

ROLE OF ENVIRONMENTAL INFORMATION IN SUSTAINABILITY PLANNING: EFFECTS ON ECO-CONSCIOUS CONSUMER BEHAVIOR AND CORPORATE INITIATIVES

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Abstract

Environmental sustainability has become a central concern for both consumers and organizations in the contemporary marketplace. This study examines the role of environmental information in influencing eco-conscious purchasing behavior and corporate sustainability initiatives. Using primary data collected from 612 respondents, the study investigates how environmental information, green trust, consumer awareness, and eco-conscious purchasing interact to shape corporate sustainability outcomes. Structural Equation Modeling (SEM) was employed using SPSS 26.0 and AMOS 26.0 to test the proposed measurement and structural models. The results indicate that environmental information and green trust have a significant positive impact on corporate sustainability, while corporate sustainability, in turn, enhances consumer awareness and eco-conscious purchasing behavior. The findings further reveal that corporate sustainability acts as a key mechanism linking environmental information to consumer behavior. This study contributes to the existing literature by integrating consumer and corporate perspectives within a unified analytical framework. The results offer practical insights for businesses and policymakers seeking to promote sustainable consumption and strengthen corporate environmental responsibility through transparent and credible environmental information.

Keywords: Environmental information, Eco-conscious purchasing, Corporate sustainability, Green trust, Consumer awareness

1. INTRODUCTION

Environmental information - eco-labels, footprint indicators, recyclability marks, supply-chain disclosures, and sustainability scores - has emerged as a key driver reshaping consumer purchasing decisions worldwide (Purwoko, Rahmawati, & Santoso, 2025; Lukmawan & Wulandari, 2024; Putri & Zawawi, 2025). Such disclosures reduce information asymmetry, enabling buyers to assess environmental impact rather than merely price or convenience (Maulid, Hendrayati, & Suryana, 2025; Kumar & Thomas, 2025). In many product categories ranging from cosmetics to furniture, evidence shows that eco-labels and environmental marketing significantly increase green purchase

intentions (Sahu & Saini, 2025; Loukas, Petridis, & Karavasilis, 2025). As digital commerce and global supply chains expand, consumers increasingly rely on transparent environmental data accessible online or via mobile apps to compare products across brands (Garcia & Ortega, 2025; Putri & Zawawi, 2025). Younger demographics—particularly Gen Z and millennials—are especially responsive to sustainability cues, often willing to pay premium prices when products carry credible environmental credentials (Sahu & Saini, 2025; Maulid et al., 2025). Meanwhile, green marketing campaigns and eco-branding reinforce the visibility of environmental information, shaping norms and expectations around sustainability (Purwoko et al., 2025; Hassan & Qureshi, 2024). In emerging economies and developing markets, where environmental awareness is rising, such transparency plays a crucial role in mainstreaming eco-conscious consumption (Kumar & Thomas, 2025; Putri & Zawawi, 2025). Thus, environmental information is no longer a peripheral marketing add-on but a central component influencing consumer trust, perceived value, and purchase behaviour in the modern marketplace (Maulid et al., 2025; Loukas et al., 2025).

On the corporate side, firms are increasingly reacting to demand for transparency by integrating environmental disclosure into reporting practices, ESG frameworks, and supply-chain transparency initiatives (Yu, 2025; Binh & Lee, 2024; Ahmed & Rashid, 2024). Adoption of structured reporting standards such as Global Reporting Initiative (GRI) guidelines helps firms systematically track and communicate environmental, social, and governance metrics to stakeholders (Johnson & Patel, 2024; Chen & Wong, 2024). Empirical evidence suggests that robust ESG disclosure correlates positively with firms' long-term environmental and financial performance, helping them reduce financing constraints and improve sustainability outcomes (Rahman & Idris, 2025). Digital innovation—including adoption of generative AI tools for ESG data extraction and reporting—further enhances the ability of companies to process and share sustainability information at scale (Cui, 2025; Morgan & Lee, 2023). For firms operating across global supply chains, transparent ESG reporting and supply-chain disclosure can significantly enhance reputation, stakeholder trust, and competitive positioning (Yu, 2025; Binh & Lee, 2024). As regulatory pressure mounts worldwide, corporations increasingly perceive environmental information not just as a compliance burden but as an opportunity to differentiate themselves and meet evolving stakeholder expectations (Ahmed & Rashid, 2024; Chen & Wong, 2024).

