

IMPACT OF ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) AWARENESS ON CONSUMER PURCHASE DECISIONS IN SOMWARPET TALUK OF KODAGU DISTRICT

Sunitha M.M

Associate Professor

Department of Commerce, B.T.Chanaiah Gowramma Government First Grade College,
Somwarpet Taluk, Kodagu District.

ABSTRACT

Environmental, Social, and Governance (ESG) awareness has become an important determinant of sustainable consumer behaviour, influencing purchasing decisions across both developed and emerging economies. This study examines the impact of Environmental, Social, and Governance (ESG) awareness on consumer purchase decisions in Somwarpet Taluk of Kodagu District, Karnataka. The study adopts a descriptive and analytical research design using both primary and secondary data. Primary data were collected from 60 consumers through a structured questionnaire using a convenience sampling technique, while secondary data were obtained from journals, books, government reports, SEBI publications, and other authentic sources. ESG awareness was measured through three dimensions Environmental Awareness, Social Awareness, and Governance Awareness—using a five-point Likert scale. The data were analysed using descriptive statistics, Pearson's correlation, and multiple regression analysis. The findings reveal that respondents exhibit a relatively high level of ESG awareness, with Environmental Awareness recording the highest mean score (4.12), followed by Consumer Purchase Decision (4.06), Social Awareness (3.95), and Governance Awareness (3.81). Correlation analysis indicates that all three ESG dimensions are positively and significantly associated with consumer purchase decisions, with Environmental Awareness showing the strongest relationship ($r = 0.782$, $p < 0.01$). The multiple regression results demonstrate that the model is statistically significant ($R^2 = 0.741$; $F = 53.431$; $p < 0.001$), explaining 74.1% of the variation in consumer purchase decisions. Environmental Awareness emerged as the strongest predictor, followed by Social Awareness and Governance Awareness. Accordingly, the null hypothesis was rejected, and the alternative hypothesis was accepted, confirming that ESG awareness has a significant positive impact on consumer purchase decisions in Somwarpet Taluk of Kodagu District. The study highlights the growing importance of ESG practices in promoting sustainable consumer behaviour and offers implications for businesses and policymakers seeking to strengthen responsible consumption.

Keywords: Environmental Awareness, Social Awareness, and Governance Awareness, Consumption, Purchase Decision.

INTRODUCTION

Environmental, Social, and Governance (ESG) principles have emerged as important determinants of sustainable business practices and consumer behaviour across the world. Growing concerns about climate change, environmental degradation, ethical business conduct, and corporate social responsibility have significantly influenced consumers' purchasing preferences. Modern consumers are increasingly aware of the environmental and social impacts of the products they purchase and are more inclined to support businesses that demonstrate responsible environmental management, social commitment, and transparent

governance. Consequently, ESG awareness has become a key factor influencing consumer purchase decisions and encouraging sustainable consumption.

In India, the importance of ESG has gained considerable momentum due to the introduction of sustainability reporting requirements by the Securities and Exchange Board of India (SEBI) and the increasing adoption of responsible business practices by organizations. Companies are integrating ESG principles into their business strategies to enhance corporate reputation, strengthen consumer trust, and achieve long-term sustainability. At the same time, consumers are becoming more conscious of eco-friendly products, ethical sourcing, recyclable packaging, fair labour practices, and corporate transparency, which increasingly shape their buying behaviour.

Kodagu district, particularly Somwarpet Taluk, is predominantly rural and agrarian, with agriculture, coffee cultivation, spice production, and eco-tourism playing a significant role in the local economy. The region's rich biodiversity and increasing environmental consciousness provide a suitable context for examining consumers' awareness of ESG principles. With improved access to digital media, educational opportunities, and sustainability-related information, consumers in the region are gradually incorporating environmental, social, and governance considerations into their purchasing decisions. However, empirical evidence on the influence of ESG awareness on consumer behaviour in rural and semi-urban areas of Karnataka remains limited.

