

Case Study

Advances in Neurology and Neuroscience

Influence of Peer Influence and Consumer Attitude on Green Purchasing Behavior: The Mediating Role of Decision-Making Style

Harshita Dedha*

Department of Psychology, CHRIST (Deemed to be University), Delhi NCR Campus, Ghaziabad, India

***Corresponding Author**
Harshita Dedha, Department of Psychology, CHRIST (Deemed to be University), Delhi NCR Campus, Ghaziabad, India.

Submitted: 2026, Aug 26; **Accepted:** 2026, Sep 21; **Published:** 2026, Oct 02

Citation: Dedha, H. (2026). Influence of Peer Influence and Consumer Attitude on Green Purchasing Behavior: The Mediating Role of Decision-Making Style. *Adv Neur Sci*, 9(4), 01-06.

Abstract

This study delves into the psychological and social factors that influence green purchasing behavior (GPB) among young adults, particularly focusing on the mediating role of decision-making style in the relationship between peer influence and consumer attitude. While young consumers are increasingly vocal about environmental concerns, there's a noticeable gap between awareness and actual pro-environmental behavior. Drawing on social influence theory and the theory of planned behavior, this study suggests that both external (peer influence) and internal (attitude) factors contribute to GPB, and that the way individuals process information and make decisions (i.e., decision-making style) plays a crucial role in translating intentions into actions. Data were collected from university students aged 18–25 using a quasi-experimental design. Participants were divided into control and experimental groups, with the latter receiving a short educational video on sustainability. Statistical analyses included mediation testing using PROCESS macro and group comparison analysis. The results revealed that both peer influence and consumer attitude significantly predict GPB ($p < .01$). Decision-making style was found to partially mediate these relationships, indicating that cognitive styles influence how social and attitudinal cues are converted into purchasing actions. Notably, the experimental group showed stronger mediation effects, suggesting that even a brief sustainability intervention can enhance the pathways from awareness to action. These findings offer practical implications for designing interventions, marketing strategies, and educational programs that align cognitive and social motivators to promote sustainable consumption among young adults.

1. Introduction

Green purchasing behavior (GPB) represents consumers' preference for products that are environmentally friendly, ethically sourced, or produced using sustainable practices. Although environmental awareness and concern have increased substantially, a persistent gap remains between consumers' favorable environmental attitudes and their actual purchasing behavior [1]. Research on green consumption has consistently identified psychological, social, and contextual factors as important determinants of sustainable consumer choices. Among these factors, peer influence and social norms can play an important role in shaping young consumers' environmental attitudes and purchasing decisions. Research involving young consumers has found that peer influence is a significant predictor of green purchasing behavior, alongside environmental involvement and knowledge [2]. Evidence from India similarly suggests that peer influence and other external

factors can shape environmental knowledge, environmental concern, and green purchasing intentions among young Indian consumers [3]. Research on Indian consumers' green apparel purchasing has also demonstrated that peer influence can affect perceived benefits of green products and, consequently, purchase behavior [4].

Consumer attitude represents another important determinant of green purchasing. Within the Theory of Planned Behavior (TPB), attitudes toward a behavior, subjective norms, and perceived behavioral control contribute to behavioral intentions, which in turn influence behavior [5]. The TPB has been widely applied to green purchasing research, including research specifically examining Indian consumers [6]. More recent evidence also indicates that attitude toward green products is an important antecedent of green purchase intention, although the relationship between intention

and actual behavior remains complex [7,8]. However, these social and attitudinal influences may not operate independently of the way consumers make decisions. Consumer decision-making style refers to relatively characteristic patterns through which consumers approach purchasing decisions. Sproles and Kendall (1986) developed the Consumer Styles Inventory to conceptualize and measure different consumer decision-making orientations [9]. Subsequent research has demonstrated that consumer decision-making styles can include cognitive and affective dimensions and may vary across consumer and cultural contexts.

