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Investigating the Impact of Green Brand Knowledge & Perceived Green Brand Credibility on Green Brand Purchase Intention: The Mediating Role of Expected Eudaimonic Well-Being.

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ABSTRACT

In addition to concentrating on making a profit, industries are quickly investigating and investigating new methods, generating novel ideas, and formulating new schemes for remaining competitive in the marketplace in order to achieve sustainable growth. Eudaimonism is a philosophical approach that develops the idea of well-being, this study examines the impact of green brand knowledge (GBK) & perceived green brand credibility (PGBC) on green brand purchasing intention (GBPI). Furthermore, this study examines the influence of two intermediary factors (expected self-acceptance and expected social contribution) on this phenomenon. Using PLS-SEM and a sample of 380 Delhi metropolitan respondents, the suggested model is examined. Online survey was conducted and responses were obtained. The results shows that GBK and PGBC directly influence GBPI and indirectly influence GBPI through expected eudaimonic wellbeing. This paper offers valuable insights for marketers and managers seeking to improve company efficiency via effective advertising tactics and brand management practices.

Keywords: green brand knowledge; green brand purchase intention; eudaimonic well-being; expected self-acceptance; expected social contribution; perceived green brand credibility.

INTRODUCTION

Companies have been seen to boost performance, maintain competitive advantages, and even guarantee their own existence by using green approaches and environmentally friendly practices (Pickett-Baker & Ozaki, 2008). Green branding is an essential component of green marketing strategies and provides a wide range of strategic advantages, including the ability to attract consumers who place a premium on environmental friendliness, communicate to the public messages regarding social and environmental responsibility, and gain a competitive edge over rivals by providing exclusive environmental benefits (Huang et al., 2014). Subsequently, in light of the current surge in environmentally conscious consumer behaviour, organisations can gain a competitive edge through the effective implementation of a green brand positioning strategy (Grant, 2008; Royne et al., 2012). The popularity of ecological products and environmentally conscious businesses is on

the rise, as stated by Huang et al. (2014). The firm faces its greatest challenge in incorporating the environmental vision into its corporate vision, as opposed to merely endorsing the green brand (Isa et al., 2017).

Consumers are judged uninformed owing to a lack of awareness about the environment and climate change (Kardooni, Yusoff, & Kari, 2016). As a result, a lack of understanding makes it harder for customers to make educated green brand buying decisions, limiting the adoption of such brands. According to Choi & Johnson (2019), people who consider themselves reasonably aware about broad environmental concerns are more likely to purchase green brands. Various factors play crucial role in influencing consumers' intention to use webrooming for shopping (Gupta et al., 2024). According to Keller (2003), the industry has paid a lot of attention to the integration of brand attitude into marketing practices. Any information pertaining to a company's brand should be assessed for the benefit of its clientele. Furthermore, he mentioned that the mindset incorporates assessments of messaging pertaining to brands. Several studies (Fishbein & Ajzen, 1977; Ajzen & Fishbein, 1980) claim that a consumer's attitude is influenced by their primary opinions about a good or service as well as their assessment of the brand's quality. Moreover, a key branding concern is the association between brand comprehension and the cognitive demonstration of the brand in consumers' thoughts (Peter & Olson, 2010). Heckler et al., (2014) further claimed that developing brand knowledge configurations and attaining the proper positioning requires two steps: (1) producing sufficient brand awareness to boost choice advantage and foster brand liking (Aaker, 1992; Keller, 2003); & (2) projecting the correct brand image in the thoughts of target shoppers to differentiate a brand from opponents (Keller et al., 2002).

A favourable perception of green products is associated with a greater intention to purchase, according to a number of green marketing studies (Laroche et al., 2001; Smith et al., 1994). Additionally, it has been found by others that consumers who hold a favourable perception of a particular brand are more likely to have strong intentions to make purchases associated with that brand (Teng, 2009; Hartmann & Apaolaza-Ibáez, 2012). Additionally, purchasing intent is influenced by green brand knowledge (Bagaskara et al., 2023). Huang et al. (2014) define Green Brand Knowledge as "the strength of the brand node in memory, or the ease with which the buyer can remember the brand." The importance of consumer intentions to buy green brands in connection with their understanding and consciousness of green brands has been emphasised in prior research (Huang et al., 2014; Zhou et al., 2021). Though, despite the limited number of prior studies that have established direct and indirect connections between GBK and GBPI (Huang, Yang, & Wang, 2014; Okur & Saricam, 2019), the influence of this knowledge and awareness on GBPI remains restricted. The conceptual framework of attitude, knowledge, and intention is the focus of these investigations. According to Suki (2016) and Zohu (2021), there exists a direct correlation between green purchase intention (GBPI) and green brand knowledge (GBK). In contrast, Huang, Yang, & Wang (2014) develop a comprehensive model that examines the dynamic relationship among green purchase intention, attitude towards green brands, and green brand knowledge. Although no explicit correlation between GBK and GBPI is established, the authors argue that attitude serves as a complete mediator in this relationship. Direct and indirect relationship between GBK and GBPI is investigated in this paper.