Against this background, the present study investigates the impact of Environmental, Social, and Governance (ESG) awareness on consumer purchase decisions in Somwarpet Taluk of Kodagu District. Specifically, it examines consumers' levels of environmental, social, and governance awareness and analyses how these dimensions influence their purchase decisions. The findings of the study are expected to provide valuable insights for businesses, policymakers, and marketers in designing strategies that promote sustainable consumption and encourage the adoption of ESG-oriented business practices.

CONCEPTUAL FRAMEWORK

The conceptual framework of the study is based on the premise that Environmental Awareness (EA), Social Awareness (SA), and Governance Awareness (GA) are the key dimensions of Environmental, Social, and Governance (ESG) awareness that influence Consumer Purchase Decision (CPD). In this framework, Environmental Awareness, Social Awareness, and Governance Awareness are treated as independent variables, while Consumer Purchase Decision is considered the dependent variable.

Environmental Awareness (EA): Environmental Awareness refers to the extent to which consumers recognize and value environmental sustainability while making purchasing decisions. It reflects consumers' concern for issues such as climate change, pollution reduction, resource conservation, waste management, recyclable packaging, energy efficiency, and eco-friendly products. Consumers with higher environmental awareness are more likely to prefer products and brands that adopt environmentally responsible practices, thereby promoting sustainable consumption.

Social Awareness (SA): Social Awareness refers to consumers' understanding and evaluation of a company's social responsibility practices. It includes awareness of fair labour practices, employee welfare, consumer rights, community development, diversity and inclusion, ethical sourcing, and corporate contributions to society. Consumers who are socially aware tend to favour companies that demonstrate responsible social behaviour and positively contribute to the welfare of employees, customers, and local communities.

Governance Awareness (GA): Governance Awareness refers to consumers' perception of a company's ethical governance and management practices. It includes awareness of corporate transparency, accountability, ethical business conduct, compliance with regulations, responsible leadership, anti-corruption measures, and disclosure of product information. Higher governance awareness enhances consumer trust and confidence in a company, positively influencing their purchase decisions.

Consumer Purchase Decision (CPD): Consumer Purchase Decision refers to the process through which consumers evaluate and select products or services based on their preferences, values, and available information. In the context of this study, it represents the extent to which ESG-related factors influence consumers' buying behaviour. It includes consumers' intention to purchase sustainable products, preference for ESG-compliant brands, willingness to pay a premium for environmentally and socially responsible products, and repeat purchase behaviour. A higher level of ESG awareness is expected to encourage more responsible and sustainable consumer purchasing decisions.

Conceptual Relationship: The conceptual framework assumes that Environmental Awareness, Social Awareness, and Governance Awareness positively influence Consumer Purchase Decision. As consumers become more aware of environmental sustainability, social responsibility, and ethical governance practices, they are more likely to prefer products and brands that adhere to ESG principles, thereby strengthening sustainable purchasing behaviour. This relationship forms the basis for testing the study hypothesis through correlation and multiple regression analysis.

IMPACT OF ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) AWARENESS ON CONSUMER PURCHASE DECISIONS

Environmental, Social, and Governance (ESG) awareness has become an important determinant of consumer purchasing behaviour as consumers increasingly consider sustainability, ethical business practices, and corporate responsibility when selecting products and services. Consumers with higher ESG awareness tend to prefer companies that demonstrate environmental protection, social responsibility, and transparent governance, thereby encouraging sustainable consumption.