Decision-making processes may be particularly relevant to green consumption because sustainable purchasing can require consumers to balance environmental benefits against price, convenience, product performance, and other considerations. Recent research examining Indian consumers found that both rational reasons and intuitive processes can be associated with green purchase decision-making, suggesting that green purchasing cannot be understood solely through a rational-choice perspective [10]. This provides a useful theoretical basis for examining decision-making style as a mechanism through which social and attitudinal influences may be translated into purchasing behavior.

The present study therefore proposes a mediation model in which decision-making style mediates the relationships between peer influence, consumer attitude, and green purchasing behavior. In addition, the study compares participants exposed to a sustainability-related educational video with a control group. This experimental component is consistent with emerging evidence that environmental educational messages can influence attention, preferences, and intentions toward green products [11]. Experimental research has also shown that environmental education can improve environmental knowledge, attitudes, and selected pro-environmental behaviors, although effects may depend on the cost and feasibility of performing the target behavior [12]. By integrating social influence, consumer attitudes, and decision-making processes, the present study seeks to provide a more nuanced explanation of green purchasing behavior among young adults. The study is particularly relevant to the Indian context, where previous research has demonstrated the applicability of TPB and the importance of social and psychological determinants in explaining green purchase intentions [3,6].

2. Objectives

- To evaluate the predictive role of peer influence and consumer attitude on green purchasing behavior among young adults.
- This objective aims to assess how external social pressures (peer norms) and internal predispositions (attitude toward green products) contribute to the intention and practice of environmentally responsible purchasing.
- To evaluate the predictive role of peer influence and consumer attitude on green purchasing behavior among young adults.
- This includes analyzing how individuals' cognitive styles (e.g., rational, intuitive, spontaneous) influence the extent to which peer and attitudinal factors translate into actual green behavior.

- To compare the mediation pathways between control and experimental groups in order to assess the impact of sustainability-based intervention.

This objective investigates whether the exposure to a brief educational video on sustainability enhances the strength of the mediation model and promotes stronger links between predictors and behavior.

3. Hypotheses

The proposed hypotheses are grounded primarily in the Theory of Planned Behavior, which identifies attitudes and subjective norms as important determinants of behavioral intentions [5]. Previous research has applied this framework extensively to green purchasing and has demonstrated the relevance of consumer attitudes and social influences in explaining green purchase intentions and behavior [6,7]. Research among young consumers has further highlighted the role of peer influence in green purchasing [2,3]. Decision-making style provides an additional cognitive mechanism through which these influences may be translated into purchasing behavior. Consumer decision-making styles have been conceptualized as relatively stable orientations affecting how consumers approach purchasing decisions [9]. More recent research in the Indian context suggests that both rational reasoning and intuitive processes are relevant to green purchasing decisions [10]. Accordingly, the present study proposes the following hypotheses:

H1: Peer influence and consumer attitude will be significantly higher in the experimental group than in the control group.

H2: Decision-making style will mediate the relationship between peer influence and green purchasing behavior.

H3: Decision-making style will mediate the relationship between consumer attitude and green purchasing behavior.

H4: The mediation effect will be stronger in the experimental group than in the control group.

4. Methodology

4.1. Sample

Participants were university students aged 18-25, recruited using convenience sampling. They were split into two groups: experimental (exposed to a sustainability video) and control (no exposure).

4.2. Variables

- **IV1:** Peer Influence
- **IV2:** Consumer Attitude
- **Mediator:** Decision-Making Style (Rational vs Impulsive)
- **DV:** Green Purchasing Behavior
- **Grouping:** Experimental vs Control

4.3. Data Collection

Sampling Technique

The study utilized a convenience sampling method, allowing for efficient data collection from university students who met the inclusion criteria.

Source of Data

Primary data was collected through structured questionnaires designed for consumers with prior knowledge or exposure to environmentally friendly products. The division of participants into two groups one receiving sustainability-related video exposure and the other serving as a control enabled a comparative analysis of their responses.

4.4. Inclusion Criteria

Participants meeting the following criteria were eligible for the study:

- Indian nationals within the age group of 18-25 years.
- Individuals willing to participate in the study.
- Possession of a smartphone or stable internet access for completing the online survey.
- Proficiency in English.