When brands use the word "credibility," it means "brand credibility." The term "source credibility language" comes from this. When people trust information about a brand (good), that information is actually about the brand. Researchers have previously found that trustworthiness, expertise, and attractiveness are the three things that make a brand credible (Keller K. L., 2008; Wang & Yang, 2010). Another thing that can happen when consumers choose green products is that they might question the brand's information and whether it really does what it says it will do (Chen & Chang, 2013). This can have a positive effect on their quality beliefs (Baek & King, 2011), purchases, and plans for future purchases (Nayeem et al., 2019). Wang & Yang (2010) and Sheeraz (2012) are two of the few researchers who looked into the direct link between brand image and purchases of that brand. Considerable scholarly attention has been devoted to the examination of brand credibility as it relates to purchase intention for green brands, despite the fact that its influence on green brand selection is well-established (Kumar et al., 2021). This shortcoming is addressed through the current study.

While prior research has examined this topic, we propose that anticipated eudaimonic well-being (EEWB) mediates the association between perceived green brand credibility (PGBC) and GBPI. Subsequent studies have established that prosocial consumption preferences significantly impact the purchasing intentions and behaviours of consumers by means of their subjective well-being (Suki, 2016; Xiao & Li, 2011; Zhou et al., 2021; Mansoor et al., 2022). Furthermore, EEWB examines the psychological (expected social contribution, ESC) and eudaimonic (expected self-acceptance, ESA) dimensions of consumers' well-being (Deci & Ryan, 2008; Waterman, 1993). Although prior studies have demonstrated the impact of GBK and PGBC on GBPI, the mechanism by which this connection is formed remains unknown and undefined from the standpoint of EEWB. Thus, the present study examines and enhances the Knowledge-Attitude-Intention framework that has been previously suggested in relation to well-being research and sustainable apparel manufacturers. This is accomplished by demonstrating and evaluating a novel model comprising EEWB (ESA & ESC), PGBC, & GBK. Therefore, the goal of this research is-

- To investigate the immediate influence of GBK on GBPI.
- Secondly, investigate into how PGBC affects GBPI directly.
- Finally, through EEWB (i.e., ESA & ESC), it seeks to investigate their indirect connection.

LITERATURE REVIEW

Expected Eudaimonic Well-Being (EEWB)

According to Ryan, Deci, & Waterman (1993), it has been built upon the hedonic and eudaimonic perspectives on wellbeing. The hedonic technique centres on subjective well-being, a concept often linked to happiness and technically described as the experience of increased positive emotions, decreased negative emotions, and higher general satisfaction with life (Diener & Lucas, 1999). Conversely, the eudaimonic perspective emphasises psychological well-being. The concept has been analysed and broken down into a collection of wellness factors, which consist of self-actualization and vitality (Ryan & Deci 2000), enjoyment and meaningfulness (McGregor & Little 1998), as well as six dimensions (Ryff 1989). It is more broadly defined as a fully functional person. As a result, in accordance with eudaimonic principles, EEWB demonstrates the amount to which individuals anticipate enjoyment after achieving their full potential and obtaining societal worth through major events (Zhou et al., 2021).

MTM (McCracken 1986, 1989) definitely said that consumer goods and brands get their meaning from culture and society through a number of different forces and processes, also mentioned that fashion, business, communication, and the arts are some of the key drivers. McCracken's theory says that brands and goods become cultural symbols and carry value. Furthermore, these things are not only useful; they also hold a lot of social and cultural meaning. Customers frequently select brands and goods that complement their social identities, self-identities, or the impressions they wish to give to other people. These decisions are affected by the cultural meanings and connections that people have made with those brands and products.