- ❖ **Environmental Awareness** influences consumers by increasing their preference for eco-friendly products, recyclable packaging, energy-efficient production, and environmentally responsible brands. As environmental concerns continue to grow, consumers are more likely to support businesses that minimize their ecological footprint.
- ❖ **Social Awareness** affects purchase decisions by encouraging consumers to favour companies that uphold fair labour practices, protect consumer rights, contribute to community development, and maintain high standards of corporate social responsibility. Socially responsible business practices enhance consumer trust and strengthen brand preference.
- ❖ **Governance Awareness** influences purchasing behaviour by promoting confidence in companies that follow ethical business practices, maintain transparency, ensure accountability, comply with regulations, and provide reliable product information. Strong governance enhances corporate credibility and positively affects consumer decision-making.

Overall, greater ESG awareness encourages consumers to make informed and responsible purchasing decisions. The findings of the present study indicate that ESG awareness has a significant positive impact on consumer purchase decisions in Somwarpet Taluk of Kodagu

District, with Environmental Awareness emerging as the most influential factor, followed by Social Awareness and Governance Awareness. These results suggest that businesses adopting effective ESG practices are more likely to gain consumer trust, improve brand preference, and promote sustainable consumption.

REVIEW OF LITERATURE

Sharma, Aswal, and Paul (2023): a systematic review of 151 empirical studies to identify the factors influencing green purchase behaviour. The review highlighted that environmental concern, environmental knowledge, social influence, perceived consumer effectiveness, and green trust are the major determinants of green purchasing decisions. The authors observed that Indian consumers are becoming increasingly aware of sustainable products; however, research integrating the environmental, social, and governance dimensions of ESG remains limited. The study recommended more empirical investigations in developing countries, particularly at the regional level, to understand sustainable consumer behaviour.

Gödekmerdan Önder and Deniz Çakıroğlu (2023): an integrated model to examine the factors influencing green purchase intention. The study used a structured questionnaire and analysed the responses through Structural Equation Modelling. The findings showed that environmental concern, environmental knowledge, and consumers' positive attitudes significantly influence green purchase intentions. The study concluded that increasing environmental awareness through education and marketing communication can effectively promote sustainable purchasing behaviour. Nevertheless, the research focused mainly on environmental aspects and did not investigate the combined influence of Environmental, Social, and Governance (ESG) awareness on consumer purchase decisions, particularly in rural and semi-urban contexts.

Lin (2023): examined the determinants of green purchase intention by analysing the roles of green enjoyment, green intrinsic motivation, and green brand love among consumers. The study employed a survey-based quantitative approach and analysed the data using Structural Equation Modelling (SEM). The findings revealed that environmental consciousness and positive attitudes toward green brands significantly enhance consumers' purchase intentions. Green brand love was found to mediate the relationship between environmental motivation and purchase intention. The study concluded that businesses should strengthen environmental sustainability initiatives to encourage responsible consumer behaviour. However, the study primarily focused on green purchase intention and did not comprehensively examine the influence of the broader ESG dimensions, particularly social and governance awareness, on consumer purchase decisions.

RESEARCH GAP

A review of the existing literature reveals that most studies on Environmental, Social, and Governance (ESG) have primarily focused on corporate performance, financial outcomes, investment decisions, and consumer purchase intentions in developed countries and large urban markets. Although recent studies have highlighted the growing importance of ESG awareness in shaping consumer behaviour, limited empirical research has examined its influence at the consumer level in rural and semi-urban regions of India. Furthermore, previous studies have generally analysed ESG as a composite concept, with relatively few investigating the individual effects of Environmental Awareness, Social Awareness, and Governance Awareness on consumer purchase decisions. In the context of Karnataka, particularly Somwarpet Taluk of Kodagu District, no comprehensive empirical study has explored the relationship between ESG awareness and consumer purchasing behaviour. This study addresses these gaps by examining the separate and combined influence of the three

ESG dimensions on consumer purchase decisions using primary data from local consumers. The findings are expected to enrich the literature on sustainable consumer behaviour and provide context-specific evidence for businesses and policymakers promoting ESG-driven consumption.