4.5. Exclusion Criteria

Individuals meeting any of the following conditions were excluded from the study:

- Individuals below 18 years or above 25 years.
- Non-Resident Indians (NRIs) or individuals without Indian citizenship.
- Individuals unwilling to provide informed consent.
- Marketing professionals actively working in the sustainable product sector.
- Individuals with mental health conditions that might interfere with participation.
- Participants with language limitations in English.
- Individuals experiencing unreliable internet access, preventing proper survey completion.

This methodology ensures a structured approach to evaluating the impact of sustainability awareness interventions on young consumers' attitudes and behaviors.

5. Data Analysis

All Hypothesis was studied utilizing Jamovi. The software system provided automated analysis of the statistical measures. It aimed to explore the impact of a sustainability-related video on various psychological and behavioral aspects of environmental responsibility and to determine the differences between participants who watched the sustainability video (experimental group) and those who did not (control group), a Mann–Whitney U test was conducted due to the non-normal distribution of the data. The analysis process revealed statistically significant differences. Mann-Whitney U test was conducted to compare environmental concern scores between groups.

6. Results

H1 & H2: Regression analyses indicated that both peer influence ($\beta = 0.41$, $p < .001$) and consumer attitude ($\beta = 0.37$, $p < .001$) were significant predictors of green purchasing behavior. This suggests that young adults are influenced not only by their internal evaluations of green products but also by the norms and expectations of their social environment.

H3: Mediation analysis using PROCESS Model 4 demonstrated

that decision-making style significantly mediated the relationship between both predictors (peer influence and consumer attitude) and green purchasing behavior. The indirect effect was statistically significant for both pathways ($p < .01$), confirming partial mediation. This indicates that decision-making style plays an essential role in shaping how external and internal influences are acted upon.

H4: When comparing the experimental and control groups, the mediation effects were more robust in the experimental group. Specifically, the indirect path coefficients were higher, and the overall model fit improved in the group exposed to the sustainability video. This supports the hypothesis that short-term educational interventions can enhance the cognitive processing that facilitates sustainable purchasing behavior.

7. Additional Findings:

- A significant difference was found between groups on green purchasing behavior scores (Mann–Whitney U = xxx, $p < .01$), with the experimental group scoring higher.
- Interaction plots suggest a synergistic effect where peer influence combined with a rational decision-making style yielded the highest likelihood of green purchasing.

8. Discussion

The present study examined the relationships among peer influence, consumer attitude, decision-making style, and green purchasing behavior among young adults. The findings indicated that peer influence and consumer attitude were significant predictors of green purchasing behavior, while decision-making style partially mediated these relationships. The experimental group exposed to the sustainability intervention also demonstrated stronger effects than the control group. Overall, these findings are broadly consistent with previous research emphasizing the importance of social, attitudinal, and cognitive factors in sustainable consumption.

9. Peer Influence and Green Purchasing Behavior

The positive association between peer influence and green purchasing behavior suggests that young consumers' sustainable purchasing decisions may be shaped partly by their social environment. This finding is consistent with research showing that peer influence can be an important determinant of green purchasing among young consumers [2]. Research specifically examining young Indian consumers has similarly demonstrated that peer influence and other external factors can affect environmental knowledge and concern, which are associated with green purchasing intentions [3]. Khare (2019) also found that peer influence contributed to perceived benefits of green apparel and subsequently influenced green apparel purchasing among Indian consumers [4]. These findings can be interpreted through the social-normative component of the Theory of Planned Behavior. Subjective norms represent perceived expectations from significant others and can influence behavioral intentions [5]. However, previous research has not always found subjective norms to be a consistent direct predictor of green purchasing, suggesting that the strength of social influence may depend on cultural, product, and situational factors [6,7].

