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Research paper

The Influence of Sustainable Attitudes and Value-Driven Norms on Consumer Purchase Intentions

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Abstract

This study investigates the influence of consumption-related values and environmental attitudes on consumers' intention to purchase organic food in the Trichy region. Employing a quantitative survey approach, data were collected from 282 participants familiar with organic products through convenience sampling. The survey measured various factors, including aesthetic preferences, brand perceptions, and environmental concerns, using a five-point Likert scale. Descriptive statistics revealed strong preferences for product design, uniqueness, and social recognition, alongside significant awareness of environmental responsibility. Multiple regression analyses demonstrated that utilitarian values, particularly product utility and safety, along with environmental attitudes such as climate change concern and forest preservation, significantly shape positive consumer attitudes and purchase intentions toward organic food. The findings underscore the balanced role of emotional, social, functional, and ecological considerations in sustainable consumer behaviour. Ethical protocols were observed throughout data collection to ensure participant confidentiality and research integrity. This research contributes valuable insights for marketers and policymakers aiming to promote organic food consumption through targeted strategies that address both value-driven and environmental motivations.

Keywords: *Consumption Values; Environmental Attitudes; Organic Food Purchase Intention; Sustainable Consumer Behaviour; Trichy Region.*

1. Introduction

Most developing markets and growing popular literature during the last decade have tended to listen more to sustainable consumption concerns owing to glaring environmental problems such as climate change, pollution, and ecological degradation. Environmental practices, ranging from using organic products and clean and renewable energy to sourcing from environmentally friendly companies, must gain support for addressing environmental issues (Garbyal & Gupta, 2024; Jozi & Khajehpour, 2017). A sustainable consumption behavior consists of understanding the long-term effects of individual consumption upon the natural and social environment (Epstein, 2008). This tends to be referred to as responsible, ecological, or socially friendly behavior; despite recent intensive development, the field mainly focuses upon eco-friendly consumption (Carrington et al., 2014). Consumers are increasingly adopting environmentally friendly behaviors, such as choosing organic foods, driven by environmental concerns, health considerations, and nutritional awareness. This shift in consumer attitudes is expected to drive future growth in the organic food industry (Laroche et al., 2001; Chen & Peng, 2012). As such, the response comes in the form of more and more organic consumption, as more and more consumers converge toward the realization of sustainable living (Lange, 2023). In a way of reflecting this heightened awareness, India's organic food market has tripled since the fiscal year 2021, when it was valued at 21.6 billion Indian rupees, to an estimated 64 billion rupees by fiscal year 2025 (Statista, 2024). The increasing desire among consumers for green products such as organic food, hybrid cars, and energy-efficient appliances has boosted global demand for eco-friendly items (Bhutto et al., 2019). While green buying behavior has been well studied in developed economies, so far, there is a research gap in studying emerging Asian markets such as China and India (Hansen, 2009; Yadav & Pathak, 2016). In the research of consumer attitude and intention toward green products with the application of the TPB, the existing research shows that favorable attitudes fail to quite often translate into real purchase behavior (Joshi & Rahman, 2016). Consumer trust, particularly green trust, is an important variable to influence purchase intention for eco-friendly products (Schlosser et al., 2006; Wang et al., 2019). Studies have defined green trust as playing a mediating role between perceived value and green purchasing intention, with attitude becoming one of the major predictors that drive the willingness to purchase green and organic products (Hsu et al., 2017). Considering this, the study aims to investigate the research gap between attitudes and intentions in the Indian market for organic food. Specifically, the authors intend to study the effect of consumption values and social norms on the decision-making process of consumers (Ziwei & Han, 2023). Previous works (Hong & Kang,

2019) have pointed out similar gaps in sustainable consumption; however, few studies have examined it within the Indian context (Shetty & Nair, 2024). Their study will help in a better understanding of sustainable consumption in the sphere of psychology and in guiding the market and the policymakers alike (Chinnasamy, 2024). Finally, the present research strives to connect the gap between attitude and intention for the enhancement of organic food acceptance in India (Kim & Seock, 2019; Reynolds et al., 2015; Yamoah & Acquaye, 2019; Jalali & Rezaie, 2016).

