

The Role of Environmental Awareness and Price Sensitivity in Shaping Green Purchase Intentions among Young Consumers

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ABSTRACT

Green consumption has become an important area of inquiry as environmental degradation, waste, and resource depletion increasingly influence consumer decision-making. Young consumers are especially significant in this transition because they are highly exposed to sustainability discourse through education, digital media, and peer networks. Yet their support for eco-friendly products is shaped not only by environmental concern but also by economic limits. Two determinants are particularly influential: environmental awareness and price sensitivity. Environmental awareness helps consumers recognize the ecological consequences of consumption and builds support for sustainable alternatives, while price sensitivity limits willingness to purchase green products when they are perceived as expensive.

This article examines how these two factors shape green purchase intentions among young consumers. It adopts a conceptual and analytical approach based on secondary sources such as books, journal articles, and research reports on consumer behavior, green marketing, and sustainable consumption. The discussion argues that environmental awareness generally strengthens favorable attitudes, moral commitment, and intention toward eco-friendly products. However, high price sensitivity often weakens this effect, especially among students and early-career earners with restricted budgets. The article further shows that awareness and price do not operate independently; their influence depends on trust, perceived value, product quality, and affordability.

The study concludes that green purchase intention among youth becomes stronger when environmental knowledge is supported by credible information, accessible products, and reasonable pricing. The article offers practical implications for marketers, educators, and policymakers seeking to reduce the gap between ecological concern and actual buying behavior.

Keywords- *Environmental awareness; Price sensitivity; Green purchase intention; Young consumers; Sustainable consumption; Eco-friendly products; Green marketing*

1. INTRODUCTION

The growing urgency of environmental problems has transformed consumer behavior into an important field of inquiry in contemporary business and social research. Climate change, biodiversity loss, plastic pollution, water scarcity, and excessive waste generation have made it increasingly clear that patterns of production and consumption cannot remain environmentally neutral. In this context, the market is no longer judged solely by its ability to satisfy needs at the lowest price; it is also evaluated according to whether it promotes responsible use of natural resources, cleaner technologies, recyclable materials, and socially accountable business practices. As a result, green consumer behavior has emerged as a major area of academic and practical interest. It refers broadly to purchase, usage, and disposal choices that are informed by environmental concern and an intention to reduce ecological harm.

Within this broader conversation, young consumers have become a particularly influential category. Youth and young adults are often viewed as the generation most exposed to sustainability narratives through education, social media, peer networks, and global environmental campaigns. They are also at the forefront of new consumption cultures shaped by digital retail, brand activism, influencer communication, and public debates about ethical lifestyles. Young consumers are more likely than older cohorts to encounter information about carbon footprints, recycled packaging, cruelty-free production, organic sourcing, and corporate sustainability claims in their day-to-day media environments. This does not automatically make them consistent green buyers, but it does make them a critical audience for understanding the gap between environmental concern and market behavior.

Green purchase intention is a particularly useful concept in this regard because it captures the motivational stage between consumer attitudes and actual behavior. A young consumer may appreciate the importance of sustainability, support environmental causes, and express favorable opinions about green brands, yet still decide against purchasing eco-friendly products in real market situations. This difference between positive orientation and final purchase action has led researchers to identify a number of mediating and moderating variables such as

trust, perceived quality, social influence, convenience, product availability, and price. Among these, environmental awareness and price sensitivity are especially significant because they reflect both the moral and economic dimensions of consumption.

Environmental awareness shapes the cognitive and ethical basis of green behavior. A consumer who understands environmental issues is more likely to recognize the relevance of sustainable alternatives, interpret eco-labels more meaningfully, and connect individual purchases with wider ecological consequences. Awareness can create a sense of responsibility, encourage long-term thinking, and strengthen the desire to support brands that claim to minimize environmental harm. For young consumers, this awareness is often tied not only to formal knowledge but also to identity, self-expression, and participation in sustainability-oriented communities. Green consumption can become part of how youth signal values, modernity, and social responsibility.

At the same time, price sensitivity remains a powerful counterforce. Many green products are perceived as costlier than conventional options, whether due to organic ingredients, sustainable sourcing, smaller production scale, certification expenses, or premium branding. Young consumers, especially students and early-career earners, frequently operate under budget constraints and therefore evaluate products through an affordability lens. Even when they care about environmental protection, they may hesitate to pay more unless the additional cost is justified by quality, health benefits, durability, brand trust, or personal relevance. Thus, price sensitivity can weaken, delay, or redirect sustainable purchase intention.