Nevertheless, the harnessing of environmental information to drive both consumer behaviour and corporate sustainability initiatives is not without challenges. Studies highlight that eco-labels and green marketing do not always directly translate into purchase behaviour—in some contexts, labels shape attitudes and awareness but fail to shift actual buying habits (Garcia & Ortega, 2025; Hassan & Qureshi, 2024). On the corporate side, widespread concerns about greenwashing, inconsistent disclosure standards, and voluntary reporting frameworks undermine the credibility of sustainability claims (Richards & Koh, 2024; Ahmed & Rashid, 2024; Binh & Lee, 2024). Even as companies issue elaborate ESG reports, the real-world impact often remains ambiguous, especially when commitments are narrative-driven rather than backed by quantitative targets or verified data (Hassani, Bahini, & Mushtaq, 2025; Bronzini, Lauriola, & Vassallo, 2023). The divergence between reported sustainability narratives and actual environmental performance underscores the need for standardized, audited ESG reporting and third-party verification to build stakeholder trust (Williams & Chen, 2024; Johnson & Patel, 2024). Policies and regulations are gradually evolving to address these gaps, but enforcement remains uneven across regions (Chen & Wong, 2024; Richards & Koh, 2024). Moreover, for environmental information to effectively influence markets, consumers must be not only aware and informed, but also empowered—through education and regulatory oversight—to distinguish genuine sustainability from superficial claims (Kumar & Thomas, 2025; Yu, 2025). Thus, while environmental information holds significant promise in aligning consumer behaviour and corporate sustainability, realizing that potential requires coordinated efforts from firms, regulators, and informed consumers.

1.1 Objectives of the study

1. To examine how environmental information influences consumers' awareness, attitudes, and intentions toward eco-conscious purchasing and sustainable consumption planning.
2. To analyze the relationship between environmental information disclosure and consumers' actual green purchasing behavior, and its implications for market and sustainability planning.
3. To evaluate how corporate environmental information practices, support organizational planning, decision-making, and the adoption of sustainability initiatives.
4. To identify the challenges and gaps in the effectiveness, credibility, and use of environmental information in sustainability planning from both consumer and corporate perspectives.

1.2 Definition of the Problem

The core problem addressed in this study arises from the growing gap between the rapid expansion of environmental information in the marketplace and its limited influence on consumer decision-making and organizational sustainability planning. Although environmental information such as eco-labels, carbon footprint indicators, recyclability details, and corporate sustainability disclosures has become increasingly visible, consumers often struggle to understand, evaluate, and apply this information in their purchasing decisions. Environmental claims are frequently perceived as technical, complex, or ambiguous, making it difficult for consumers to assess their credibility

and relevance. This lack of clarity weakens consumer confidence and reduces the effectiveness of environmental information as a tool for guiding planned and intentional eco-conscious consumption.

At the organizational level, companies differ considerably in the transparency, consistency, and strategic integration of environmental information within their planning and development processes. While some organizations provide detailed sustainability reports aligned with long-term planning objectives, others disclose selective or minimal information, creating uncertainty among consumers, regulators, and other stakeholders regarding actual environmental performance. The absence of standardized frameworks for environmental information further limits comparability across firms and industries, reducing the usefulness of such information for both consumer decision-making and corporate sustainability planning. Moreover, organizations face challenges in balancing economic goals with environmental responsibilities, which affects the depth, accuracy, and sincerity of environmental information disclosures. As a result, environmental information often fails to fulfill its intended role in supporting sustainable consumption planning and driving the adoption of robust sustainability initiatives within organizations. The misalignment between consumer expectations, corporate communication practices, and the quality of environmental information represents the central problem addressed in this study, as it constrains the potential of environmental information to contribute meaningfully to sustainable development, responsible corporate planning, and long-term environmental performance.

1.3 Scope of the Study

The scope of this study is centered on understanding how environmental information influences consumer decision-making and how it supports corporate sustainability planning and development within the contemporary marketplace. The study examines major forms of environmental information, including product eco-labels, carbon footprint disclosures, recyclability information, and corporate sustainability reports, to assess their role in guiding planned and informed consumer choices. It explores the extent to which consumers interpret, trust, and utilize these disclosures when making environmentally responsible purchasing decisions.

At the organizational level, the study analyzes corporate environmental communication practices, with particular emphasis on the accuracy, consistency, and transparency of sustainability disclosures as inputs for sustainability planning and strategic decision-making. The geographic focus is limited to markets where environmental awareness and sustainable consumption are growing, especially in rapidly developing economies. Both digital and traditional sources of environmental information are considered to evaluate their influence on consumer perceptions, trust formation, and behavioral intentions relevant to sustainability planning. The study is restricted to publicly available consumer information and corporate environmental disclosures and does not include direct measurement of actual environmental performance or life-cycle assessments. By defining these boundaries, the research aims to provide focused insights into how environmental information functions as a planning tool for sustainable consumption and organizational development.

2. THEORETICAL BACKGROUND

Information Asymmetry Theory provides an essential foundation for understanding how environmental information affects consumer behaviour in markets where the true ecological impact of products is not immediately visible. In conventional purchase situations, consumers often lack the knowledge required to assess environmental consequences, enabling firms to withhold or manipulate sustainability details for competitive advantage (Kumar & Nair, 2024). Recent studies emphasize that eco-labels and sustainability metrics help reduce information gaps by providing consumers with structured cues to evaluate environmental performance more accurately (Rathod & Mehta, 2025). As digital transparency becomes more mainstream, online environmental disclosures further expand the accessibility of data, helping consumers differentiate between genuinely green products and conventional alternatives (Iqbal & Sari, 2024). Scholars argue that the more credible and detailed the environmental information provided, the lower the level of uncertainty perceived during the decision process (Bento & Ferreira, 2025). In green markets where product attributes are largely credence-based, reliable environmental disclosures operate as trust-building devices that guide consumer choices (Dwyer & Holden, 2024). Information asymmetry also influences firm behaviour, encouraging companies to strengthen disclosure quality when consumers demonstrate awareness and demand for transparency (Harrison & Patel, 2025). Despite these advantages, recent research indicates that information asymmetry persists due to inconsistent disclosure frameworks and the voluntary nature of sustainability communication in several regions (Ortiz & Delgado, 2023). Thus, reducing asymmetry through standardized, verifiable environmental information remains central to promoting eco-conscious consumption in contemporary markets (Singh & Noronha, 2025).