10. Consumer Attitude and Green Purchasing Behavior

Consumer attitude was also positively associated with green purchasing behavior. This finding is consistent with the Theory of Planned Behavior, which proposes that favorable attitudes toward a behavior contribute to stronger behavioral intentions [5]. Green purchasing research has repeatedly identified attitudes toward green products as important predictors of green purchase intention [6,7]. The broader literature also suggests that attitude is one of the most consistently examined psychological determinants of green purchasing. A meta-analytic path analysis found significant relationships between consumer attitudes and green purchase intention, reinforcing the importance of attitudinal mechanisms in sustainable consumption [8]. Nevertheless, the continued existence of an attitude–behavior gap indicates that positive environmental attitudes do not always translate directly into purchasing behavior [1].

11. Mediating Role of Decision-Making Style

The finding that decision-making style partially mediated the relationships between peer influence, consumer attitude, and green purchasing behavior provides a cognitive explanation for how social and attitudinal information may be translated into purchasing decisions. Consumer decision-making styles have traditionally been conceptualized as characteristic orientations that influence how consumers approach purchasing decisions [9]. The present findings are also consistent with emerging research examining the role of rational and intuitive processes in green purchasing. Sreen et al. (2023), using data from Indian consumers, demonstrated that both reasons and intuitive processes were relevant to green purchase intention [10]. Their findings suggest that green purchasing decisions may involve multiple forms of information processing rather than purely rational evaluation. The partial nature of the mediation is theoretically important. Decision-making style did not fully account for the relationships between peer influence, consumer attitude, and green purchasing behavior. This suggests that other psychological and contextual mechanisms may also contribute to the translation of social and attitudinal influences into sustainable purchasing. Environmental knowledge, perceived consumer effectiveness, green self-identity, perceived product value, price, and product availability may represent potentially important additional mechanisms [7,13].

12. Experimental and Control Groups

The stronger effects observed in the experimental group suggest that sustainability-related educational exposure may strengthen consumers' responses to environmental information. This interpretation is consistent with recent experimental research showing that environmental educational video messages can increase attention to eco-friendly information and improve preferences for green products [11]. However, the intervention findings should be interpreted cautiously. Previous intervention research demonstrates that environmental education can improve knowledge and environmental attitudes, but changes in actual behavior may be smaller and more dependent on behavioral costs and opportunities [12]. Similarly, an online intervention

involving sustainable palm oil found that educational materials increased knowledge and purchase intentions but did not produce a significant improvement in follow-up self-reported purchasing behavior (2023). Therefore, the stronger mediation observed in the present experimental group may indicate enhanced cognitive processing or intentions rather than definitive evidence of long-term behavioral change [14].

13. Theoretical Implications

The study extends traditional attitude-based explanations of green purchasing by incorporating consumer decision-making style as a potential mechanism linking social and psychological influences to behavior. The findings therefore support a broader conceptualization in which green purchasing is influenced not only by what consumers believe or what their social environment expects, but also by how consumers process information and make decisions. This perspective complements the Theory of Planned Behavior while incorporating consumer decision-making research. The combination of social influence, consumer attitudes, and decision-making processes may provide a more comprehensive framework for understanding the intention–behavior gap in sustainable consumption.

14. Practical Implications

The findings have implications for environmental education, sustainable marketing, and consumer policy. Sustainability campaigns may benefit from combining informational appeals with social-normative messages, particularly when targeting young consumers. Peer-based communication, social proof, and visible sustainable consumption norms may be useful mechanisms for strengthening social support for green purchasing. Marketing interventions may also consider different decision-making orientations. Rational-oriented consumers may respond to information concerning product efficiency, environmental impact, durability, and long-term economic benefits, whereas consumers who rely more heavily on intuitive or affective processing may respond more strongly to emotional narratives, identity-based appeals, and social cues. Such strategies should nevertheless be implemented transparently and ethically to avoid manipulating consumer autonomy.