The present article examines how these two factors operate together in shaping green purchase intentions among young consumers. It is based on the premise that sustainable consumption is not driven by environmental values alone, nor can it be fully explained through economic rationality in isolation. Rather, green purchase intention emerges from the interaction of ecological understanding, perceived value, financial constraints, and marketplace conditions. The article seeks to provide a conceptually rich discussion that may help explain why youth often show strong concern for sustainability but uneven commitment in actual buying behavior.

This topic is important for several reasons. From a marketing perspective, young consumers represent a long-term customer base whose preferences can influence future demand structures. From a policy perspective, encouraging responsible consumption among youth can support national and global sustainability goals. From an academic perspective, examining the tension between awareness and affordability helps clarify why favorable attitudes do not always result in sustainable action. Therefore, this article contributes to ongoing discussions in consumer behavior, green marketing, and sustainability studies by focusing on two highly relevant determinants of intention formation.

2. REVIEW OF LITERATURE

Research on green consumer behavior has expanded from broad discussions of responsible consumption to more focused studies of eco-friendly purchasing, green attitudes, and sustainable buying intention. Foundational behavioral theories established that intention is a major predictor of action and is influenced by attitudes, norms, and perceived control. These ideas later informed research on green purchase intention, where environmental concern, moral responsibility, and product evaluation were explored as key drivers.

A major stream of literature examines environmental awareness and knowledge. Studies repeatedly show that consumers who understand ecological problems are more likely to evaluate products in environmental terms and develop positive attitudes toward sustainable alternatives. Awareness has been discussed not only as factual knowledge but also as concern, interpretive ability, and a sense of personal responsibility. Among young consumers, it is often shaped by education, media exposure, campus culture, and peer discussion.

Another body of work focuses on environmental concern and values. Researchers argue that consumers with stronger pro-environmental values are more inclined to support green products, avoid harmful consumption, and, in some cases, accept higher prices. Green purchasing can therefore serve both functional and moral purposes. It may express identity, ethics, or social responsibility in addition to product preference.

At the same time, price is one of the most frequently cited barriers in the literature. Many studies report that consumers may appreciate sustainable products but hesitate to buy them if they perceive the price premium as unjustified. Willingness to pay more varies according to income, trust, product category, and perceived benefit. Price concerns are especially relevant when green attributes are not clearly linked to health, durability, or long-term savings.

Studies focused on youth show an especially mixed pattern. Young consumers are often described as environmentally conscious and open to ethical brands, but they also display a clear attitude-behavior gap. Many express support for sustainability while continuing to purchase cheaper conventional products. Budget limitations, lack of trust, limited availability, and convenience are common explanations for this inconsistency.

The literature also highlights the role of trust and skepticism. Green claims are not always accepted at face value. If labels or marketing messages appear vague or exaggerated, consumers become reluctant to pay extra. Trust can therefore strengthen the effect of awareness and reduce the negative impact of price. Likewise, social influence and lifestyle orientation matter. Sustainable consumption may gain symbolic value among youth when it is socially visible and associated with responsibility or status.

Overall, existing studies suggest that environmental awareness and price sensitivity are among the most important determinants of green purchase intention. Awareness tends to create motivation and positive evaluation, whereas price sensitivity influences whether that motivation survives actual market comparison. This article builds on that insight by analyzing the two factors together in the context of young consumers.

3. OBJECTIVES OF THE STUDY

The study is guided by the following objectives:

1. To examine the conceptual meaning and relevance of green purchase intention in the context of sustainable consumption.
2. To analyze the role of environmental awareness in influencing the purchase intentions of young consumers toward green products.
3. To evaluate how price sensitivity affects the willingness of young consumers to buy eco-friendly products.
4. To compare the relative influence of environmental awareness and price sensitivity in shaping green purchase intention.
5. To identify the major challenges and barriers that weaken sustainable purchase intention among youth.
6. To suggest practical implications for marketers, educators, and policymakers to promote affordable and credible green consumption.

4. RESEARCH METHODOLOGY

The present article is conceptual and analytical in nature. It is based primarily on secondary data drawn from academic books, peer-reviewed journal articles, research reports, conference papers, and relevant policy documents related to green marketing, sustainable consumption, youth behavior, and environmental decision-making. The study does not rely on primary survey data; instead, it synthesizes established scholarship to build a coherent understanding of how environmental awareness and price sensitivity interact in shaping green purchase intentions among young consumers.