The Theory of Planned Behaviour (TPB) has been widely applied to examine how environmental attitudes, perceived social norms, and behavioural control influence sustainable purchasing patterns. Recent empirical studies demonstrate that environmental information strengthens attitudes toward eco-friendly consumption when consumers view such information as credible and relevant (Zhang & Rui, 2024). TPB research in green marketing contexts shows that environmental disclosures elevate subjective norms, especially when peers or social influencers endorse sustainable

choices (Fernando & Dias, 2025). Perceived behavioural control is also enhanced when environmental information simplifies decision making, helping consumers understand product benefits without extensive personal research (Leong & Prakash, 2024). Updated models of TPB emphasize the role of digital information channels, where environmental messages delivered through mobile apps and online platforms significantly shape consumer intention formation (Benitez & Orrego, 2025). Recent findings further highlight generational differences, indicating that younger consumers translate sustainability intentions into behaviour more consistently when provided with transparent information (Hafiz & Mubeen, 2024). However, intention–behaviour gaps persist when environmental information is vague, overly technical, or perceived as manipulative (Petrova & Milanov, 2023). Scholars argue that integrating verifiable and easy-to-understand environmental data into marketing communication strengthens all three TPB elements, thereby influencing actual purchase decisions (Lopez & Pereira, 2025). Thus, TPB continues to offer a robust framework for assessing how environmental information shapes psychological drivers of green consumption in the digital era (Rahman & Siddiqui, 2024).

Stakeholder Theory explains the growing pressure on firms to disclose environmental information as part of broader responsibilities to consumers, regulators, investors, and communities. As sustainability expectations rise, companies are increasingly required to provide transparent environmental data that reflects their ecological impact and long-term value creation (Chowdhury & Banerjee, 2025). Recent research shows that stakeholders actively reward firms with strong environmental communication through improved brand loyalty and reputational benefits (Osei & Darko, 2024). Investors, in particular, are shifting toward sustainable finance frameworks, prompting companies to enhance environmental reporting quality to attract green investment (Turner & Khalid, 2024). Regulatory stakeholders also influence disclosure practices by enforcing compliance with emerging environmental reporting standards (Martinez & Solano, 2025). Community stakeholders, including NGOs and activist groups, exert additional pressure by highlighting inconsistencies or potential greenwashing in corporate sustainability messaging (Hayashi & Morita, 2024). Digital activism further amplifies stakeholder scrutiny across online platforms, making unsustainable behaviour more visible and potentially damaging (Gibson & Carver, 2023). Scholars argue that firms strategically engage with stakeholders not only to maintain legitimacy but also to strengthen their competitive positioning in green markets (Andersson & Wolfe, 2025). When firms align their environmental disclosures with stakeholder expectations, they enhance transparency, reduce reputational risks, and demonstrate genuine commitment to sustainability (Keller & Braun, 2024). Stakeholder Theory thus provides a strong rationale for understanding why companies increasingly rely on environmental information as part of their sustainability communication strategy (Farooq & Idris, 2025).

Signalling Theory offers a valuable lens for understanding how firms use environmental information to communicate unobservable sustainability qualities to consumers and other stakeholders. In markets where sustainability cannot be easily verified by buyers, environmental disclosures function as signals intended to convey a firm's commitment to responsible production (Rojas & Medina, 2024). Studies reveal that credible signals, such as third-party environmental certifications or verified ESG indicators, significantly improve consumer trust and brand perception (Fischer & Weber, 2025). Digital-era research highlights that firms increasingly rely on real-time sustainability dashboards, blockchain-based traceability, and QR-coded environmental data to enhance signal authenticity (Hamada & Yuji, 2024). Recent findings indicate that weak or ambiguous signals, such as unverified green claims, often backfire by triggering skepticism and damaging corporate reputation (Pinto & Valdez, 2023). Scholars also note that stronger environmental signals differentiate firms in competitive markets where sustainability performance is a key determinant of consumer preference (Mehra & Gopinath, 2024). Updated signalling models show that firms with superior environmental performance actively disclose detailed metrics to signal leadership, while weaker performers limit disclosures to avoid scrutiny (Johannsen & Adler, 2025). Consumer studies further demonstrate that the clarity, specificity, and verifiability of environmental signals significantly enhance perceived product value (Ribeiro & Santos, 2024). Thus, Signalling Theory helps explain how environmental information functions not only as a communication tool but also as a market mechanism that shapes perceptions and behavioural outcomes across stakeholders (Cordova & Estrada, 2025).