An earlier investigation (Yamaguchi et al., 2016; Mansoor, M. & Paul, J., 2022) examined the relationship between green consumption and subjective well-being. It was discovered that subjective well-being is associated with the intention to purchase green products. However, psychological and social benefits, as well as hedonic benefits, are crucial for altering consumers' perceptions and intentions regarding green brands, according to some researchers (Zhou, Thgersen, Ruan, & Huang, 2013; Bianchi, Reyes, & Devenin, 2020; Policarpo & Aguiar, 2020). Hence, to conform to the green brand paradigm, the anticipated social contribution dimension is embraced as a reflection of social welfare. This pertains to

evaluating an individual's anticipated capability to create worth for humanity or society (Keyes, 1998). As a measure of psychological health, expected self-acceptance is a quality that is considered a prerequisite for self-actualization, optimal functioning, and adulthood (Ryff, 1989). Alternatively stated, customers who believe they have a significant impact on society will perceive themselves as beneficial to it. ESA and ESC, two wellbeing-related variables derived from an innovative perspective of EEWB, are therefore investigated in order to elucidate the connection between GBK, PGBC, and GBPI.

GBK, PGBC, & GBPI

Customers are equipped with green brand knowledge, which entails being informed of the unique brand attributes and environmental benefits of a given product (Keller, 1993). The green brand purchase intention (GBPI) is a concept that quantifies the probability that a consumer, motivated by environmental concerns, will procure a green brand (Chen & Chang, 2012; Netemeyer, Maxham III, & Pullig, 2005). Multiple studies in the past have founded a positive correlation between GBK and the selection of environmentally beneficial products by consumers (like, Aulina & Yuliati, 2017; Huang, Yang, & Wang, 2014). Prior studies, including the one conducted by Wolsink (2007), failed to classify any significant associations between environmental knowledge and the intention to do green purchases. In fact, Connell (2010) and Padel & Foster (2005) reached the conclusion that lacking information has a negative impact on environmentally conscious purchasing. There is a positive correlation between consumer awareness of environmental issues and their propensity to purchase green brands and products (Huang et al., 2014; Suki, 2016; Dubey et al., 2024). Accordingly, this study posits that:

H1a: Green brand knowledge is positively associated with green brand purchase intention.

Adnan et al. (2019) postulate that consumers are more likely to develop a favourable perception of the selected brand when they perceive green brands to be credible (Bickart & Ruth, 2016). This is due to the fact that consumers who regard green brands as credible are more likely to accept and adhere to the company's green commitments. Prior studies have established that consumers are more inclined to assess and form purchasing intentions regarding a brand that is perceived as possessing a high degree of trustworthiness (Wang & Yang, 2010; Sheeraz et al., 2012; Susanto & Setiowati, 2015). Enhanced credibility is a preference among consumers for brands (Susanto & Setiowati, 2015; El-Baz et al., 2018; Mainolfi, 2019; Kao et al., 2020). Moreover, Kumar et al. (2021) discovered that the credibility of green brands positively impacts the evaluation of such brands. Additionally, positive correlations have been observed between green brand credibility and both favourable Word of Mouth (WOM) (Kim et al., 2020) and green purchasing intentions (Vidyanata et al., 2018). In this work, however, the impact of PGBC as a predictor of GBPI is suggested and investigated in stages. As a result, it is suggested that:

H1b: Perceived green brand credibility is positively associated with green brand purchase intention.

EEWB's Mediating Role

GBK, PGBC, EEWB & GBPI

Customers are led to believe that their consumption of green brands signifies their concern for society and the environment, in accordance with the MTM (McCracken, 1986). This perception of significance is attributed to GBK. The rationale behind attaining their objectives of enhancing their social and ideal self-image is supplied by consumers' knowledge of the green brand. The correlation between green brand knowledge and the manner in which consumers convey the green message which represents environmental consciousness, positive self-perception, and social issues was established by Chen &

Chang (2012). The self-efficacy hypothesis posits that consumers' perceived ability to contribute to society (ESA) increases in direct proportion to the significance they attribute to their increased knowledge regarding the consumption of green brands (Heo & Muralidharan, 2019).

Subjective well-being, as elucidated by Zhou's (2021) research, manifests the hedonic perspective by virtue of the experience of pleasure. Therefore, EEWB can be described as the extent to which individuals anticipate that meaningful life events will lead to self-actualization and societal value, which in turn will result in well-being. Suki (2016) further reveals that consumers are more inclined to buy environmentally friendly products when their expectations of pleasure are fulfilled. As stated previously, happiness, which signifies the positive emotions of consumers, is associated with subjective well-being. The GBPI might possibly be influenced by the other two manifestations of well-being derived from the standpoint of eudaimonism: Psychosocial welfare.