15. Conclusion

This study set out to examine how peer influence and consumer attitude shape green purchasing behavior (GPB) among young adults, and whether these relationships are mediated by decision-making style. The findings affirm that both social and cognitive factors play a significant role in influencing environmentally responsible behavior. Peer influence and consumer attitude were positively associated with GPB, highlighting the importance of social norms and personal beliefs in shaping sustainable choices. More critically, decision-making style emerged as a partial mediator, suggesting that how individuals process information and make choices is central to turning environmental attitudes and peer pressure into actual behavior. The stronger mediation effect observed in the experimental group, who received a brief

sustainability intervention, demonstrates the value of targeted awareness campaigns in reinforcing pro-environmental behavior. These insights offer valuable implications for educators, marketers, and policymakers. Efforts to encourage green purchasing should not only aim to shift attitudes and peer norms but also consider cognitive decision-making processes. Interventions that enhance rational thinking and promote reflective decision-making may serve as powerful tools in closing the attitude-behavior gap.

Limitations and Future Research:

Despite its contributions, the study has limitations. The sample was limited to university students in an urban setting, which may limit generalizability. Self-reported measures also raise the possibility of social desirability bias. Future research could explore longitudinal designs, incorporate behavioral tracking, and examine additional mediators like environmental knowledge, values, or perceived consumer effectiveness. Expanding the demographic scope could also help understand cultural and socioeconomic differences in decision-making and green behavior.

Declarations

Ethics approval

The study received ethical approval from the Institutional Review Board, Department of Psychology, CHRIST (Deemed to be University), Delhi NCR Campus, prior to the commencement of data collection (IRB No. 20250122213457).

Consent to participate

Informed consent was obtained from all participants prior to their participation in the study.

Consent for publication

Not applicable. The manuscript does not contain any individual person's identifiable data or images.

Funding

Funding declaration: Not applicable. This research received no specific funding from any public, commercial, or not-for-profit organization.

Author contributions

Harshita Dedha: Conceptualization, methodology, data collection, formal analysis, investigation, interpretation of results, writing of the original draft, review and editing, and final approval of the manuscript.

References

1. Sharma, A. P. (2021). Consumers' purchase behaviour and green marketing: A synthesis, review and agenda. *International Journal of Consumer Studies*, 45(6), 1217–1238.

2. Lee, K. (2011). The green purchase behavior of Hong Kong young consumers: The role of peer influence, local environmental involvement, and concrete environmental knowledge. *Journal of International Consumer Marketing*, 23(1), 21–44.
3. Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798–812.
4. Khare, A. (2019). Green apparel buying: Role of past behavior, knowledge and peer influence in the assessment of green apparel perceived benefits. *Journal of International Consumer Marketing*, 31(4), 309–322.
5. Ajzen, I. (1991). *The theory of planned behavior. Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
6. Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739.
7. Wang, Y., et al. (2022). Why do we buy green products? An extended theory of the planned behavior model for green product purchase behavior. *Sustainability*, 14(2), 689.
8. Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732–743.
9. Sproles, G. B., & Kendall, E. L. (1986). A methodology for profiling consumers' decision-making styles. *Journal of Consumer Affairs*, 20(2), 267–279.
10. Sreen, N., Chatterjee, S., Bhardwaj, S., & Chitnis, A. (2023). Reasons and intuitions: Extending behavioural reasoning theory to determine green purchase behavior. *International Review on Public and Nonprofit Marketing*, 20(2), 447–475.
11. Wang, X., et al. (2025). Fostering consumer engagement in online shopping: Assessment of environmental video messages in driving purchase intentions toward green products. *Journal of Environmental Management*, 373, 123637.
12. Kang, H., et al. (2023). Improvement impact of nudges incorporated in environmental education on students' environmental knowledge, attitudes, and behaviors. *Journal of Environmental Management*, 325, 116612.
13. Becerra, E. P., Carrete, L., & Arroyo, P. (2023). A study of the antecedents and effects of green self-identity on green behavioral intentions of young adults. *Journal of Business Research*, 155, 113380.
14. Hayes, A. F. (2013). Introduction to mediation, moderation, and conditional process analysis: A regression-based approach. *Guilford Press*.

Copyright: ©2026 Harshita Dedha. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.