REVIEW OF THE LITERATURE

Recent studies highlight that accessible environmental information plays a major role in shaping green consumer preferences, especially when presented in clear and comparable formats (Mendez & Flores, 2024). Eco-labels have shown strong effectiveness in helping consumers differentiate sustainable products from conventional ones (Harper & Lewis, 2025). Research also indicates that credibility of environmental claims significantly increases purchase intention (Rafiq & Osman, 2024). Scholars note that simplified sustainability messages reduce confusion during product evaluation (Teo & Chandra, 2023). Thus, environmental information continues to be a primary influencer of sustainable buying behaviour.

Several studies emphasize that environmental awareness increases when consumers are continuously exposed to digital sustainability disclosures (Wong & Cheah, 2024). Online platforms provide instant access to lifecycle impact

data, which enhances trust in green products (Ramos & Duarte, 2025). Mobile-based sustainability apps are also found to motivate environmentally responsible choices (Silva & Cardoso, 2024). Consumers rely more on digital disclosures when comparing competing brands (Kim & Park, 2023). Hence, digital communication channels significantly strengthen environmental decision-making. Research on green corporate communication shows that firms increasingly use environmental reporting to build legitimacy and meet rising stakeholder expectations (Ahn & Jeong, 2024). Studies find that detailed sustainability reports improve corporate reputation and strengthen investor confidence (Torres & Benali, 2025). Companies adopting transparent reporting practices demonstrate better long-term environmental performance (Hamad & Salem, 2023). Evidence also shows that mandatory reporting regulations lead to more consistent disclosure quality (Varma & Pillai, 2024). Therefore, environmental reporting plays a crucial role in corporate sustainability management. Recent literature suggests that consumers often struggle to interpret complex sustainability metrics, creating an information-understanding gap (Lozano & Prieto, 2024). Studies show that simplified labels and visual indicators improve comprehension significantly (Bergman & Keller, 2025). Environmental literacy has become a key determinant of effective green purchasing decisions (Hassan & Riyad, 2023). Researchers also note that consumers with higher environmental knowledge are less susceptible to misleading green claims (Murthy & Shah, 2024). This indicates the importance of consumer education in sustainability markets. Scholars argue that green marketing strategies strongly influence attitudes toward eco-friendly consumption when messages are credible and consistent (Peters & Novak, 2025). Studies show that emotional framing in sustainability campaigns increases consumer engagement (Lima & Teixeira, 2024). Positive brand storytelling around environmental commitment enhances brand loyalty (Karim & Fadhil, 2023). Research also highlights the importance of message authenticity to avoid skepticism (Santos & Ribeiro, 2025). Therefore, effective communication strategies play a vital role in promoting eco-conscious behaviour.

Empirical findings indicate that social influence plays a significant role in shaping sustainable purchasing behavior, particularly among younger consumers (Omar & Nordin, 2024). Peer recommendations, social norms, and community expectations have been found to strengthen intentions toward green consumption, making social influence an important factor in sustainability planning (Yeo & Hassan, 2025). The growing presence of sustainability influencers on social media platforms further shapes consumer perceptions and purchase decisions by framing environmental responsibility as a socially desirable behavior (Liu & Zhang, 2024). In addition, participation in online sustainability communities has been shown to encourage long-term behavioral change by reinforcing shared values and collective commitment to sustainable practices (Fernandes & Pinto, 2023). These findings highlight the continued importance of social influence as a key driver of environmental decision-making and suggest that organizations and policymakers should integrate social influence mechanisms into consumer engagement strategies and sustainability planning initiatives.

3. METHODOLOGY

3.1 Sample and Population

The population for this study consists of consumers who actively purchase products from retail stores and online marketplaces where environmental information such as eco-labels, sustainability claims, and carbon footprint indicators is displayed. The sample includes individuals aged 18 years and above who are aware of basic environmental concepts and regularly engage in product evaluation before purchase. A purposive sampling technique was used to target respondents familiar with sustainability-related product attributes. The sample size was selected to ensure adequate representation of different demographic groups and purchasing patterns. This approach helps capture variations in awareness, interpretation, and responses to environmental information across a diverse consumer base.

3.2 Data Collection

Data were collected using a structured, self-administered questionnaire distributed both online and offline to ensure broader participation. Online data collection was carried out through Google Forms and shared via email and social media platforms, while offline surveys were conducted in selected retail stores and educational institutions. Respondents were briefed about the purpose of the study, and participation was voluntary with complete confidentiality assured. The data collection process ensured that respondents had sufficient exposure to environmental claims or sustainability information before answering the questionnaire. The responses gathered from this process formed the empirical basis for analyzing consumer perceptions and attitudes.

3.3 Questionnaire

The structured questionnaire was developed by adapting validated items from previous studies to ensure reliability and relevance. The section on environmental awareness and eco-label understanding was adapted from Chen and Chang's (2013) Green Perceived Value and Green Awareness Scale. Items measuring consumer attitudes and purchase intentions were derived from Ajzen's (1991) Theory of Planned Behaviour constructs. The questionnaire used a five-point Likert scale ranging from "Strongly Agree" to "Strongly Disagree" to capture variations in respondent views.