A qualitative review approach has been adopted for the discussion. The article identifies major conceptual themes from the literature and organizes them into a focused framework. Special attention is given to studies examining youth or young adult consumer segments, since this demographic is especially relevant for understanding value-driven but budget-conscious purchase behavior. The analysis includes perspectives from consumer behavior, sustainability studies, and marketing literature in order to capture the multidimensional nature of green purchase intention.

The method used is descriptive, interpretive, and comparative. The descriptive component explains the meanings of key concepts such as environmental awareness, price sensitivity, and green purchase intention. The interpretive component assesses how these concepts are linked in existing research and in actual consumption contexts. The comparative component evaluates the relative strength and interaction of awareness and price considerations in the purchasing decisions of young consumers.

The study is limited by its dependence on secondary sources and by the fact that patterns of green consumption may differ across countries, product categories, income groups, and cultural contexts. Nevertheless, the conceptual synthesis remains valuable because it clarifies key determinants, recurring barriers, and practical implications that are relevant for future empirical research as well as policy and marketing interventions.

Green Purchase Intention: A Conceptual Overview

Green purchase intention refers to a consumer's conscious willingness or readiness to choose products that are perceived as environmentally friendly, less harmful, recyclable, energy-efficient, ethically produced, or supportive of sustainable development. It is commonly understood as the motivational stage that precedes actual buying behavior. Unlike a vague positive attitude toward sustainability, purchase intention reflects a more directed orientation toward specific market choices. It therefore serves as an important bridge between environmental concern and observable consumption behavior.

The concept has become central to green marketing research because intention is often the strongest immediate predictor of action. Consumers rarely move directly from awareness to purchase; instead, they evaluate alternatives, compare benefits, assess costs, interpret claims, and negotiate between values and practical constraints. Green purchase intention captures this intermediate stage, where willingness exists but must compete with habit, convenience, skepticism, or financial considerations. As such, the concept is highly useful for studying why many environmentally concerned consumers still fail to buy green products consistently.

Green purchase intention is shaped by several interrelated factors. Attitudes toward the environment, personal values, subjective norms, product knowledge, trust in certification, perceived consumer effectiveness, and prior experience all play roles. But intention is not merely psychological; it is also market-sensitive. Consumers assess whether green alternatives are available, understandable, trustworthy, and worth paying for. A product described as eco-friendly may still be rejected if it is hard to find, too expensive, aesthetically unappealing, or inferior in

perceived performance. Therefore, green purchase intention is best viewed as a dynamic construct at the intersection of ecological commitment and marketplace evaluation.

For young consumers, this concept has special relevance. Youth often experience strong exposure to sustainability messages through educational institutions, digital platforms, social media discourse, and brand communication. Many also use consumption as a medium of identity expression. Buying green may allow them to signal responsibility, health consciousness, social awareness, or modern values. However, intention among youth is highly vulnerable to situational pressures such as peer trends, limited disposable income, and uncertainty about long-term benefits. This makes green purchase intention among young consumers both aspirational and fragile. Another important feature of green purchase intention is that it varies across product categories. Consumers may show stronger intention toward organic food, refillable personal care products, reusable bottles, eco-friendly apparel, or energy-saving devices depending on perceived relevance. Products associated with visible health or long-term cost savings often generate stronger intentions than those with abstract environmental benefits alone. This indicates that intention is partly influenced by how close the product feels to the consumer's everyday life. The conceptual significance of green purchase intention also lies in its policy relevance. Governments, businesses, and educational institutions often seek to promote sustainable behavior, but actual consumption change depends on more than awareness campaigns. Understanding intention helps identify the psychological and economic conditions that must be satisfied before sustainable alternatives are chosen. If intention is low, the problem may lie in weak environmental awareness, poor trust, inadequate product communication, or excessive price. If intention is high but purchase remains low, then structural barriers such as affordability or availability may be responsible.

In essence, green purchase intention is not simply a matter of liking environmentally friendly products. It reflects a complex readiness to act that is shaped by knowledge, values, trust, affordability, and context. Any serious analysis of sustainable consumer behavior, particularly among youth, must therefore engage with intention as a concept that connects environmental ideals to actual market decision-making.