According to research (Kim & Gal, 2014), consumers who possess a greater degree of self-acceptance demonstrate a more favourable self-image. As a result, it is probable that they will select more favourable brand options, a factor that is anticipated to impact the GBPI. Moreover, the influence of consumers' social and environmental values on their green purchasing decisions is significant, specifying that the anticipated social goodwill associated with the consumption of green brands could potentially contribute to surge in GBPI (Bianchi et al., 2020). As a result, it is suggested that:

H2A. (a) Expected self-acceptance and (b) expected social contribution mediate the association between green brand knowledge and green brand purchase intention.

According to research findings (Adnan et al., 2019), consumers who perceive green brands as more credible are cognizant of the significant impact that green brand meanings have on environmental sustainability. A sense of responsibility for both the environment and society is instilled in them by this realisation. According to Sharma et al. (2020) and Adnan et al. (2019), consumers who possess greater trust in the credibility of environmentally friendly brands are more inclined to associate a brand's significance with anticipated outcomes, such as self-worth or social contribution. Consumers' perception of their actions in relation to society is what Keyes (1998) refers to as "social contribution." Consumer engagement involves individuals assessing the credibility of information pertaining to environmentally friendly products in order to engage with their local community and the outdoors (Kang et al., 2013). According to prior studies, individuals who possess a higher sense of agency in relation to their environmental surroundings are more probable to exhibit self-acceptance (Ryff & Keyes, 1995). Moreover, significant correlations between customer perceived brand value and efficacy and brand credibility have been demonstrated (Baek & King, 2011). It is widely acknowledged that this factor significantly reduces the cognitive resources required for brand evaluations and consumers' efforts to locate product information (Kumar et al., 2021).

Nayeem et al. (2019) suggest that consumers' sense of self-acceptance and identity may be enhanced by addressing their green self-image via the credibility of green brands. Furthermore, consumers' sense of obligation to contribute to their community increases in tandem with the number of meanings they derive from their perception of the credibility of green brands (Baek & King, 2011). Positive brand perceptions influence consumers' inclination to purchase environmentally friendly products on the basis of their perceived social impact (Panda et al., 2020), thereby contributing to an increase in GBPI.

Moreover, Kumar et al. (2021) suggest that the brand's environmental commitment might be associated with its PGBC. Additionally, the study conducted by Baek & King (2011) revealed that consumers' evaluation of a brand's legitimacy influences their confidence in its attributes, thereby positively impacting their intention to purchase. In addition, the study methodology predicts that consumers' self-acceptance will increase in proportion to their perception of the credibility of

green brands when they opt to purchase green products. Consequently, by patronising such companies, they will experience a profound sense of environmental and community activism. As a result, it is suggested that:

H2B. (a) Expected self-acceptance and (b) expected social contribution mediate the association between perceived green brand credibility and green brand purchase intention.

ESC & ESA

"The evaluation of an individual's projected ability to create value for society" (Keyes, 1998) is the theoretical construction of expected social contribution, an idea that has come to represent the welfare of society. This indicates that consumers recognise their societal value and act accordingly by purchasing environmentally friendly products (Butt et al., 2017), including green products that generate minimal ecological harm. A higher degree of self-acceptance (Ryff & Keyes, 1995) has been associated with individuals who have a larger degree of control over their environment. Consequently, an increase in self-assurance and a subsequent rise in GBPI occur due to consumers becoming more cognizant of their social impact (Zhou, Z. et al., 2021). Given H2a and H2b and the abovementioned argument, the subsequent hypothesis is proposed:

H3. Expected social contribution is positively related to expected self-acceptance.

Conceptual framework of the study:
Based on above mentioned literature and theory following conceptual framework is proposed as shown in figure-1.