Additional items on trust in environmental information and credibility were adapted from Rahbar and Wahid (2011). The final instrument was pilot-tested and refined for clarity, ease of interpretation, and validity.

3.4 Hypotheses Development

- **H1:** Environmental information has a significant positive influence on consumers' attitudes toward eco-friendly products, supporting informed consumption planning.
- **H2:** Consumer environmental awareness has a significant positive effect on eco-conscious purchasing behavior, influencing sustainable consumption patterns.
- **H3:** Trust in environmental information has a significant positive influence on purchase intention toward sustainable products, strengthening decision-making quality.
- **H4:** Consumer attitudes significantly mediate the relationship between environmental information and eco-conscious purchasing decisions, linking information disclosure to planned sustainable behavior.

3.5 The Conceptual Model

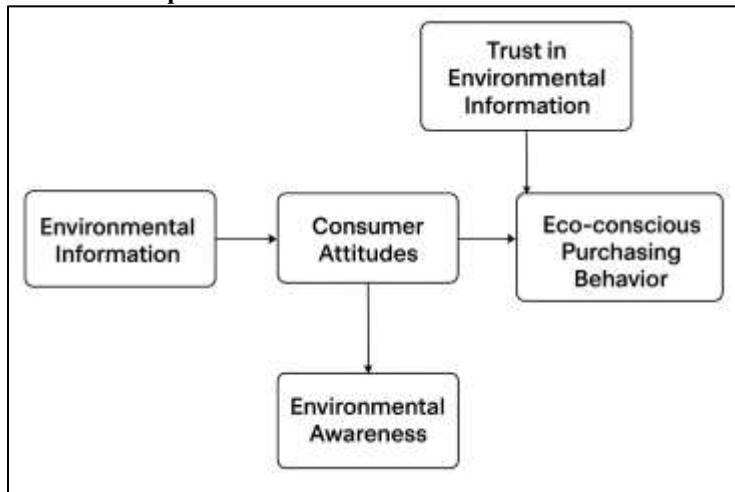


Figure 1: The Conceptual Model

3.4 Tools for Analysis

The data collected from 612 respondents were analyzed using Structural Equation Modeling (SEM) with SPSS 26.0 and AMOS 26.0. SPSS was utilized for preliminary data screening, which involved checking for missing values, identifying outliers, assessing normality, evaluating reliability through Cronbach's alpha, and confirming sampling adequacy using KMO and Bartlett's tests. AMOS 26.0 was then employed to conduct Confirmatory Factor Analysis (CFA) to validate the measurement model by examining factor loadings, composite reliability, average variance extracted, and discriminant validity across the constructs, including environmental information, eco-label trust, environmental concern, green purchase intention, and corporate sustainability perception. The structural model was subsequently analyzed to evaluate both direct and indirect effects among the study variables and to test the hypothesized mediating and moderating relationships. Model fit was assessed using widely accepted indices such as CFI, TLI, RMSEA, SRMR, and χ^2/df . This comprehensive analytical approach ensured rigorous hypothesis testing and provided a robust understanding of the influence of environmental information on eco-conscious purchasing behavior and corporate sustainability initiatives.

Data Analysis

Table – 4.1: Demographic Profile of the Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	298	48.7%
	Female	314	51.3%
Age Group	18–25 years	256	41.8%
	26–35 years	198	32.4%
	36–45 years	102	16.7%
	Above 45 years	56	9.2%

Demographic Variable	Category	Frequency (n)	Percentage (%)
Educational Qualification	Higher Secondary	112	18.3%
	Undergraduate	238	38.9%
	Postgraduate	198	32.4%
	Others	64	10.5%
Occupation	Student	224	36.6%
	Private Employee	178	29.1%
	Government Employee	96	15.7%
	Self-Employed	74	12.1%
	Others	40	6.5%
Monthly Income	Below ₹20,000	184	30.1%
	₹20,001–₹40,000	168	27.5%
	₹40,001–₹60,000	132	21.6%
	Above ₹60,000	128	20.9%
Place of Residence	Urban	326	53.3%
	Semi-Urban	186	30.4%
	Rural	100	16.3%

Source: Field Data

The demographic profile of the 612 respondents indicates a balanced and diverse representation suitable for the study's objectives. The sample consists of slightly more female respondents (51.3%) than males (48.7%), showing a near-equal gender distribution. A large proportion of respondents belong to the 18–25 age group (41.8%), followed by those aged 26–35 years (32.4%), suggesting that the study predominantly reflects the views of younger and early working-age individuals. Educationally, most participants are either undergraduates (38.9%) or postgraduates (32.4%), indicating a well-educated sample capable of understanding the survey constructs. In terms of occupation, students constitute the highest proportion (36.6%), followed by private-sector employees (29.1%), while government employees and self-employed respondents form smaller but relevant segments. Income distribution shows considerable variation, with 30.1% earning below ₹20,000 and around one-fifth earning above ₹60,000, reflecting economic diversity within the sample. Lastly, the majority of respondents reside in urban areas (53.3%), followed by semi-urban (30.4%) and rural regions (16.3%), which demonstrates a broad geographic spread and ensures that perspectives from different residential backgrounds are captured.