2. Research Background and Hypothesis Formulation

Sustainable consumption includes the use of goods and services to satisfy basic needs and to attain better quality of life while minimizing resource depletion, toxins, and wastes to preserve the interests of generations yet unborn (Carvalho De Abreu Lima & Lima, 2020). Sustainability in the organic food industry can be promoted through support for local farming practices, transparent methods of sourcing and production, and by communicating with consumers regarding minimally processed, organic items. Such an approach provides for both sustainable production and responsible consumption (Jung & Jin, 2014; Norum, 2013). There is now greater awareness of environmental issues and the damaging effects of conventional farming on ecosystems among consumers (Biswas, 2024). This growing awareness of sustainability issues has prompted many to avoid chemically treated foods and be willing to pay more for organic ones equipped with full product information (Jung et al., 2020; Shao, 2019; Shamsi et al., 2022).

2.1 Consumption Value and Social Norms

Sustainable consumption is, therefore, balancing social responsibility with individual necessities and desires; however, convenient customs, habits, and personal values often create constraints in achieving this balance. The contemporary issue of reflection and opposition to cultural norms could empower changes improved by sustainability in post-modern society (Sawang et al., 2014). Human values, in fact, represent the aspirations and desires that motivate humans to perform tasks in a certain way. Performances are directed towards different products and brands through emotional insight concerning value-related concerns. In cases where ethical decisions are undertaken, individuals tend to be guided more by their values and beliefs than by consequences (Schwartz, 2012; Yin et al., 2018). Sustainable consumption has to balance social responsibility against individual needs and wants. Yet, the following factors may constrain it in practice: convenience, habit, and personal values. Such a post-modern society has the salient feature of an impulse to reflect upon and challenge cultural norms that may bring changes for sustainability (Sawang et al., 2014). The values are those that reflect the basic goals and needs motivating people and providing conduct values. They greatly influence decisions regarding the selection of products and brands through guiding actions with emotional intensity. With reference to Snyder and Kiviniemi and Schwartz, moral values apparently serve as more potent guides for individual choice and issues than whatever consideration of consequences is likely to do (Schwartz, 2012; Yin et al., 2018). Both utility and hedonic values positively affect consumer perceptions of eco-friendly faux leather products, whereas purchase intentions toward bamboo clothing are influenced by economic and epistemic values (Sharma & Nair, 2025). Unlike utility and social values in these cases, ecological value has played a more significant role in shaping consumer behavior toward sustainable fashion (Jung & Jin, 2014). Similarly, Sharma & Nair (2025) noted the increasing influence of digital media on sustainable consumption, where online communities and social platforms reinforce social norms and values that drive consumer choices. Nguyen and others recently found in 2023 that transparent and credible sustainability claims are most crucial in fostering customer trust and increasing their willingness to purchase. Thus, the researcher hypothesizes that (Nguyen et al., 2023):

H1: Consumption values have a positive impact on purchase intention towards Organic food.

