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# The Impact of Green Supply Chain Management (GSCM) on Green Consumption Intention(GCI): Mediating and Moderating Role of Green Image and Environmental Responsibility

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## *Abstract*

*This study endeavors to address the relationship between green supply chain management (GSCM) and green consumption intention(GCI), which are examined in this research, along with the moderating effect of environmental responsibility and the mediating role of green image. Even though consumers are becoming more environmentally concerned, a current study has been done to explain how GSCM projects affect customers' intentions, especially in Project based organization. To assess the suggested hypotheses, 210 employees of projects based organization participated in a survey methodology that used SPSS and PLS-SEM analyses. The results highlight the important role that GSCM plays in encouraging green consumption intentions; of particular significance is the mediation pathway that involves green image. Furthermore, the study shows that the relationship between green image and green consumption intentions is significantly shaped by environmental responsibility. Theoretical and managerial contexts examine the ramifications of these findings, highlighting the transformative potential of GSCM projects in promoting sustainable consumption structure. This study fills the gap in the literature by offering new perspectives for future research into consumer behavior and sustainable supply chain management in the construction sector.*

***Keywords:*** *Green Supply Chain Management, Green Image, Environmental Responsibility, Green Consumption Intention.*

## Introduction

Green supply chain management (GSCM) strategies are essential in project-based organizations because operations are naturally dynamic. GSCM incorporates environmental considerations into project processes, advocating for sustainable sourcing, production, and distribution. This not only promotes a favorable environmentally-friendly perception but also affects the intent of stakeholders to engage in environmentally friendly consumption. Furthermore, environmental responsibility is crucial in influencing the connection between a positive perception of being a green image and the green consumption intention to engage in environmentally conscious consumption. This emphasizes the need for sustainable practices in contexts that involve specific construction projects. An adverse effect on the environment has resulted from the rapid acceleration of industrialization in response to rising customer demand for construction projects. This has resulted in a renewed concern among consumers for environmental preservation (Kilic & Ozdemir, 2018). Projects have incorporated green marketing and supply chain practices into their daily operations in response to rising governmental, competitive, cost, and social responsibility concerns (Sarkis & Zhu, 2018). The

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regulators have adopted many environmental regulations, including waste recycling, disposal, and environmental performance metrics. Because of this, businesses and their leaders have started incorporating environmentally friendly policies and procedures into their long-term plans, a trend known as "Green supply chain management" (GSCM) (Kilic & Ozdemir, 2018). Therefore, it is reasonable to infer that an organization's Green supply chain management oriented practices directly influence the level of green consumption among its clients (Sarkis & Zhu, 2018). For this reason, project based organizations are making significant changes to their supply chain operations to boost their green credibility with customers (Zang et al., 2018). Some empirical research (Chuang et al., 2018) reveals that businesses can significantly increase their profits by using green image and supply chain methods. Taylor et al. (2013) argue that for firms to have long-term success, they must integrate green image principles into their daily procedures. This involves creating a thorough strategic green image framework and implementing GSCM practices (Chuang et al., 2013). Paramita, E. L. (2018) added that companies and governments can strive to improve their green corporate image by implementing more environmentally friendly procedures. As a result, consumers will be more inclined to shop with that company in the future.

More empirical information must be needed to help project based organization integrate and implement strategic and internal green image activities (Sarkis & Zhu, 2018) despite the prevalence of green/environmental narratives literature. Academics and industry experts agree that green image is still in its infancy regarding widespread implementation in business (Sugandini et al., 2020). While many studies have focused on the external, customer-facing effects of a company's shift to a greener marketing strategy (Salamzadeh et al., 2019), far fewer have explored the internal and strategic consequences of such a move. According to Labafi et al. (2019) investigated the effect of green brand equity as a mediator between a company's internal green marketing approach and its customers' green consumption intentions. Salamzadeh et al. (2019) proposed including green supply chain management and other variables into the current conceptual framework to learn more about the factors leading to a consumer's decision to make an environmentally friendly. This study aims to fill this knowledge gap by investigating the moderating and mediating effects of green image and environmental responsibility on the relationships between green supply chain management and green consumption intention. This study hopes to contribute to the existing literature on the causes of environmentally conscious project based organization decisions by examining the abovementioned connections.

The theoretical and practical ramifications of the current investigation are substantial. The current research aims to increase the knowledge of environmentally responsible and supply chain management. The first contribution of this research is to fill a gap in the existing literature by illuminating the mechanisms connecting green supply chain management and green consumption intent. This research will provide empirical data for causal inferences about the relationships between the concepts mentioned above. In addition, this research will add to our understanding of how different organizational approaches to green supply chain management affect consumer spending habits. Thus, the results of this research will add significantly to our knowledge of what influences Pakistani consumers to choose eco-friendly products. Second, this study adds to the literature by investigating how green image and environmental responsibility affect the relationship between GSCM and green consumption intentions.