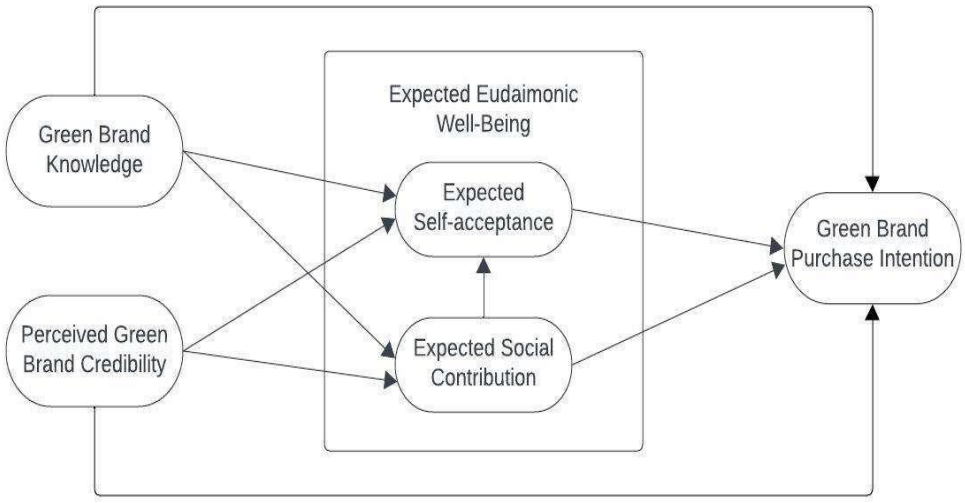

Figure 1 Framework

DATA COLLECTION & METHODOLOGY

A structured, self-administered questionnaire was sent online to residents of the Delhi metropolitan, India from March 2024 to May 2024, using a quantitative approach. The responders have environmentally conscious lives and have purchased environmentally friendly products. Furthermore, the authors chose the research site with the idea that the majority of the

locals are conscious of the ecological concept. The questionnaire began with thorough descriptions of a green clothing brand to help respondents understand what a green clothing brand is.

Indians are now more aware than ever of the environmental damage caused by rapid fashion and the necessity of ecofriendly and sustainable fashion. India's fashion sector, from boutiques to major companies, is moving toward more ecologically friendly methods. In order to cut waste and make new clothes out of old ones, several well-known labels, such doodlage, earthy route, mixmitti, and b label, are also implementing circular fashion techniques, including upcycling and recycling. These companies collaborate closely with weavers and craftsmen to provide those sustainable incomes and fair compensation, all the while supporting age-old methods and protecting cultural heritage. According to a 2021 Statista Consumer Insights, 89% of participants purchase eco-friendly and sustainable clothing. As per the findings of Outlet Planet Desk, 47% of Indian consumers stated that they make their purchases based on the brand or manufacturer. The three most crucial aspects for sustainable fashion purchases in India are quality, cost, and comfort.

All things considered, India's sustainable fashion movement is picking up steam thanks to rising public awareness of the importance of ethical manufacturing and consumption. A better and greener future is being paved by the fashion industry's evolution towards more sustainable and ethical practices as more and more Indians choose eco-friendly apparel.

Hence, this study aims to investigate the effects of factors, both direct and indirect such as consumers' Green Brand Knowledge (GBK) and Perceived Green Brand Credibility (PGBC) on their desire to purchase environmentally-friendly clothes, taking into account their psychological and social well-being. A grand total of 380 valid replies were acquired. The Table-1 displays the demographic characteristics of the participants.

Measures

The constructs were assessed using the instruments that were adapted for the study. Keller (1993) developed a five-item scale for measuring green brand knowledge, while Ryff (1989) utilised a three-item scale to assess anticipated selfacceptance. A three-item scale developed by Keyes (1998) assessed anticipated social contribution. To assess the credibility of green brands, a five-item scale developed by Erdem & Swait (2004) was employed. For measuring intention to purchase green products, a three-item scale adapted from Chen and Chang (2012) was utilised. The response of each participant was classified on a continuum spanning from 1 (representing significant disagreement) to 5 (representing significant agreement).

Demographic profile of the participants

The respondents' demograhic characteristics status shows that male (62.6%) were the most respondents and females were least respondents (34.7%). 83.4% of the respondents' were students. Respondents' under age bracket of less than 20 yrs were highest i.e. 47.6%. Furthermore, 73.9% of respondents were undergraduate, 1.8% of respondents' were intermediate qualified. Income less than 5,000 scored the highest percent (51.6%) whereas, least percentage i.e 5.5% includes respondents whose income is more than 25,000 to 35,000.

Table 1 Respondents Profile

Demographic Characteristics	%
SEX	
Female	34.7
Male	62.6
Total	100.0
OCCUPATION	
Employee	12.9
Other	1.8
Self- employed	1.8
Student	83.4
Total	100.0
AGE	
From 20 to 25 years	39.5
From 25 to 30 years	12.9
Less than 20 years	47.6
Total	100.0
EDUCATION LEVEL	
High School	2.1
Intermediate	1.8
Master's or above	22.1
Undergraduate	73.9
Total	100.0
INCOME (in INR)	
From 15,000 to 25,000	14.7
From 25,000 to 35,000	5.5
From 5,000 to 15,000	20.8
Less than 5,000	51.6
More than 35,000	7.4
Total	100.0

