

Sustainable Choices and Smart Promotions: Examining the Link Between Consumer Attitudes and Eco-Friendly Product Purchases

Asma Jasmin¹ and Dr. Chokkamreddy Prakash²

^{1,2}Assistant Professor, Department of MBA

School of Management Studies, Guru Nanak Institutions Technical Campus, Hyderabad

<https://orcid.org/0000-0002-3832-3740>

asmajasmine.mbagnitc@gniindia.org and chokkamprakashreddy@gmail.com

Abstract: *The global environmental crisis has intensified the focus on sustainable consumption, yet a persistent gap remains between consumer attitudes and actual purchasing behavior regarding eco-friendly products. This study examines the link between consumer attitudes, promotional strategies, and the purchase of eco-friendly products in South India. A quantitative research design was employed, collecting data from 275 consumers in Hyderabad and Ranga Reddy Districts via a structured questionnaire. Data were analyzed using descriptive statistics, correlation, regression, and Structural Equation Modeling (SEM). The findings reveal that while consumer attitudes significantly influence purchase behavior ($\beta = .42, p < .001$), promotional strategies are a critical moderating factor, with a substantial direct effect ($\beta = .31, p < .001$). Furthermore, eco-labeling and social media campaigns were found to be significantly more effective than monetary discounts. The study concludes that "smart promotions"—those focused on building credibility and leveraging social influence—are essential for bridging the attitude-behavior gap. The results offer actionable insights for marketers and policymakers, emphasizing the need for integrated strategies that combine attitudinal reinforcement with transparent, community-oriented marketing to drive sustainable consumption.*

Keywords: sustainable consumption, green marketing, consumer attitudes, eco-friendly products, promotional strategies, attitude-behavior gap, smart promotions

