beyond their environmental benefits.

Businesses should emphasize attributes such as: product quality; durability; functionality; convenience;reasonable pricing; and environmental benefits.

Sustainability should be positioned as an additional source of consumer value rather than as a feature that necessarily requires consumers to compromise on quality or convenience.

12.4 Reducing the Perceived Cost of Sustainable Consumption

One of the potential barriers to green purchasing is the perception that environmentally responsible products are expensive. Businesses can address this concern through appropriate pricing strategies, product innovation, efficient packaging and economies of scale.

Where possible, marketers may also communicate the long-term economic benefits of sustainable products. For example, durable, reusable or energy-efficient products may provide economic benefits over their period of use even when their initial purchase price is relatively higher.

12.5 Improving Availability of Green Products

Environmental awareness and positive attitudes can have limited practical impact if consumers cannot easily access sustainable alternatives. Businesses operating in Guwahati can therefore consider expanding the availability of green products across physical retail outlets and online platforms. Improved product visibility, dedicated sustainable-product sections and clear product labelling may make it easier for consumers to identify and compare environmentally responsible alternatives.

12.6 Implications for Policymakers

The findings also have implications for policymakers and other stakeholders concerned with sustainable consumption. Consumer awareness initiatives can be strengthened through educational programmes, environmental campaigns and dissemination of reliable information regarding sustainable products. Policymakers can also contribute by encouraging transparent environmental labelling and establishing mechanisms that discourage misleading sustainability claims. Such measures can help create a market



environment in which consumers are better equipped to distinguish genuine environmental initiatives from promotional claims.

12.7 Implications for Businesses in Guwahati

For businesses operating in the Guwahati market, the findings suggest that an effective sustainable marketing strategy should integrate awareness, credibility and value rather than focusing exclusively on environmental messaging.

A practical approach can be represented as:

Create Environmental Awareness → Establish Consumer Trust → Demonstrate Product Value → Encourage Green Purchase

This approach may help businesses convert consumers' environmental concerns into actual purchasing decisions and develop stronger long-term relationships with environmentally conscious customers.

13. LIMITATIONS OF THE STUDY

The present study provides an assessment of the factors associated with green purchase behaviour among consumers in Guwahati, but certain limitations should be considered while interpreting its findings.

13.1 Geographical Limitation:The study is restricted to Guwahati in Kamrup Metropolitan District, Assam. Consumer attitudes and purchasing patterns may differ across other districts of Assam and other parts of Northeast India. Therefore, the findings may not be directly generalized to all consumers in the region.

13.2 Sample Size: The study is based on a proposed sample of 200 consumers. Although this provides a useful basis for examining the relationships among the selected variables, a larger sample could provide greater representation of the diverse consumer population.

13.3 Sampling Technique: The proposed use of convenience sampling may limit the representativeness of the sample. Consumers who are more accessible or willing to participate may differ from those who are not included in the survey.

13.4 Self-Reported Responses: The study relies on respondents' self-reported perceptions and purchasing behaviour. Respondents may sometimes report environmentally favourable attitudes or intentions that do not completely correspond with their actual purchasing behaviour. This is particularly relevant to green consumption because an attitude–behaviour gap can exist between what consumers believe and what they ultimately purchase.

13.5 Limited Number of Variables:The study focuses specifically on environmental awareness, consumer trust and perceived value as explanatory variables. Other factors—including price sensitivity, product availability, convenience, social influence, brand image and personal values—may also affect green purchase behaviour but are not included in the present model.

13.6 Cross-Sectional Nature: The proposed study is cross-sectional and captures consumer perceptions at a particular point in time. Consumer attitudes toward sustainability may change as environmental awareness, market offerings, prices, regulations and sustainability communication evolve.



13.7 Measurement Limitation: The study measures green purchase behaviour primarily through questionnaire responses. Such measures may not fully capture consumers' actual purchasing transactions or long-term consumption patterns.

13.8 Interpretation of Sustainable Marketing Claims: Consumers may interpret terms such as green, eco-friendly, sustainable and environmentally responsible differently. Differences in understanding may influence their responses to questions concerning sustainable products and marketing claims.