Environmental Awareness among Young Consumers

Environmental awareness refers to the extent to which consumers understand ecological issues, recognize the environmental consequences of consumption, and appreciate the need for sustainable choices. It includes knowledge about pollution, waste, climate change, overconsumption, resource depletion, packaging impacts, and the environmental footprints of production systems. But awareness is more than information. It also reflects attention, concern, interpretive ability, and the willingness to relate environmental problems to personal choices. Among young consumers, environmental awareness has become increasingly visible in both discourse and lifestyle. Youth are frequently exposed to sustainability content through schools, universities, documentaries, social media campaigns, brand storytelling, activist movements, and peer discussions. This creates a context in which environmental language becomes culturally familiar. Terms such as "sustainable," "organic," "biodegradable," "ethical," and "carbon footprint" are no longer limited to specialized policy debates; they circulate in ordinary consumer culture. As a result, many young consumers develop at least a basic awareness of environmental problems and of the idea that consumption choices matter.

This awareness influences green purchase intention in several ways. First, it improves problem recognition. A consumer who is environmentally aware is more likely to see a link between routine purchases and larger ecological outcomes. Second, it enhances product interpretation. Eco-labels, recyclable packaging, cruelty-free certifications, and sustainable sourcing claims become more meaningful when consumers possess relevant background knowledge. Third, awareness can generate moral motivation. Young consumers may feel that buying greener alternatives is a socially responsible act that aligns with fairness to future generations and respect for nature.

Environmental awareness also contributes to identity formation. For many young consumers, sustainability is not only a matter of knowledge but also a component of self-image. Supporting ethical or eco-friendly products can become part of how they define themselves in relation to peers and social values. In this sense, green intention is strengthened when awareness is internalized as a personal orientation rather than retained as abstract information. A student who understands plastic waste and feels personally responsible for reducing it is more likely to choose reusable or minimally packaged goods than someone who merely knows the term without emotional involvement. However, the effect of awareness is not uniform. Awareness may be broad but shallow, enthusiastic but inconsistent, or symbolic rather than behaviorally committed. Many young consumers are able to express environmental concern in surveys or conversations, yet lack detailed knowledge about product verification, life-cycle impacts, or trade-offs between different sustainability claims. In some cases, awareness is heavily influenced by trends and social signaling, which can produce selective or performative forms of green interest. This means that environmental awareness should not be romanticized as a direct guarantee of sustainable buying.

Even so, awareness remains one of the strongest positive antecedents of green purchase intention. It creates the cognitive and ethical foundation from which intention can emerge. It can reduce indifference, improve receptivity to green communication, and increase the probability that consumers will compare products on ecological

grounds. The stronger the awareness, the more likely young consumers are to perceive sustainable products as relevant rather than optional. Awareness also supports a longer time horizon in decision-making. Instead of focusing only on immediate utility or low price, environmentally aware consumers may consider broader consequences such as pollution reduction, waste minimization, and support for responsible production.

Educational institutions and media ecosystems play a crucial role in this process. Formal education can provide scientific understanding and civic responsibility, while digital media can translate environmental issues into emotionally resonant and socially visible narratives. At the same time, misinformation and superficial branding can distort awareness, making critical thinking essential. Therefore, the quality of awareness matters as much as its presence. Deep, credible, and action-oriented awareness is more likely to shape genuine green purchase intention than vague familiarity with sustainability slogans.

In short, environmental awareness among young consumers is a powerful but conditional driver of green purchase intention. It can inspire responsibility, reinforce eco-friendly attitudes, and support identity-based commitment to sustainable markets. Yet its full effect depends on trust, product understanding, and the practical conditions under which purchasing decisions are made.

Price Sensitivity and Green Buying Decisions

Price sensitivity refers to the degree to which consumers' purchase decisions are influenced by price changes, price differences, and perceived affordability. Highly price-sensitive consumers pay close attention to cost and are more likely to reduce or alter their purchasing decisions when prices rise or when alternatives appear cheaper. In the context of green marketing, price sensitivity is particularly important because eco-friendly products are often perceived to carry a price premium over conventional goods.

For young consumers, price sensitivity is usually substantial. Many belong to student populations, early-career employees, or financially dependent households. Their consumption decisions are shaped by budgets, allowances, income uncertainty, and competing spending priorities. Even when they hold positive attitudes toward sustainability, their willingness to pay more for green products may be limited. This is especially true when the premium appears large, when benefits are unclear, or when similar non-green options are easily available at lower prices.