2.2 Attitude towards Sustainable Products

Research in the past has found a relationship between sustainable attitudes and real purchasing of apparel and organic food (Stephens, 1985). But as attitudes might not translate into buying behavior, the attitude-behavior gap requires understanding the influence of attitudes on purchase intention (Carrington et al., 2010). The attitude-behavior gap model incorporates personal values, involvement, and social norms in analyzing sustainable consumer behavior, especially in the organic food sector (Vermeir & Verbeke, 2006). It establishes the role of personal values and social influences to bridge the gap between sustainable attitudes and purchase intentions. The consumer's attitudes towards organic food greatly influence their buying decisions (Chang & Watchravesringkan, 2018). Attitude towards green products or marketing represents consumers' internal favorability; subjective norms gauge the perceived social pressures exerted on green purchasing behavior (GPB), and perceived behavior control measures how easy or difficult it is to undertake GPB (Joshi & Rahman, 2015). The numerous variables in tandem with environmental beliefs, knowledge concerns, consciousness, and awareness that combine to render attitudes as directing their sale of green products afford proof to specify how these attitudes impact consumers' purchasing intentions (Cary 1993; Nguyen et al., 2019). There are many studies showing direct relationships between consumers' attitudes in favor of green products and their purchasing intentions. The GPB model highlights motivational factors as leading contributors to these attitudes, mediating the antecedents and purchase intention (Sarumathi, 2014). More recent studies reaffirm the crucial function of consumer attitudes as mediators of the behavioral intentions of green consumer behavior (Paul et al., 2016). Peer pressure and the influence of social media stars represented in the purchase decisions of organic foods are discussed in the study by Smith & Anderson (2021) regarding how social norms or endorsements online affect consumer behavior. Also, the perceived behavioral control and self-efficacy will motivate sustainable consumption through allowing consumers to feel their decisions will matter and, therefore, inspire their ways in purchasing organic foods (Wang et al., 2021). Most recently, it is noted that consumer attitudes toward organic foods are quite influential with regard to purchasing intentions, with a mediation role of attitude in between attitude and actual behavior (Deshmukh & Nair, 2024). The study says that this takes place under the consideration of social norms where expectations of society and ethical considerations shape the attitudes and intentions, and where social influence plays an important role in promoting sustainable apparel, clothing organic food consumption (Banytė et al., 2023). Hence, the researcher hypothesizes that:

H2: Consumers' attitude toward Sustainable Products positively influences the purchase intention of organic foods.

3. Research Model and Methodology

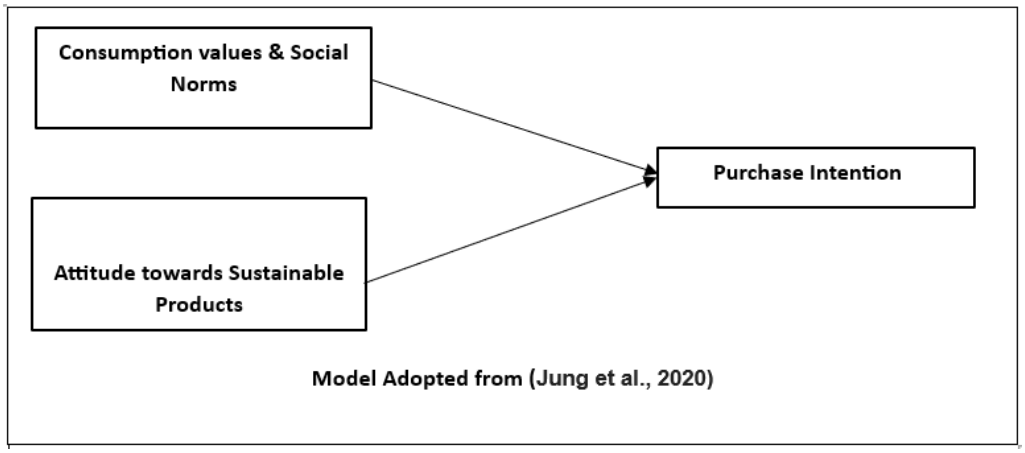

Fig. 1: Research Model

This study adopts a quantitative approach to explore how consumption-related values and environmental attitudes shape consumers' intention to purchase organic food. The research was conducted using a survey-based method, gathering primary data through a well-structured questionnaire. A total of 282 individuals participated in the study. Participants were selected using convenience sampling, which allowed the researcher to access a broad group of consumers familiar with organic food options. The geographical focus of the study was on the Trichy region, where awareness of sustainability and environmentally conscious choices is generally higher.

The survey instrument included items that assessed personal preferences, such as product design and uniqueness, perceptions of brand value, and awareness of environmental issues like pollution control and climate change. Each statement was rated by respondents on a five-point Likert scale, allowing the measurement of agreement levels in a standardized format.

To analyze the data, the study employed a combination of descriptive statistics and multiple regression analysis. Descriptive analysis provided a clear overview of the central tendencies and variability within the dataset. Regression models were then used to test the proposed hypotheses in two stages: first, by examining the impact of consumption values and environmental norms on consumer attitudes; second, by assessing how these attitudes and values influence the actual intention to purchase organic food products. Statistical software was used to ensure precision in calculations and interpretation.