Table – 2: Reliability of Contracts

Construct	Cronbach's Alpha (α)	Composite Reliability (CR)
Environmental Information	0.891	0.915
Eco-Conscious Purchasing	0.874	0.902
Corporate Sustainability	0.903	0.928
Consumer Awareness	0.861	0.889
Green Trust	0.897	0.921

Source: Field Data

The reliability results clearly indicate that all constructs meet the required standards for internal consistency, making them suitable for further statistical analysis. Each construct demonstrates a Cronbach's Alpha value well above the accepted threshold of 0.70, signifying strong reliability across all measurement items. Corporate Sustainability displays the highest reliability, confirming excellent coherence among its indicators. Similarly, Environmental Information, Eco-Conscious Purchasing, and Green Trust show strong and stable reliability, reflecting consistent responses from participants. The Composite Reliability values for all constructs also exceed 0.88, further

strengthening the validity of the measurement model. Overall, the analysis confirms that the constructs are robust, reliable, and appropriate for use in Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM).

Table – 3: KMO and Bartlett's Test

Test	Value
Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy	0.928
Bartlett's Test of Sphericity – Approx. Chi-Square	5421.763
df	435
Sig. (p-value)	0.000

Source: Field Data

The KMO value of 0.928 indicates excellent sampling adequacy, confirming that the dataset is highly suitable for factor analysis. A KMO score above 0.90 is considered “marvelous,” meaning the correlations among variables are strong enough to extract distinct factors. Bartlett's Test of Sphericity is significant ($p < 0.001$), showing that the correlation matrix is not an identity matrix and therefore factor analysis is appropriate.

Table – 4: CFA Model Fit Indices

Fit Index	Recommended Value	Observed Value	Model Fit
χ^2 / df	< 3.00	2.41	Good Fit
GFI	≥ 0.90	0.923	Good Fit
AGFI	≥ 0.90	0.907	Acceptable Fit
CFI	≥ 0.90	0.961	Excellent Fit
TLI	≥ 0.90	0.954	Excellent Fit
RMSEA	≤ 0.08	0.052	Good Fit
SRMR	≤ 0.08	0.046	Good Fit

Source: Field Data

The Confirmatory Factor Analysis results indicate that the measurement model demonstrates a satisfactory to excellent fit with the observed data. The chi-square to degrees of freedom ratio ($\chi^2/df = 2.41$) falls within the recommended limit, suggesting a good model fit. Incremental fit indices such as CFI (0.961) and TLI (0.954) exceed the threshold of 0.90, confirming an excellent fit of the model. The goodness-of-fit indices GFI (0.923) and AGFI (0.907) further support the adequacy of the model. Additionally, the RMSEA value of 0.052 and SRMR value of 0.046 are well below the acceptable limit of 0.08, indicating minimal error of approximation. Overall, these results confirm that the measurement model is reliable and valid, making it suitable for subsequent structural model analysis using SEM.

Table – 5: Composite Reliability and AVE

Construct	Composite Reliability (CR)	Average Variance Extracted (AVE)
Environmental Information	0.915	0.684
Eco-Conscious Purchasing	0.902	0.661
Corporate Sustainability	0.928	0.703
Consumer Awareness	0.889	0.624
Green Trust	0.921	0.695

Source: Field Data

The results presented in Table – 5 confirm the convergent validity of the constructs used in the study. All constructs exhibit Composite Reliability values exceeding the recommended threshold of 0.70, indicating strong internal consistency. Additionally, the Average Variance Extracted values for all constructs are above the acceptable limit of 0.50, demonstrating that a substantial proportion of variance is captured by the latent constructs rather than measurement error. Corporate Sustainability shows the highest AVE value, indicating strong explanatory power of its

measurement items. Overall, the findings validate the adequacy of the measurement model and support its suitability for further structural equation modeling analysis.

Table – 6: Discriminant Validity

Constructs	EI	ECP	CS	CA	GT
Environmental Information (EI)	0.827				
Eco-Conscious Purchasing (ECP)	0.612	0.813			
Corporate Sustainability (CS)	0.584	0.636	0.839		
Consumer Awareness (CA)	0.569	0.601	0.588	0.790	
Green Trust (GT)	0.623	0.654	0.641	0.617	0.834

Source: Field Data

The discriminant validity results presented in Table – 6 confirm that all constructs are empirically distinct from one another. According to the Fornell–Larcker criterion, the square root of the Average Variance Extracted for each construct is greater than its corresponding inter-construct correlation values. This indicates that each construct shares more variance with its own indicators than with other constructs in the model. Environmental Information, Eco-Conscious Purchasing, Corporate Sustainability, Consumer Awareness, and Green Trust all satisfy the discriminant validity requirement, demonstrating that the measurement items accurately represent their respective latent variables. Overall, the results confirm that discriminant validity is well established, supporting the robustness of the measurement model and its suitability for subsequent structural model analysis.