NEED FOR THE STUDY

The increasing emphasis on sustainable development and responsible business practices has made ESG awareness an important factor influencing consumer behaviour. Consumers are increasingly considering environmental protection, social responsibility, and ethical governance while purchasing products and services. However, studies examining ESG awareness and its influence on consumer purchase decisions are limited in the Indian context, particularly in rural and semi-urban areas such as Somwarpet Taluk of Kodagu District. The present study is therefore necessary to assess the level of ESG awareness among consumers and to understand how the three dimensions of ESG influence their purchasing decisions. The findings will provide valuable insights for businesses to develop sustainable marketing strategies, improve ESG communication, and strengthen consumer confidence. The study will also assist policymakers in promoting responsible consumption and support the achievement of sustainable development objectives by encouraging environmentally and socially responsible purchasing behaviour.

OBJECTIVES OF THE STUDY

1. To assess the level of Environmental, Social, and Governance (ESG) awareness among consumers in Somwarpet Taluk of Kodagu District.
2. To examine the impact of ESG awareness on consumers' purchase decisions in Somwarpet Taluk of Kodagu District.

HYPOTHESIS OF THE STUDY

- ❖ Environmental, Social, and Governance (ESG) awareness has a significant positive impact on consumers' purchase decisions in Somwarpet Taluk of Kodagu District.

RESEARCH METHODOLOGY

The present study adopts a descriptive and analytical research design to examine the impact of Environmental, Social, and Governance (ESG) awareness on consumer purchase decisions in Somwarpet Taluk of Kodagu District, Karnataka. Both primary and secondary data were used for the study. Primary data were collected from 60 consumers using a structured questionnaire based on the convenience sampling technique. The questionnaire comprised respondents' socio-economic characteristics, ESG awareness, and consumer purchase decision variables, measured using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Secondary data were collected from research articles, books, government reports, company sustainability reports, RBI publications, Ministry of Corporate Affairs (MCA), SEBI guidelines, journals, and other authentic online sources to provide theoretical and empirical support for the study. The collected data were coded and analysed using IBM SPSS Statistics (Version 26). Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to describe the data. Pearson's correlation analysis was employed to examine the relationship between ESG awareness and consumer purchase decisions, while multiple regression analysis was used to assess the influence of Environmental, Social, and Governance awareness on consumer purchase decisions. The findings were interpreted to draw meaningful conclusions and suggest appropriate policy implications for promoting sustainable consumer behaviour.

DATA ANALYSIS AND INTERPRETATION

This section presents the analysis and interpretation of primary data collected from 60 consumers in Somwarpet Taluk of Kodagu District, Karnataka, to examine the impact of Environmental, Social, and Governance (ESG) awareness on consumer purchase decisions. Somwarpet Taluk, known for its agricultural economy and eco-friendly practices, provides an appropriate setting for studying sustainable consumer behaviour. The analysis includes the respondents' socio-economic profile, descriptive statistics on ESG awareness, and Pearson's correlation and multiple regression analyses to assess the relationship and impact of ESG awareness on consumer purchase decisions. The findings are presented in the following tables to achieve the study objectives and test the proposed hypothesis.

Table 1: Cross-sectional Profile of Respondents (N = 60)

Socio-economic Variable	Category	Frequency	Percentage
Gender	Male	34	56.7
	Female	26	43.3
Age Group	18–30 Years	18	30.0
	31–40 Years	17	28.3
	41–50 Years	15	25.0
	Above 50 Years	10	16.7
Educational Qualification	SSLC & Below	8	13.3
	PUC	12	20.0
	Graduate	24	40.0
	Postgraduate & Above	16	26.7
Occupation	Agriculture/Coffee Grower	18	30.0
	Business	12	20.0
	Government Employee	10	16.7
	Private Employee	14	23.3
	Student/Others	6	10.0
Monthly Family Income	Below ₹20,000	10	16.7
	₹20,001–40,000	18	30.0
	₹40,001–60,000	17	28.3
	Above ₹60,000	15	25.0
Marital Status	Married	39	65.0
	Unmarried	21	35.0
Area of Residence	Rural	42	70.0
	Semi-Urban	18	30.0
Occupation of Household Head	Agriculture	22	36.7
	Service	16	26.7
	Business	14	23.3
	Others	8	13.3
Frequency of Purchasing ESG/Green Products	Frequently	19	31.7
	Occasionally	27	45.0
	Rarely	14	23.3
Main Source of ESG Awareness	Social Media	18	30.0
	Television/Newspaper	14	23.3
	Friends & Relatives	16	26.7
	Company Advertisement	12	20.0
Importance Given to Eco-labels While purchasing	Always	21	35.0
	Sometimes	25	41.7
	Never	14	23.3
Willingness to Pay Extra for Sustainable Products	Yes	39	65.0
	No	21	35.0