Throughout the research process, ethical considerations were maintained by informing participants of the voluntary nature of the study, ensuring anonymity, and respecting data confidentiality. The methodology was designed to support the reliability and credibility of the findings, while also contributing meaningfully to the understanding of sustainable consumer behavior.

4. Data Analysis and Interpretation

4.1 Descriptive Statistics Results of Consumption Values & Social Norms

Table 1: Descriptive Statistics Results of Consumption Values & Social Norms

	N	Mean	Std. Deviation
Even if its quality is low, I still choose products that feature an attractive design or colour.	282	4.26	.821
My purchasing decisions are guided first by design elements before considering the functionality of the product.	282	4.15	.843
I select products that are distinctive and eye-catching instead of those that are ordinary or basic.	282	4.32	.883
I experience envy when I see people who shop for luxury brands.	282	4.24	.947
People who buy luxury products seem to reach social success.	282	4.03	.998
Social recognition often follows the ownership of luxury clothing and accessories.	282	4.27	.837
Product usefulness stands as an essential factor in determining its value.	282	4.23	.947
In my product selection process, I prioritize the equilibrium between expenses and advantages.	282	3.91	.943
Before buying any product, I evaluate its durability and safety features.	282	4.10	.881
My moral duty drives me to protect my community from pollution in the air we breathe and the water and soil we depend on.	282	4.11	.981
We need to cut down emissions as part of our fight against climate change to protect my family and others.	282	4.09	.933
We need to support tropical forest protection to help others.	282	4.10	.946

Table 1 reveals the descriptive analysis of responses from 282 participants reveals strong consumer inclinations across aesthetic, conspicuous, and utilitarian consumption values, along with socially responsible norms. In the aesthetic consumption category, participants showed the highest agreement for selecting visually appealing products, as reflected in the item "I select products that are distinctive and eye-catching instead of those which are ordinary or basic" with a mean of 4.32 and standard deviation of 0.883, followed closely by "Even if its quality is low, I still choose products that feature attractive design or color" (M = 4.26, SD = 0.821) and "My purchasing decisions are guided first by design elements before considering the functionality of the product" (M = 4.15, SD = 0.843), indicating a strong tendency to prioritize design over function. In terms of conspicuous consumption, the item "Social recognition often follows the ownership of luxury clothing and accessories" received the highest agreement (M = 4.27, SD = 0.837), followed by "I experience envy when I see people who shop for luxury brands" (M = 4.24, SD = 0.947) and "People who buy luxury products seem to reach social success" (M = 4.03, SD = 0.998), showing that participants recognize the social signals associated with luxury consumption. In the utilitarian consumption domain, "Product usefulness stands as an essential factor in determining its value" recorded a high level of agreement (M = 4.23, SD = 0.947), while "Before buying any product, I evaluate its durability and safety features" also scored strongly (M = 4.10, SD = 0.881), though comparatively lower agreement was found for "I prioritize the equilibrium between expenses and advantages" (M = 3.91, SD = 0.943),

indicating that while utility is important, price-value trade-off is slightly less emphasized. Regarding social norms, participants expressed solid environmental consciousness, with “My moral duty drives me to protect my community from pollution” (M = 4.11, SD = 0.981), “We need to support tropical forest protection to help others” (M = 4.10, SD = 0.946), and “We need to cut down emissions as part of our fight against climate change” (M = 4.09, SD = 0.933) all receiving high mean scores. These findings suggest that participants exhibit strong aesthetic preferences, social awareness linked to luxury goods, utilitarian product evaluation, and a pronounced sense of environmental and moral responsibility, with standard deviations across items ranging from 0.821 to 0.998, indicating moderate variability in perceptions across the sample.