ANALYSIS OF DATA & OUTCOMES

Prior to hypothesis testing, we did descriptive analysis and a common technique bias assessment using SPSS 22.0. Analysis utilising structural equation modelling (SEM) was conducted with the assistance of SmartPLS. Furthermore, an evaluation of the constructs' psychometric properties was conducted through tests of validity and reliability. Following the prescribed guidelines provided by Henseler et al. (2009), "composite reliability" (CR) and "Cronbach's α" were computed to evaluate

the measures' reliability. Reliability is illustrated in Table 1, where the variance extracted from the item signifies the construct's explanatory power in accounting for the variety in an object. Loads on indicators exceeding 0.70 are deemed adequate in terms of indicator reliability, as they signify that the underlying construct accounts for over 50% of the variance exhibited by the indicator. By performing the square root of the values in the factor loading and indicator, one can determine the reliability of the indicator. An indicator's reliability is established when the squared value exceeds or equals to 0.50.

Indicator Loadings

In general, indicators exhibiting loadings ranging from 0.40 to 0.70 ought to be reserved for removal solely when doing so results in an enhancement of convergent validity or internal consistency reliability beyond the recommended threshold value. When determining whether to eliminate an indicator, the degree to which its removal compromises content validity is an additional factor to consider. It is generally accepted that the outer loadings value of acceptable indicators should fall within the range of 0.60 to 0.70, or higher (Hulland, J., 1999). With respect to the ESC-three factors mentioned earlier, the algorithm was re-executed (Table 2).

Table 2 Factor Outer loadings

	Outer loadings
ESA1 <- ESA	0.839
ESA2 <- ESA	0.836
ESA3 <- ESA	0.948
ESC1 <- ESC	0.898
ESC2 <- ESC	0.818
GBK1 <- GBK	0.896
GBK2 <- GBK	0.723
GBK3 <- GBK	0.827
GBK4 <- GBK	0.919
GBK5 <- GBK	0.905
GBPI1 <- GBPI	0.920
GBPI2 <- GBPI	0.894
GBPI3 <- GBPI	0.944
PGBC1 <- PGBC	0.681
PGBC2 <- PGBC	0.833
PGBC3 <- PGBC	0.678
PGBC4 <- PGBC	0.880
PGBC5 <- PGBC	0.795

Note: ESA= Expected Self-Acceptance, ESC = Expected Social Contribution, GBK = Green Brand Knowledge, GBPI = Green Brand Purchase Intention, PGBC = Perceived Green Brand Credibility.

Now since all factor loadings are greater than 0.70 (except a couple of them nearly 0.70) indicator reliability is established.