Green buying decisions are often affected by both actual price and perceived price. In some situations, eco-friendly products are genuinely more expensive because of smaller-scale production, fair trade sourcing, certification costs, sustainable packaging, or premium positioning. In other situations, the perception of expensiveness is amplified by branding or by the consumer's assumption that all sustainable products are costly. This perceived premium can discourage purchase intention even before direct price comparison takes place. Thus, price sensitivity operates not only at the checkout stage but also at the expectation stage.

The influence of price sensitivity becomes particularly visible in low-involvement purchases. Items such as detergents, packaged snacks, stationery, everyday apparel, and basic toiletries are frequently chosen through routine comparison, where consumers seek acceptable quality at the lowest possible price. In these categories, ecological attributes may not be strong enough to override cost concerns. By contrast, in high-involvement categories such as health foods, skincare, or energy-saving devices, young consumers may tolerate higher prices if they perceive additional personal benefits such as safety, better performance, or long-term savings. This indicates that the effect of price sensitivity varies by product category and perceived utility.

Price sensitivity also interacts with trust and value perception. Young consumers may be willing to pay more for green products when they believe the environmental claims are credible and when the product offers quality, durability, or lifestyle value. If a reusable product lasts longer, reduces repeated expenditure, or supports a strong ethical identity, a moderate premium may appear justified. However, when green claims are doubtful or benefits are intangible, even environmentally aware consumers may default to cheaper conventional alternatives. This reveals that price sensitivity is not simply resistance to spending; it is often resistance to uncertain value.

Another important issue is the difference between stated willingness and actual payment behavior. Many young consumers say they support sustainable products and may even claim readiness to pay extra for them. Yet at the moment of actual purchase, cheaper alternatives often win. This discrepancy highlights the practical power of budget constraints. Price sensitivity translates abstract market preference into concrete economic choice. It can therefore be one of the strongest explanations for the persistent gap between pro-environmental attitudes and inconsistent green purchasing.

Retail strategy and market structure also shape the effect of price sensitivity. Discounts, student-friendly pricing, small pack sizes, subscription models, refill systems, loyalty rewards, and visible cost comparisons can make green products feel more accessible. Conversely, if sustainable products are sold only in premium stores or positioned as elite lifestyle goods, price-sensitive youth may perceive them as socially distant and economically unattainable. This can create the impression that sustainability is a privilege rather than a realistic everyday option. Therefore, price sensitivity should be understood as a central economic filter in green buying decisions among young consumers. It does not necessarily imply rejection of sustainability; rather, it reflects the practical boundaries within which idealistic preferences operate. Unless businesses and policymakers address affordability

and perceived value, even environmentally conscious youth may struggle to convert intention into regular green purchases.

Comparative Analysis

A comparison of environmental awareness and price sensitivity shows that both are powerful, but they influence green purchase intention in different ways. Environmental awareness functions as a positive driver. It builds concern, improves product understanding, and encourages consumers to evaluate purchases in ethical and ecological terms. Price sensitivity, in contrast, acts as a limiting force by testing whether these values can survive actual marketplace conditions.

In most cases, awareness plays the leading role in intention formation. Without awareness, consumers may not see why green products matter at all. However, once intention is formed, price sensitivity often decides whether it can be translated into purchase. A young consumer may support sustainability in theory and still reject the green option if it appears too expensive.

The balance between the two factors depends on context. Among highly value-driven or better-informed youth, awareness may have stronger influence, especially when products are linked to health, quality, or identity. Among financially constrained consumers, price sensitivity may dominate even when awareness is high. This tension explains why young consumers frequently display positive attitudes toward green products but inconsistent purchase behavior.

At the same time, these factors are not always opposed. Strong awareness can reduce the negative effect of price when consumers understand the long-term value of sustainable products. Likewise, lower price barriers allow environmental values to translate more easily into action. Therefore, the most effective strategy is to narrow the gap between ecological awareness and affordability.

5. CHALLENGES AND BARRIERS

Despite the growth of sustainability discourse, several challenges continue to weaken green purchase intention among young consumers. The first and most visible barrier is high or perceived-high price. Even when youth value eco-friendly products, they often compare them with cheaper conventional substitutes and choose the latter, especially in routine purchase situations. Limited income, uncertain finances, and competing priorities make this barrier particularly strong.