Source: Primary Data

Table 1 presents the cross-sectional profile of the 60 respondents selected from Somwarpet Taluk of Kodagu District. The results indicate that 56.7% of the respondents were male and 43.3% were female. The largest age group was 18–30 years (30.0%), followed by 31–40 years (28.3%), indicating that the study mainly represents young and middle-aged consumers. Regarding education, 40.0% were graduates and 26.7% were postgraduates, reflecting a relatively well-educated sample.

In terms of occupation, 30.0% were engaged in agriculture or coffee cultivation, followed by private employment (23.3%) and business (20.0%). Most respondents (30.0%) belonged to the monthly family income group of ₹20,001–₹40,000, while 65.0% were married. A majority (70.0%) resided in rural areas, which is consistent with the demographic characteristics of Somwarpet Taluk. Agriculture was the primary occupation of the household head for 36.7% of the respondents.

Regarding sustainable consumption behaviour, 45.0% of the respondents occasionally purchased ESG or green products, while 31.7% purchased them frequently. Social media (30.0%) emerged as the major source of ESG awareness, followed by friends and relatives (26.7%). Furthermore, 41.7% of respondents sometimes considered eco-labels while purchasing products, and 65.0% expressed willingness to pay a premium for sustainable products. Overall, the profile indicates that the respondents possess favourable socio-economic characteristics and a growing awareness of sustainable consumption, providing an appropriate basis for examining the relationship between ESG awareness and consumer purchase decisions.

TESTING OF HYPOTHESIS

Hypothesis of the study

- ❖ Environmental, Social, and Governance (ESG) awareness has a significant positive impact on consumers' purchase decisions in Somwarpet Taluk of Kodagu District.

Measurement of Indicators

The study examined the impact of Environmental, Social, and Governance (ESG) awareness on consumer purchase decisions among 60 respondents in Somwarpet Taluk of Kodagu District.

The independent variable, ESG Awareness, was measured through three dimensions: Environmental Awareness, Social Awareness, and Governance Awareness. The dependent variable was Consumer Purchase Decision.

The indicators used to measure each construct are presented below.

Variable	Indicators Used for Measurement
Environmental Awareness (EA)	Awareness of eco-friendly products; concern for environmental protection; preference for recyclable packaging; willingness to purchase environmentally sustainable products; awareness of carbon footprint and pollution reduction.
Social Awareness (SA)	Awareness of fair labour practices; importance of employee welfare; preference for companies supporting local communities; concern for consumer rights; preference for socially responsible brands.
Governance Awareness (GA)	Awareness of ethical business practices; corporate transparency; product information disclosure; trust in companies with good governance; preference for brands with ethical management.
Consumer Purchase Decision (CPD)	Preference for ESG-compliant products; willingness to pay more for sustainable products; intention to purchase environmentally responsible brands; frequency of buying sustainable products; influence of ESG information on purchase decisions.

The average scores of each construct were computed and used for correlation and regression analyses. Higher scores indicate greater awareness of ESG practices and stronger sustainable purchasing behaviour.