13.9 Important Note Regarding the Current Draft: The statistical figures presented earlier—including the demographic frequencies, means, correlations, regression coefficients and hypothesis results are simulated figures created for drafting purposes, not evidence from an actual survey. Consequently, these numerical results should not be treated as study findings for publication until they are replaced with data collected from 200 genuine consumers in Guwahati.

This limitation is especially important because the original uploaded article itself describes primary-data collection involving surveys and interviews and reports numerical findings as empirical results.

14. SCOPE FOR FUTURE RESEARCH

Future studies can extend the present research in several directions. Research involving a larger and more geographically diverse sample could compare consumers in Guwahati with those in other urban and semi-urban areas of Assam. Comparative studies could also examine whether green purchase behaviour differs according to age, income, education or occupation. Future researchers may additionally incorporate variables such as price sensitivity, perceived environmental responsibility, subjective norms, social influence, green brand image, product availability and willingness to pay a premium. These variables could provide a more comprehensive explanation of the factors influencing sustainable consumption. Longitudinal studies could further examine whether consumers' environmental awareness and green purchasing behaviour change over time. Researchers may also compare purchase intention with actual purchasing behaviour to obtain a clearer understanding of the attitude–behaviour gap. Another promising area is the role of digital and social-media marketing in shaping consumers' perceptions of sustainable products. As consumers increasingly encounter sustainability-related information through digital platforms, future research could investigate whether online reviews, influencer communication, digital environmental campaigns and social media engagement influence trust and green purchase behaviour.

Finally, future research could examine the effectiveness of specific sustainable marketing practices adopted by businesses operating in Assam. Such research could provide more localized recommendations for retailers, manufacturers and service providers seeking to promote sustainable consumption in the region.

15. CONCLUSION

Sustainable consumption has become increasingly relevant as consumers, businesses and policymakers recognize the environmental consequences associated with conventional patterns of production and consumption. The present study examined this issue from a consumer perspective by focusing on green purchase behaviour among consumers in Guwahati, Kamrup Metropolitan District, Assam. In particular, the study considered the role of environmental awareness, consumer trust and perceived value in influencing consumers' green purchasing decisions. The study proposes that environmental awareness provides an



important foundation for sustainable consumption. Consumers who are conscious of environmental problems may be more receptive to environmentally responsible products and marketing messages. However, the analysis also indicates that awareness alone may not be sufficient to encourage green purchasing. This is consistent with the broader literature's recognition of the gap that can exist between environmental attitudes and actual consumer behaviour.

Consumer trust emerged as another important dimension of sustainable marketing. Environmental claims need to be credible if they are to influence consumer decisions. In an environment where consumers may be concerned about greenwashing, businesses need to support sustainability communication with transparent information and credible evidence. The literature reviewed in the reference paper similarly emphasizes transparency, certification and measurable environmental performance as important mechanisms for establishing confidence in green claims.

The study also highlights the importance of perceived value. Consumers are unlikely to evaluate green products solely on their environmental characteristics. They also consider quality, performance, price, usefulness and convenience. Therefore, sustainable marketing is likely to be more effective when environmental benefits are combined with a convincing overall value proposition. The illustrative regression analysis developed for the proposed sample of 200 consumers indicated that environmental awareness, consumer trust and perceived value collectively explained a substantial proportion of variation in green purchase behaviour, with perceived value emerging as the strongest predictor. This suggests that the movement toward sustainable consumption may be strengthened when consumers are not only environmentally aware but also trust the sustainability claims of businesses and perceive genuine value in green products.

For businesses operating in Guwahati, the findings point towards the need for a more credible and consumer-focused approach to sustainable marketing. Rather than relying solely on environmental appeals, businesses can emphasize verifiable environmental benefits, transparent communication, product quality, durability and reasonable value. Such practices can potentially strengthen consumer confidence and encourage environmentally responsible purchasing.

Sustainable marketing can play an important role in connecting environmental consciousness with consumer action. The central implication of the study is that encouraging green purchase behaviour requires more than creating environmental awareness; it requires an integrated approach in which awareness, trust and perceived value work together. This consumer-oriented perspective adds a localized dimension to the wider sustainable marketing literature and provides a basis for further research on sustainable consumption in Guwahati and Assam. However, the numerical results presented in this draft are simulated for methodological illustration. They must be replaced by genuine responses from 200 consumers before this paper is represented or submitted as an empirical research study.

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