## Literature Review

### GSCM and Green Consumption Intention

According to Garcia et al. (2020), GSCM is "incorporating environmental considerations into the supply chain process." Project based organization, sourcing of raw materials and criteria for selecting them, different processes and distribution, are all part of GSCM (Alcaraz et al., 2020). Moreover, GSCM may be

defined as an organization's strategy to recognize and apply environmental planning across the supply chain process to dramatically increase its environmental footprint, as stated by Lee and Klassen (2008). Lee et al., (2009) define GSCM as assessing suppliers based on how well they perform environmentally and how hard they work to meet environmental requirements. Aslam (2019) researched the effect of GSCM practices on organizations reputation in the Pakistani business environment. The firm's GSCM efforts impacted the company's overall image substantially. It was discovered that green supply chain management practices might influence consumers' attitudes towards a company favorably. Accordingly, the following association is postulated in this study in light of the data as mentioned above:

***H1:*** *Green supply chain management significantly and positively impacts green consumption intention.*

**Green Supply Chain Management and Green Image**

The term "green image" refers to the combination of an organization's care for its public perception and the perception that its commercial practices are ecologically beneficial. In addition, a company's green reputation grows when its client recognizes and appreciates its eco-friendly policies, procedures, and wares (Sarkis & Zhu, 2018). A company's "green image" is how its current and potential clients view it as a whole, as proposed by Ahmed et al. (2018). According to Kumar et al. (2018), a company's "green corporate image" is the sum of its customers' positive associations. The opinions of customers, workers, the media, and other key stakeholders all contribute to what Testa and Iraldo (2010) call a company's "green image." According to research (Mathivathanan et al., 2018), companies that go the extra mile to maintain a positive green image see increased customer satisfaction and a subsequent increase in positive word of mouth. Many studies have shown that the choices made by an organization's stakeholders directly impact how the public perceives the company. Therefore, there are advantages to pursuing green initiatives, such as improved green image, more profits, and a better reputation (Kumar et al., 2018).

Additionally, Aslam et al. (2019) researched how GSCM practices affected the public perception of Pakistani project based companies. It was shown that GSCM practices were a primary antecedent of total business reputation and positively and significantly associated with corporate image. To summarize, we hypothesize the following relationship:

***H2:*** *Green supply chain management significantly and positively impacts green image.*

**Green Image and Green Consumption Intention**

Green positioning, which encourages consumers to adopt environmentally friendly stances, has positively affected functional and emotional advantages (Lee et al., 2010). Utilitarian advantages comprise the bulk of the functional benefits. According to studies of "green marketing," businesses who want to stay ahead of the competition invest heavily in meeting customer requests for environmentally friendly products (Chan, 2013). Researchers Huang et al. (2014) found that consumers' green knowledge increased after exposure to an organization's green positioning, which in turn led to the formation of green purchasing intentions. In addition, Han et al. (2009) contend that a company's "green corporate image" is vital in encouraging important behavioral outcomes like brand loyalty, customer happiness, and trust. However, further research is needed to fully understand the connection between consumers' green perceptions and their actual green consumption habits (Martinez, 2015). Current studies on the green brand image have also claimed that developing a positive brand image requires the integration of both practical and intangible brand benefits (Sarkis & Zhu, 2018).

An organization's green image usually includes its concern about its economic activities' environmental impact. A green image is created when customers are aware of the company's green actions and products (Zhu, 2018). Han and Huo (2020) studied how green brand image affects The corporate image appeared to influence consumer behavior positively. Thus, a green image predicts customer intention in project-based organizations.

***H3:*** *Green image significantly and positively impacts green consumption intention.*

**Mediates role of Green Image**

An individual's "green consumption intention," as defined by Pagiaslis and Krontalis (2014), is an attitude towards consumption that motivates people to reduce their environmental impact. Buying, using, and disposing of eco-friendly products all require customers to act environmentally responsibly. According to several research, individuals' green consumption actions can be predicted by their green consumption intentions (Ghali-Zinoubi & Toukabri, 2019). The significance of green consumption intention in encouraging green behavioral outcomes is also the subject of much scholarly inquiry (Tung et al., 2017). Researchers have identified three dimensions to characterize this influential function. The first component, as outlined by Diamantopoulos et al. (2003), entails using various market segmentation tools and methodologies to identify the unique features of buyers of green products. Green consumers are influenced by several different demographic parameters, including age, education, family, sex, and wealth, as noted by Chekima et al. (2016). Many researchers, however, disagree and argue that these demographic indicators alone are insufficient in defining consumers' green purchase habits (Zhang et al., 2019). The second dimension focuses mostly on psychological variables, with proponents arguing that these elements impact customers' propensity to engage in environmentally responsible purchasing practices (Choi et al., 2015). Perceived green value, environmental awareness, and a sense of self-identity are just a few psychological variables contributing to a thorough grasp of eco-friendly purchasing decisions.

In addition, Sarkis and Zhu (2018) investigate the function of green image in mediating the connection between GSCM practices and green consumption intention in project-based organizations. It was shown that the connection between GSCM practices and green customer satisfaction was mediated by a company's perceived commitment to environmental sustainability.