4.2 Multiple Regression Analysis of Consumption Values & Social Norms and Attitudes: Consumption Values and Social Norms –Attitude

Table 2: The Multiple Regression Result

Research Hypothesis	R^2	F- Statistics	t values	Sig	Results
Consumption Values & Social Norms →Attitude	0.522	24.495			
Aesthetic Consumption					
Even if its quality is low, I still choose products that feature an attractive design or colour.			-1.168	.244	Rejected
My purchasing decisions are guided first by design elements before considering the functionality of the product.			.298	.766	Rejected
I select products that are distinctive and eye-catching instead of those that are ordinary or basic.			-1.542	.124	Rejected
Conspicuous Consumption					
I experience envy when I see people who shop for luxury brands.			.281	.779	Rejected
People who buy luxury products seem to reach social success.			1.222	.223	Rejected
Social recognition often follows the ownership of luxury clothing and accessories.			-.317	.752	Rejected
Utilitarian Consumption					
Product usefulness stands as an essential factor in determining its value.			4.206	.000	Accepted
In my product selection process, I prioritize the equilibrium between expenses and advantages.			.252	.802	Rejected
Before buying any product, I evaluate its durability and safety features.			3.882	.000	Accepted
Social Norms					
My moral duty drives me to protect my community from pollution in the air we breathe and the water and soil we depend on.			1.488	.138	Rejected
We need to cut down emissions as part of our fight against climate change to protect my family and others.			2.973	.003	Accepted
We need to support tropical forest protection to help others.			5.108	.000	Accepted

The multiple regression result 2 test done to confirm the research hypothesis that Social Norms and Consumption Values have significant impacts on Attitude returned and R^2 of 0.522 This translates to the fact that the independent variables in the model, which are Aesthetic Consumption, Conspicuous Consumption, Utilitarian Consumption, and Social Norms, account for about 52.2% of the variance in consumer attitude. The final model was found to be statistically significant, with an F-statistic of 24.495, verifying that the set of predictors significantly explains differences in consumer attitude.

In the Aesthetic Consumption, none of the three statements under this subcategory had a statistically significant impact on attitude. The question, "Even if its quality is poor, I still prefer products with an attractive design or colour," had a t-value of -1.168 with a significance level of 0.244, showing a weak and statistically insignificant negative correlation. Also, the assertion, "My buying choices are directed first by style factors before deciding on the product's functionality," registered a t-value of 0.298 and a p-value of 0.766, indicating a very weak and statistically insignificant positive impact. The statement, "I choose products that are unique and attractive rather than those which are common or plain," likewise failed to influence attitude significantly, as indicated by a t-value of -1.542 and a p-value of 0.124. The results indicate that consumers' attitudes are not necessarily defined by aesthetic factors like design or uniqueness of appearance. For Conspicuous Consumption, which reflects motivations for luxury and social status, all three variables proved statistically insignificant. The item, "I feel envious when I see individuals who shop luxury brands," was found to have a t-value of 0.281 and a p-value of 0.779, showing no significant effect on attitude. The item, "People who own luxury goods appear to achieve social status," also did not predict attitude highly, with a t-value of 1.222 and a p-value of 0.223. Lastly, the item, "Social status usually comes after owning luxury clothing and accessories," also had a t-value of -0.317 and a p-value of 0.752, affirming that it has no and a negligible influence. Collectively, these findings suggest that status-based consumption behaviours do not contribute significantly to consumer attitudes here.

On the other hand, Utilitarian Consumption was a significant predictor of consumer attitude. The item, "Product usefulness is an important consideration in deciding on its value," demonstrated a strong and statistically significant positive effect, with t = 4.206 and p = 0.000. This means that a one-unit rise in belief about usefulness determining value relates to a large positive shift in consumer attitude. Similarly, the statement, "Before buying any product, I assess its durability and safety features," had a t-value of 3.882 and a p-value of 0.000, reaffirming the large and positive effect of product reliability on attitude. But the item, "In my product selection process, I emphasize the balance between costs and benefits,\" was found to have no significant impact, with a t-value of 0.252 and p-value of 0.802. Overall, it appears from these findings that utilitarian considerations like usefulness, strength, and safety have an important influence in positively shaping consumers' attitudes.