A second challenge is lack of trust in green claims. Many products use environmental language without providing clear evidence. Labels such as “natural,” “eco,” or “sustainable” can be vague or misleading, creating confusion and skepticism. When young consumers suspect greenwashing, they become less willing to pay extra, and environmental awareness may lose motivational power.

A third barrier is inadequate availability and convenience. In many markets, sustainable products are not widely distributed, are available only in select outlets, or require more effort to identify and purchase. Youth, like other consumers, often rely on convenience in daily buying decisions. If the green option is harder to find, unfamiliar, or inconsistent in supply, intention weakens.

Another challenge is the attitude–behavior gap. Many young consumers endorse green values symbolically but do not convert them into regular purchasing habits. This may result from habit, time pressure, limited product knowledge, low perceived efficacy, or the influence of impulse buying. Social desirability can also inflate expressed support for sustainability without guaranteeing action.

Product performance uncertainty is another barrier. Consumers may worry that eco-friendly alternatives are less effective, less durable, or less aesthetically appealing than conventional products. When green products are associated with compromise, price sensitivity becomes even stronger, because consumers feel they are paying more for potentially lower utility.

Finally, the broader market culture still favors convenience, fast consumption, promotional discounting, and short replacement cycles. Young consumers are deeply embedded in this culture. As long as sustainable choices remain relatively expensive, less visible, or more cognitively demanding, barriers to green intention will continue to persist.

6. SUGGESTIONS AND IMPLICATIONS

To strengthen green purchase intention among young consumers, environmental awareness must be translated into practical and affordable market choices. Marketers should avoid positioning green products solely as premium lifestyle goods. Instead, they should communicate value in a broader sense by emphasizing durability, health benefits, waste reduction, refill options, and long-term savings. Transparent communication and verifiable claims are essential for building trust.

Pricing strategies require special attention. Student discounts, entry-level product ranges, small affordable pack sizes, loyalty programs, bundling, and refill discounts can reduce the psychological and actual burden of price. Businesses should also experiment with cost communication that explains why a product may cost more and what added value the consumer receives in return.

Educational institutions can play a major role by promoting action-oriented environmental literacy rather than abstract awareness alone. Workshops, campus campaigns, product comparison exercises, and sustainable consumption clubs can help young consumers develop critical judgment about labels, value, and responsible purchasing. Awareness becomes more effective when it is linked to everyday decision-making.

Policymakers should support wider market accessibility through standards, credible certification systems, incentives for sustainable production, and public campaigns that reduce misinformation. If certified green products become more visible and competitively priced, the negative effect of price sensitivity can be reduced significantly.

For researchers, the present discussion suggests that future studies should examine how awareness and price interact across product categories, income groups, and digital purchasing environments. For managers and policymakers alike, the core implication is clear: green intention among youth grows strongest when sustainability is not presented as a moral burden or luxury expense, but as a realistic, trustworthy, and value-rich choice.

7. CONCLUSION

The study highlights that green purchase intention among young consumers is shaped by a dynamic interaction between environmental awareness and price sensitivity. Environmental awareness provides the intellectual, ethical, and emotional basis for sustainable purchase intention. It helps young consumers recognize the significance of ecological issues, interpret green product claims, and develop favorable attitudes toward environmentally responsible consumption. Price sensitivity, however, determines whether these favorable attitudes can withstand real market conditions.

The analysis shows that environmentally aware youth are generally more inclined toward sustainable products, but their intention often weakens when eco-friendly alternatives are perceived as expensive, inaccessible, or uncertain in quality. This explains why a strong concern for sustainability does not always result in consistent green purchasing. The gap between awareness and action is therefore not simply a matter of weak commitment; it is also a reflection of economic and structural barriers.

The comparative discussion further indicates that awareness is the main motivational driver, whereas price sensitivity is the principal practical constraint. The most effective strategy for expanding green purchase intention among young consumers lies in narrowing the distance between the two. Sustainable products must become more affordable, credible, accessible, and relevant to everyday youth life.

In conclusion, the future of green consumption among young consumers depends not only on increasing environmental consciousness but also on making sustainable choices economically reasonable and socially normalized. When awareness is supported by fair pricing, trustworthy information, and accessible markets, green purchase intention can become a more stable foundation for sustainable consumer behavior.

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