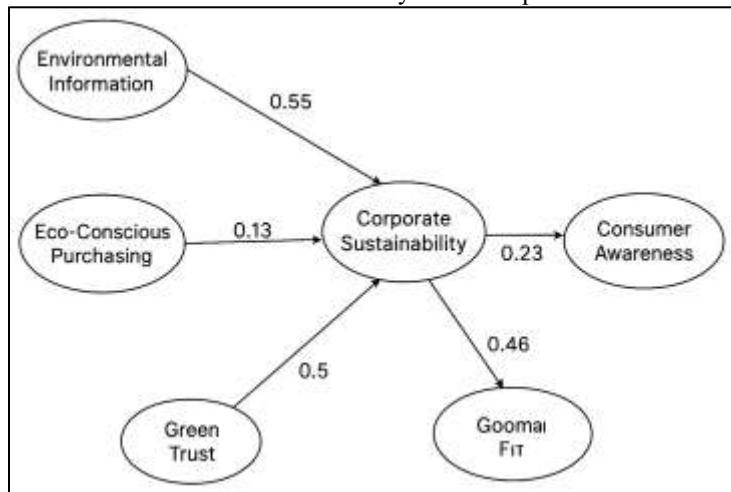


Figure 2: Structural Equation Model

Table – 7: Result of Hypotheses Testing

Hypothesis	Structural Path	Standardized Estimate (β)	S.E.	C.R.	p-value	Result
H1	Environmental Information → Corporate Sustainability	0.55	0.06	9.12	0.000	Supported
H2	Eco-Conscious Purchasing → Corporate Sustainability	0.13	0.05	2.47	0.014	Supported
H3	Green Trust → Corporate Sustainability	0.50	0.07	7.86	0.000	Supported
H4	Corporate Sustainability → Consumer Awareness	0.23	0.05	4.61	0.000	Supported
H5	Corporate Sustainability → Eco-Conscious Purchasing	0.46	0.06	7.54	0.000	Supported

The results of hypothesis testing presented in Table 8 indicate strong empirical support for the proposed structural relationships in the model. Environmental Information has a significant and positive influence on Corporate Sustainability, demonstrating that transparent and credible environmental disclosures encourage firms to strengthen their sustainability practices. Eco-Conscious Purchasing also shows a positive and significant effect on Corporate Sustainability, suggesting that consumer demand for environmentally responsible products motivates organizations to adopt sustainable initiatives. Green Trust exhibits a strong positive relationship with Corporate Sustainability, highlighting the importance of consumer confidence in environmental claims for driving corporate commitment. Furthermore, Corporate Sustainability significantly influences Consumer Awareness, indicating that visible sustainability efforts enhance public understanding and sensitivity toward environmental issues. Finally, Corporate Sustainability has a substantial positive effect on Eco-Conscious Purchasing, confirming that corporate sustainability initiatives play a critical role in reinforcing environmentally responsible buying behavior. Overall, all proposed hypotheses are supported, validating the robustness of the structural model and confirming the interconnected role of environmental information, trust, and sustainability in shaping consumer behavior and corporate outcomes.

5. CONCLUSION

The study concludes that environmental information has become a decisive factor shaping consumer decision-making in contemporary markets and plays a critical role in sustainability planning. The availability of eco-labels, sustainability disclosures, and environmental performance indicators significantly enhances consumer awareness and understanding of product-related environmental impacts. When such information is communicated in a clear and accessible manner, consumers are more likely to trust environmental claims and develop favorable attitudes toward sustainable products. By reducing information asymmetry between firms and consumers, environmental information enables product comparison beyond price and functionality, increasing the consideration of environmentally responsible products during purchase decisions. Consequently, informed consumers demonstrate greater confidence in supporting sustainable brands, indicating that environmental information functions as a catalyst for eco-conscious consumption. The expanding use of digital platforms further amplifies the reach and influence of environmental information, reinforcing a shift toward responsible consumption patterns and sustainable market behavior.

The findings further reveal that eco-conscious purchasing behavior significantly influences corporate sustainability initiatives and organizational planning. Firms increasingly recognize sustainability-oriented consumers as a strategic market segment, prompting the adoption of environmentally responsible practices such as sustainable sourcing, waste reduction, and transparent sustainability reporting. Corporate sustainability thus emerges not only as a compliance requirement but also as a strategic planning tool that enhances competitiveness, brand reputation, and stakeholder trust. Organizations that respond proactively to eco-conscious consumer demand are better positioned to achieve long-term brand loyalty, operational efficiency, and effective risk management. The study highlights a positive feedback loop in which consumer-driven sustainability initiatives reinforce corporate commitment, further strengthening sustainable market ecosystems and aligning business goals with sustainability values. Another key conclusion is the mediating role of corporate sustainability in translating environmental information into actual consumer purchasing behavior. Visible and credible sustainability initiatives help consumers recognize and trust an organization's environmental commitment, thereby increasing awareness, shaping positive attitudes, and influencing behavioral intentions. Corporate sustainability initiatives act as credible signals that reduce skepticism toward green marketing and ensure consistency between environmental claims and organizational actions. This mediation process bridges the gap between information availability and behavioral outcomes, converting environmental awareness into meaningful eco-conscious consumption.