The Social Norms test found a mixed pattern. The assertion, "My moral responsibility compels me to safeguard my community against pollution," had no significant impact on attitude as evidenced by a t-value of 1.488 and a p-value of 0.138. Nevertheless, the remaining two items within this dimension exhibited strong positive and statistically significant effects. The statement, "We need to reduce emissions as part of our battle against climate change," had a t-value of 2.973 and a p-value of 0.003, and this environmental issue is strongly linked to a positive attitude. The most impactful in the whole model was the item, "We need to support tropical forest protection to help others," with a t-value of 5.108 and a p-value of 0.000, marking the tremendous influence of global environmental responsibility on creating positive attitudes.

In conclusion, the hypothesis is supported to a significant degree by regression analysis, particularly from a Utilitarian Consumption and some Social Norms perspective. Although Aesthetic and Conspicuous Consumption do not prove relevant in affecting consumer attitudes, both the instrumental utility of products and environmental stewardship are strong forces. Hence, companies that seek to influence consumer attitudes for the better should place greater value on product usability, safety, and sustainability than on aesthetics and luxury branding.

4.3 Multiple Regression Analysis of Consumption Values & Social Norms, and Behavioral Intention

Table 3: The Multiple Regression Analysis Result

Research Hypothesis	R^2	F- Statistics	t values	Sig	Results
Consumption Values & Social Norms →Behavioral Intention	.371	13.215			
Aesthetic Consumption					
Even if its quality is low, I still choose products that feature an attractive design or colour.			.700	.485	Rejected
My purchasing decisions are guided first by design elements before considering the functionality of the product.			.518	.605	Rejected
I select products that are distinctive and eye-catching instead of those that are ordinary or basic.			.803	.423	Rejected
Conspicuous Consumption					
I experience envy when I see people who shop for luxury brands.			.736	.462	Rejected
People who buy luxury products seem to reach social success.			1.545	.124	Rejected
Social recognition often follows the ownership of luxury clothing and accessories.			.746	.456	Rejected
Utilitarian Consumption					
Product usefulness stands as an essential factor in determining its value.			2.507	.013	Accepted
In my product selection process, I prioritize the equilibrium between expenses and advantages.			.557	.578	Rejected
Before buying any product, I evaluate its durability and safety features.			.733	.464	Rejected
Social Norms					
My moral duty drives me to protect my community from pollution in the air we breathe and the water and soil we depend on.			.562	.575	Rejected
We need to cut down emissions as part of our fight against climate change to protect my family and others.			.210	.834	Rejected
We need to support tropical forest protection to help others.			4.421	.000	Accepted

The multiple regression analysis result 3 tested the effect of Consumption Values and Social Norms on Behavioral Intention had an R^2 of 0.371, which indicates that 37.1% of behavioral intention variance is accounted for by the predictors within the model. The F-statistic of 13.215 further verifies that the model is statistically significant and implies that the overall set of independent variables has a significant effect on behavioral intention.

Under the Aesthetic Consumption construct, none of the variables showed a statistically significant correlation with behavioral intention. The statement "Even if its quality is low, I still choose products that feature attractive design or colour" had a t-value of 0.700 and p-value of 0.485, indicating no significant effect. Correspondingly, the question "My purchasing decisions are determined first by design factors before considering the product's functionality" had a t-value of 0.518 and p-value of 0.605, whereas the question "I choose products that are unique and attention-grabbing rather than those which are plain or basic" had a t-value of 0.803 and p-value of 0.423. These findings suggest that aesthetics and visual attractiveness do not have a strong influence on behavioral intention among consumers in this situation.

For Conspicuous Consumption, reflecting social comparison and values of luxury, none of the three indicators was able to generate statistically significant effects. The item "I feel envious when I look at people who buy luxury brands" generated a t-value of 0.736 and a p-value of 0.462. The statement that "People who buy luxury products seem to reach social success" produced a t-value of 1.545 and a p-value of 0.124, which, though comparatively higher, is still well above the statistical significance threshold. The statement "Social recognition often follows the ownership of luxury clothing and accessories" produced a t-value of 0.746 with a p-value of 0.456. These findings in aggregate suggest that prestige-based, social respect-based, or success-based motivations in relation to luxury brands have no considerable impact on the behavioural intentions of consumers.