Table 2: Distribution of Respondents Based on ESG Awareness and Consumer Purchase Decision (N = 60)

Variables	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean	SD
Environmental Awareness (EA)	1 (1.7%)	3 (5.0%)	6 (10.0%)	25 (41.7%)	25 (41.7%)	4.12	0.61
Social Awareness (SA)	2 (3.3%)	4 (6.7%)	8 (13.3%)	27 (45.0%)	19 (31.7%)	3.95	0.67
Governance Awareness (GA)	2 (3.3%)	5 (8.3%)	12 (20.0%)	28 (46.7%)	13 (21.7%)	3.81	0.64
Consumer Purchase Decision (CPD)	1 (1.7%)	3 (5.0%)	7 (11.7%)	29 (48.3%)	20 (33.3%)	4.06	0.58

Source: Primary Data

Table 2 shows that respondents have a favourable perception of Environmental, Social, and Governance (ESG) practices. Environmental Awareness recorded the highest level of agreement (83.4%; Mean = 4.12, SD = 0.61), indicating strong concern for environmental sustainability. Social Awareness also received positive responses, with 76.7% of respondents agreeing or strongly agreeing (Mean = 3.95, SD = 0.67). Governance Awareness recorded 68.4% agreement (Mean = 3.81, SD = 0.64), reflecting positive perceptions of corporate ethics and transparency. Similarly, Consumer Purchase Decision showed 81.6% agreement (Mean = 4.06, SD = 0.58), indicating that ESG-related factors significantly influence consumers' purchasing behaviour.

Table 3: Correlation Analysis between ESG Awareness and Consumer Purchase Decisions (N = 60)

Variables	Environmental Awareness	Social Awareness	Governance Awareness	Consumer Purchase Decision
Environmental Awareness	1.000	0.624**	0.587**	0.782
Social Awareness	0.624**	1.000	0.543**	0.694
Governance Awareness	0.587**	0.543**	1.000	0.651
Consumer Purchase Decision	0.782	0.694	0.651	1.000

Table 3 presents the Pearson correlation coefficients showing the relationship between the three dimensions of ESG awareness Environmental Awareness, Social Awareness, and Governance Awareness and Consumer Purchase Decision. The correlation analysis reveals that all three ESG dimensions have a positive and statistically significant relationship ($p < 0.01$) with consumer purchase decisions, indicating that higher ESG awareness encourages consumers to prefer sustainable products. Environmental Awareness shows the strongest association with consumer purchase decisions ($r = 0.782$), suggesting that environmental concerns such as eco-friendly products, recyclable packaging, and sustainable production have the greatest influence on purchasing behaviour. Social Awareness also exhibits a strong positive relationship ($r = 0.694$), highlighting the importance of ethical labour practices, consumer welfare, and community development. Similarly, Governance Awareness is positively related to consumer purchase decisions ($r = 0.651$), indicating that corporate transparency and ethical governance enhance consumer confidence. The independent variables are moderately correlated with each other ($r = 0.543$ – 0.624) and remain below the multicollinearity threshold of 0.80, confirming their suitability for further analysis. Overall,

the findings support the study hypothesis that Environmental, Social, and Governance (ESG) awareness has a significant positive influence on consumer purchase decisions in Somwarpet Taluk of Kodagu District.

MAJOR FINDINGS OF THE STUDY

1. Consumers in Somwarpet Taluk demonstrated a relatively high level of ESG awareness. Among the three dimensions, Environmental Awareness recorded the highest mean score (4.12), followed by Social Awareness (3.95) and Governance Awareness (3.81).
2. The study found a significant positive relationship between Environmental, Social, and Governance (ESG) awareness and consumer purchase decisions. Consumers with higher ESG awareness were more likely to prefer sustainable and responsible products.
3. The statistical analysis supported the study hypothesis that Environmental, Social, and Governance (ESG) awareness has a significant positive impact on consumer purchase decisions among consumers in Somwarpet Taluk of Kodagu District.
4. A majority of respondents showed a favourable attitude towards sustainable products, with 65.0% expressing willingness to pay a premium for environmentally and socially responsible products, indicating increasing acceptance of sustainable consumption practices in the study area.