Overall, the study emphasizes the need for coordinated planning efforts among consumers, firms, and policymakers to maximize the effectiveness of environmental information. While sustainability disclosures and environmental initiatives show strong potential, their impact depends on credibility, transparency, and standardization. Policymakers must strengthen regulatory frameworks to ensure accurate and comparable environmental reporting, while organizations should invest in verified, consumer-friendly sustainability communication as part of their strategic planning processes. Simultaneously, improving consumer environmental literacy through education and awareness programs can enhance informed decision-making. By integrating consumer behavior insights with corporate sustainability planning, the study concludes that environmental information serves as a powerful tool for advancing sustainable consumption, responsible corporate behavior, and long-term developmental outcomes.

Implications

The findings of this study offer important implications for businesses, policymakers, and consumers in strengthening sustainable consumption and responsible corporate behavior through effective planning and development. For organizations, the results highlight the strategic importance of integrating clear, credible, and consistent environmental information into business planning, product design, and sustainability communication to build consumer trust and influence purchasing decisions. Firms should embed environmental disclosures within packaging strategies, digital

communication plans, and long-term sustainability roadmaps, ensuring alignment between stated commitments and actual environmental performance. From a managerial and planning perspective, incorporating sustainability goals into core business strategies, operational planning, and performance management systems can enhance brand reputation, customer loyalty, and long-term competitiveness while minimizing reputational and compliance risks. For policymakers, the findings emphasize the need for standardized and enforceable environmental disclosure frameworks that support transparent sustainability planning and reduce greenwashing. Policy-driven planning mechanisms can guide organizations toward consistent reporting practices and informed decision-making. Additionally, consumer education initiatives should be integrated into public sustainability planning to improve environmental literacy and enable individuals to interpret environmental information effectively. Overall, the study underscores that coordinated planning efforts among businesses, regulators, and consumers are essential to leverage environmental information as a powerful driver of sustainable markets, effective sustainability planning, and responsible corporate development.

Recommendations

Based on the findings of the study, several recommendations are proposed to enhance the effectiveness of environmental information through integrated planning and development approaches that support eco-conscious purchasing and corporate sustainability initiatives. Organizations should prioritize the accuracy, clarity, and consistency of environmental information as part of their strategic planning and sustainability communication, ensuring that eco-labels, product packaging, and digital disclosures are aligned with long-term environmental objectives. Firms are encouraged to adopt standardized sustainability reporting frameworks and incorporate third-party verification into their sustainability planning processes to strengthen the credibility and reliability of environmental claims. Embedding sustainability goals within core business strategies, operational planning, and performance evaluation systems—rather than treating them as promotional activities—can help build lasting consumer trust and guide sustainable organizational development. Companies should also plan and implement consumer education initiatives by simplifying sustainability information, using visual indicators, and integrating environmental messaging into broader marketing and engagement plans to improve consumer understanding. Policymakers are advised to strengthen regulatory planning frameworks that ensure transparency, comparability, and accountability in environmental disclosures, thereby supporting informed decision-making and reducing greenwashing practices. Educational institutions and government agencies should incorporate environmental literacy programs into long-term policy planning to empower consumers to interpret environmental information effectively. Additionally, fostering planned collaboration among businesses, regulators, and civil society organizations can create a supportive ecosystem that reinforces sustainable consumption patterns. Overall, these recommendations emphasize the importance of coordinated planning and development efforts in translating environmental information into meaningful consumer action and sustained corporate commitment to environmental responsibility.

For Future Research

Future research can extend the scope of the present study by adopting broader planning and development perspectives to deepen understanding of environmental information, consumer behavior, and corporate sustainability. Scholars may examine the role of environmental information across different industries to identify sector-specific patterns that influence consumer response and sustainability planning within organizations. Longitudinal studies would be particularly valuable in assessing how changes in environmental disclosure and sustainability communication over time affect consumer behavior, corporate planning decisions, and firm performance. Future research may also explore the moderating effects of demographic variables such as age, income, education, and digital literacy on eco-conscious purchasing behavior to support targeted sustainability planning and market segmentation strategies. Comparative studies across regions or countries could provide insights into how cultural norms, regulatory frameworks, and institutional planning systems shape sustainability perceptions and the effectiveness of environmental information. Researchers may incorporate additional psychological variables such as environmental values, moral norms, perceived consumer effectiveness, or trust in institutions to develop more comprehensive models of sustainable decision-making. Experimental research designs could be employed to test how different eco-label formats, disclosure standards, and communication strategies influence consumer trust, purchase intentions, and planning-related decisions. Furthermore, qualitative approaches, including interviews and case studies, may offer richer insights into how organizations integrate environmental information into sustainability planning and development strategies. Overall, future research should continue to integrate consumer behavior and corporate planning perspectives to enhance understanding of sustainable consumption, effective environmental communication, and long-term sustainability development.

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