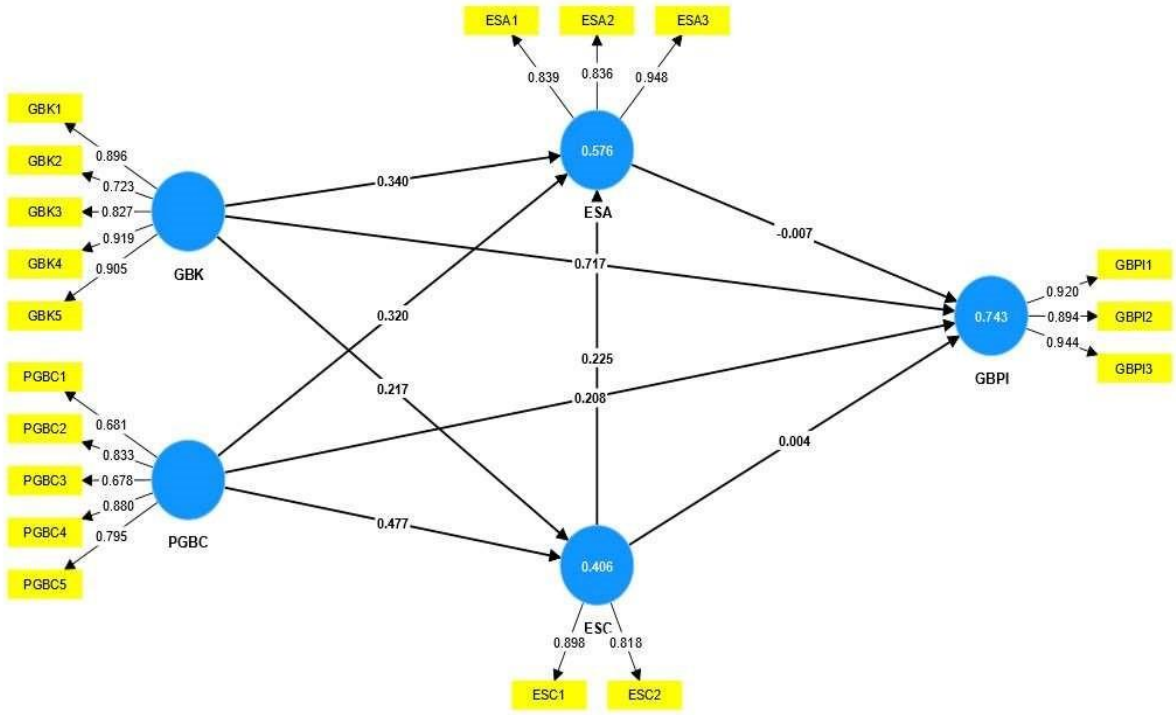

Figure 2 Path diagram

Result of Internal Consistency Reliability

Internal consistency is a measure of dependability in statistics that involves examining the correlation between items on a test to ascertain their efficacy in assessing the same construct or concept. Internal consistency serves as a verification process to ascertain that every test item accurately assesses the intended construct. The metric employed to quantify internal consistency reliability is cronbach's alpha, shown below (table no. 3).

Table 3 Reliability & Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ESA	0.848	0.905	0.908	0.767
ESC	0.651	0.682	0.849	0.738
GBK	0.908	0.926	0.932	0.735
GBPI	0.908	0.912	0.942	0.845
PGBC	0.834	0.855	0.883	0.605

Note: ESA= Expected Self-Acceptance, ESC = Expected Social Contribution, GBK = Green Brand Knowledge, GBPI = Green Brand Purchase Intention, PGBC = Perceived Green Brand Credibility.

Since all cronbach's alpha are greater than 0.70 internal consistency reliability is established. All Cronbach alpha with the exception of ESC, all values larger than 0.70 indicate internal consistency dependability for the remaining constructs except

that of ESC is established. Regarding ESC with cronbach's alpha 0.60 may be treated as acceptable to reflect internal consistency reliability (Hair, Ringle, & Sarstedt, 2011).

Discriminant validity:

As an estimator of inter-construct correlation, the HTMT value must be greater than 1 in order to establish discriminant validity; if the correlation coefficient between two constructs is 1, it indicates that they cannot be effectively distinguished from one other (Henseler et al., 2015). The recommended threshold values vary in approach. A conservative benchmark of 0.85 is suggested by Voorhees et al. (2016) & Henseler et al. (2015). Conversely, Franke and Sarstedt (2019) & Henseler et al. (2015) recommend a more lenient threshold of 0.9 or above (Table 4).

Table 4 HTMT Ratio

	ESA	ESC	GBK	GBPI	PGBC
ESA					
ESC	0.777				
GBK	0.732	0.639			
GBPI	0.675	0.626	0.899		
PGBC	0.772	0.817	0.705	0.756	

Note: ESA= Expected Self-Acceptance, ESC = Expected Social Contribution, GBK = Green Brand Knowledge, GBPI = Green Brand Purchase Intention, PGBC = Perceived Green Brand Credibility.

Assessment of the structural model:

By employing the bootstrapping method with 4991 subsamples, the authors examined the proposed connections via structural paths. The nonparametric procedure is utilised to evaluate the structural trajectories. By employing the provided sample data, it calculates relevant population features and enables the assessment of the statistical significance of different PLS-SEM results (Hair et al., 2010). Furthermore, to confirm the proposed connections, the ß coefficient, p value, and t value were recorded. The coefficient of determination (R2) was calculated simultaneously to assess the overall appropriateness of the theoretical framework.

Direct Hypothesis

H1a and H1b investigate the correlation between GBPI and PGBC and GBK. The outcomes presented in Table 4 indicate that GBK (β = 0.717, t = 29.123) and PGBC (β = 0.208, t = 8.121) have statistically significant and positive effects on GBPI. ESC also influences ESA in a direct manner (β = 0.225, t = 7.934). As a result, H3 is validated.

Table 5 Hypothesis testing results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Findings
GBK -> GBPI	0.717	0.715	0.025	29.123	0.000	Supported
PGBC -> GBPI	0.208	0.209	0.026	8.121	0.000	Supported
ESC -> ESA	0.225	0.225	0.028	7.934	0.000	Supported

Note: ESA= Expected Self-Acceptance, ESC = Expected Social Contribution, GBK = Green Brand Knowledge, GBPI = Green Brand Purchase Intention, PGBC = Perceived Green Brand Credibility.