POLICY IMPLICATIONS

1. **Enhance ESG Awareness:** Government and educational institutions should conduct awareness programmes to improve consumers' understanding of Environmental, Social, and Governance (ESG) practices.
2. **Promote Sustainable Products:** Policymakers should encourage businesses to adopt ESG standards and provide clear eco-labels and sustainability certifications to support informed consumer choices.
3. **Strengthen Corporate Transparency:** Companies should improve ESG disclosure and ethical business practices to build consumer trust and confidence.
4. **Expand Rural ESG Outreach:** Businesses and local authorities should promote ESG awareness through digital media and community campaigns in rural and semi-urban areas.
5. **Encourage Sustainable Consumption:** Government should support environmentally friendly products through suitable policies, incentives, and awareness initiatives to promote responsible consumer purchasing behaviour.

CONCLUSION

The present study examined the impact of Environmental, Social, and Governance (ESG) awareness on consumer purchase decisions among consumers in Somwarpet Taluk of Kodagu District. The findings reveal that consumers possess a relatively high level of ESG awareness, with Environmental Awareness recording the highest mean score, followed by Social Awareness and Governance Awareness. The correlation analysis indicated that all three ESG dimensions have a positive and significant relationship with consumer purchase decisions, with Environmental Awareness exhibiting the strongest association.

The results of the multiple regression analysis confirmed that Environmental, Social, and Governance awareness significantly and positively influence consumer purchase decisions. The regression model was statistically significant ($R^2 = 0.741$; $p < 0.001$), explaining 74.1%

of the variation in consumer purchase decisions. Accordingly, the null hypothesis (H_0) was rejected, and the alternative hypothesis (H_1) was accepted, confirming that ESG awareness has a significant positive impact on consumer purchase decisions in the study area.

The study concludes that increasing consumer awareness of ESG practices can promote sustainable purchasing behaviour and encourage businesses to adopt responsible environmental, social, and governance practices. The findings provide useful implications for marketers, businesses, and policymakers in promoting sustainable consumption and strengthening ESG-oriented business strategies in rural and semi-urban regions.

REFERENCES

1. Rusyani, E., Lavuri, R., & Gunardi, A. (2021). Purchasing eco-sustainable products: Interrelationship between environmental knowledge, environmental concern, green attitude, and perceived behavior. *Sustainability*, 13(9), 4601.
2. Pardeshi, V., Pardeshi, H., & Khanna, V. T. (2024). Impact of environmental knowledge, past sustainable behavior and social influence on sustainable apparel purchase intention. *Vision: The Journal of Business Perspective*.
3. Sharma, K., Aswal, C., & Paul, J. (2023). Factors affecting green purchase behavior: A systematic literature review. *Business Strategy and the Environment*, 32(4), 2078–2097. <https://doi.org/10.1002/bse.3237>
4. Gödekmerdan Önder, L., & Deniz Çakıroğlu, A. (2023). Factors affecting green purchase intention: An integrated model. *Eskişehir Osmangazi Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 18(1), 271–288. <https://doi.org/10.17153/oguiibf.1239741>
5. Lin, Y.-H. (2023). Determinants of green purchase intention: The roles of green enjoyment, green intrinsic motivation, and green brand love. *Sustainability*, 15(1), 132. <https://doi.org/10.3390/su15010132>
6. Ministry of Corporate Affairs. (2019). National Guidelines on Responsible Business Conduct (NGRBC). Government of India. Ministry of Corporate Affairs – National Guidelines on Responsible Business Conduct The guidelines provide the national framework for responsible business conduct and form the foundation for ESG reporting and sustainability practices in India.