The Utilitarian Consumption factor produced conflicting outcomes. The scale "Product usefulness is a key determinant of its value" achieved a statistically significant positive correlation with behavioural intention, with $t = 2.507$ and $p = 0.013$. This means that a rise in perceived usefulness of a product is linked to a big rise in consumers' intention to perform an associated behaviour. Yet the other items within the category did not demonstrate any considerable effects: "In my product choice process, I consider the balance between costs and benefits" had t-value and p-value equal to 0.557 and 0.578 respectively, whereas "Before purchasing any product, I consider its quality and security features" revealed a t-value of 0.733 and p-value of 0.464. These results emphasize that functional features specifically related to product usefulness have a key function in determining behavioral intention, to a greater degree than cost-benefit or safety ratings.

For the Social Norms factor, just one item showed a statistically significant influence. The sentence "We need to protect tropical forests to assist others" had a high positive impact with a t-value of 4.421 and a p-value of 0.000, indicating that pro-environmentalism associated with global duty has a significant impact on behavioral intention. Nonetheless, the statements "My moral obligation compels me to save my people from air pollution and ground and water pollution we use for survival" and "We must reduce emissions as part of our battle against climate change to safeguard my loved ones and others" yielded t-values of 0.562 ($p = 0.575$) and 0.210 ($p = 0.834$), respectively, showing no significant correlation with behavioral intention. These findings imply that more general altruistic motives, especially those involving shielding common global resources, have more of an impact than localised or individual moral obligations in determining consumer action.

Finally, the regression model validates a statistically significant association between selected predictors and behavior intention. Out of the variables tested, product usefulness under utilitarian attitudes and tropical forest protection support under social norms were the only two critical predictors. These results suggest that consumers are more likely to form behavioral intentions when they experience a product as being functionally valuable and when their behavior supports a globally significant environmental cause. The other variables of aesthetic value, social admiration of luxury products, and local moral duties did not have a major impact on behavioral intention in the observed setting.

5. Conclusion

The comprehensive examination of the study presents a subtle picture of how social norms and different consumption values drive consumer behavioral intentions and attitudes. The descriptive statistics show that the respondents have a strong preference for beautiful and attention-grabbing product designs (M = 4.32), connect luxury consumption with social prestige (M = 4.27), value product functionality (M = 4.23), and show a strong concern with environmental and ethical responsibilities (M = 4.11–4.10). Yet, on testing these dimensions using multiple regression analyses for their impact on consumer attitude, only utilitarian consumption values (product usefulness: t = 4.206, p = .000; durability/safety: t = 3.882, p = .000) and certain social norms (climate change: t = 2.973, p = .003; forest protection: t = 5.108, p = .000) turned out to be statistically significant predictors. Aesthetic and conspicuous consumption aspects, although possessing high mean values, did not significantly impact consumer attitude (p > .05), suggesting that design attractiveness and social admiration do not have to form consumers' attitudinal structure.

In considering behavioral intention, the same trend was found. While the total model accounted for 37.1% of variance in behavioral intention ($R^2 = 0.371$, F = 13.215), only product usefulness (t = 2.507, p = .013) and protection of the tropical forests (t = 4.421, p = .000) were significant predictors of behavioral intention. Aesthetic values, envy or admiration of luxury consumption, and moral obligations associated with local environmental issues did not have a strong impact on the behavioral intention of the consumers.

Generally, this research concludes that functional usefulness and global environmental responsibility are the core drivers of consumer attitudes and intentions. Although consumers might look up to beautiful and high-status products, their real attitudes and behavioral intentions are more influenced by functional benefits and worldwide ethical issues. As such, companies looking to promote healthy consumer behavior need to focus more on product functionality, safety, and sustainability causes compared to visual appeal and high-end branding. This observation forms a key strategic guideline for marketers as well as policymakers in influencing sustainable and consumer-friendly offerings.

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