Mediation Hypothesis

The findings of the study provided further support for the mediation hypothesis between H2Aa and H2Ab and H2Ba and H2Bb (Table 5). When ESC (with a coefficient of β = -0.009 and a t-value of 2.065) and ESA (with a coefficient of β = 0.029 and a t-value of 3.393) were included as mediators, a positive indirect impact of GBK on GBPI was detected (with a coefficient of β = -0.029 and a t-value of 3.393). An indirect and beneficial influence of PGBC on GBPI was detected, mediated via ESA (β = -0.027, t = 2.728) and ESC (β = -0.040, t = 2.249). Thus, all these mediation is partial as direct effect is also significant.

Table 6 Mediation affects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Findings	Mediation
GBK -> ESA -> GBPI	-0.029	-0.029	0.009	3.393	0.001	Supported	Partial
GBK -> ESC -> GBPI	-0.009	-0.009	0.004	2.065	0.039	Supported	Partial
PGBC -> ESA -> GBPI	-0.027	-0.027	0.010	2.728	0.006	Supported	Partial
PGBC -> ESC -> GBPI	-0.040	-0.040	0.018	2.249	0.025	Supported	Partial

Note: ESA= Expected Self-Acceptance, ESC = Expected Social Contribution, GBK = Green Brand Knowledge, GBPI = Green Brand Purchase Intention, PGBC = Perceived Green Brand Credibility.

DISCUSSION & CONCLUSION

By examining how GBK and PGBC influence GBPI via EEWB i.e. ESA & ESC, this study aimed to determine its objectives. Much like the conclusions reached by other researchers, this study demonstrates that GBK and GBPI have a direct relationship. Consisting of green purchase intention (Suki, 2016) and a propensity to buy green brands and products (Barber et al., 2009), these results corroborate and expand upon the findings of prior research. Huang, Yang, and Wang (2014), on the other hand, found no direct relationship between GBK and GBPI; rather, they found that attitude acted as a mediator between the two variables. Further, the GBPI has been influenced favourably by PGBC. These results suggest that green brand credibility influences consumer choice behaviour and green brand evaluation, consistent with the findings of Kumar et al. (2021) and Mansoor et al. (2022). Consumers' lack of enthusiasm to purchase green brands can be attributed to their perception of the brands' credibility. GBK and PGBC influence GBPI indirectly via EEWB, and ESC influences ESA directly, according to the findings. Hence, the enhancement of GBPI is significantly influenced by psychological well-being (ESA) and social well-being (ESC). Consistent with prior research (Xiao & Li, 2011; Zhou et al., 2021; Mansoor et al., 2022), these results enhance our understanding of the relationship between pro-social consumption and subjective well-being. Consumers experience emotions when making a purchase decision regarding green brands. Additionally, it describes how they perceive their voluntary work as a positive contribution to society and a means of bolstering their selfesteem (ESC) and ego (ESC). As such, GBK, PGBC, ESA, and ESC are critical factors that contribute to the enhancement of GBPI.

MANAGERIAL IMPLICATIONS

The research provides numerous ramifications for practitioners, policymakers, and managers. The study begins by confirming that increased levels of GBK have a positive effect on GBPI. Therefore, in order to influence consumers' inclination to buy green brands, organisations should enhance consumers' green brand consciousness (GBK) through a variety of means, including green awareness campaigns, event organisation, and packaging improvements. Furthermore, our research indicates that PGBC is linked to GBPI, indicating that organisations may allocate their resources in a beneficial manner towards green communication. By employing eco-labeling, sustainability reports, and comprehensive descriptions, these brands can facilitate consumer acceptance. In conclusion, our results suggest that ESA and ESC play a substantial mediating role in the relationship between PGBC-GBPI and GBK-GBPI. Despite earlier research showing that hedonic, or subjective well-being, affects intentions for green brands Suki (2016). The results of the current study, however, also demonstrate that businesses may increase consumer purchases of green products by concentrating on how they perceive consumers' social responsibility and self-responsiveness. In this sense, marketing efforts should highlight the businesses' eco-friendly attributes. Thus, through successful communication initiatives, organisations should inform consumers on how to increase their environmental knowledge and green self-efficacy. Specifically, they must employ interactive communication techniques like social media as they enable customers to co-create value by improving their perception of themselves.

LIMITATIONS

This study has a number of limitations that point to potential areas for future research on the factors impacting GBPI. First, just one industry is tested and the suggested framework is evaluated in Delhi metropolitan, India. To guarantee generalizability, this technique may be extended in future study to different cultural situations. Furthermore, this study just examines GBK and PGBC, hence it would be beneficial to explore other potential factors contributing to GBPI from the standpoint of EEWB. Lastly, the suggested correlations are tested in this study using PLS-SEM. Experiments might be carried out in subsequent research to strengthen the internal validity of these conclusions.

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