***H4:*** *Mediates role of green image between green supply chain management and green consumption intention.*

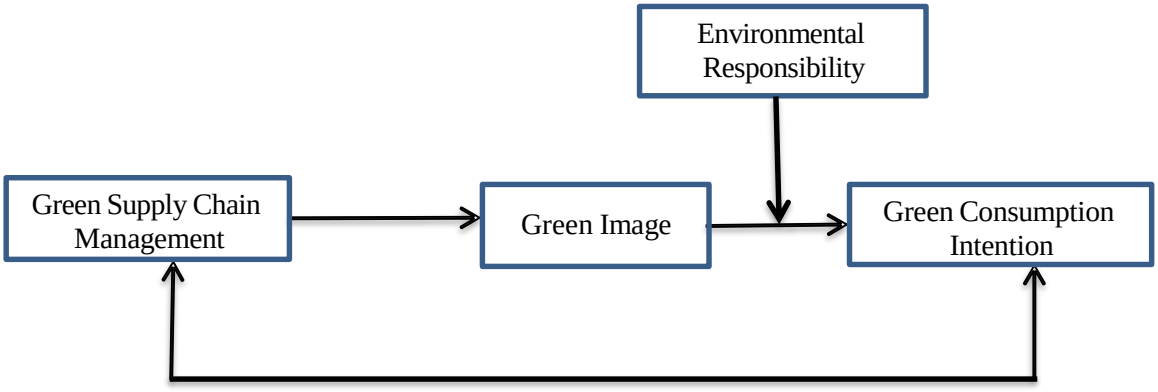
**Moderating role of Environmental Responsibility**

Environmentalism, or "Environmental Responsibility" (ER), is "a sense of deeper responsibility that stimulates individuals to exhibit increased attention towards key environmental issues and motivates them to undertake efforts that are aimed at taking responsibility for the protection of their surrounding environment" (Barnes et al., 1995). According to Zivkovic et al. (2015), environmental responsibility is defined as "individual actions taken in the context of societal-environmental wellbeing without regard to individual self-interest or economic gain." According to Han et al. (2017), environmental responsibility (ER) is a personal duty that motivates an individual to take action for environmental protection. According to current study, customer is becoming increasingly environmentally conscious in project-based organizations, as seen by an uptick in adopting pro-environmental behaviors (Yue et al., 2020). Environmentally conscious and well-informed consumers are more likely to pressure businesses to provide eco-friendly goods (Li et al., 2020). Hsu et al. (2017) found that people who care about the environment are more likely to be interested in purchasing green products, which makes them feel more emotionally

invested in the cause of environmental protection. In addition, it has been seen that when environmental awareness grows among consumers, so do their intentions to purchase green goods (Sreen et al., 2018). Furthermore, environmental responsibility has been studied in many cultural contexts, as has the positive correlation between green image and green consumption intention.

***H5:*** *Moderate role of environmental responsibility between green image and green consumption intention.*

**Research Model**




**Methodology**

This section describes the many strategies and techniques to test the study's hypotheses. With Green image as a mediator and environmental responsibility as a moderator, this study will examine how GSCM influences green consumption intentions. A researcher's approach is crucial because it provides a framework for testing the reliability of their hypotheses. A detailed description of the process is essential to ensure the general credibility and dependability of the research.

**Research Design**

An action research strategy is the focus of the research methodology. A researcher's study design details the steps that will be taken to reach out to appropriate individuals in the organization and compile the resulting data for analysis (Zikmund, 2003). Below, we cover various types of research, the analysis unit, and the time frame that must be considered while planning a study.

**Type of Study**

The current research measures environmental responsibility as a moderator between green image and green consumption intention and green image as a mediator between green supply chain management and green consumption intention. For this reason, Pakistan authorities contacted several project based organizations to collect data on the numerous organizations operating in Pakistan's major cities. Examining the roles played by moderators like environmental responsibility and mediators like green image, this study seeks to explain the connection between Green supply chain management and green consumption intention.

**Population**

Employees of project-based organizations in Lahore, Faisalabad, Karachi and Multan were included in

the current study. This included project managers, managers, assistant managers, supervisors, and employees. Large-scale project-based organizations can use research questionnaires issued to numerous organizations using Google Forms to acquire data from respondents. After deciding on a suitable sample size, data collection and analysis can begin to determine the extent to which GSCM use affects GCI, with mediating role of GI and the moderator role of ER.

**Sample and Sampling Techniques**

The data collected from the sample are reflective of the total population. All of the groups were polled using Google Forms. Time constraints necessitated focusing on just five cities for convenience sampling, and those cities' residents provided the data. To acquire accurate and genuine data from the project-based organizations people, we have informed all respondents that their information would be kept in the strictest confidence.

**Scales and Measures**

We sent out a questionnaire to all relevant employees to collect information for this study. Except where otherwise noted, all questionnaire items in this study used a 5-point Likert scale, with 1 representing strongly disagree and 5 representing strongly agree. Age, education, years of experience, and other similar indicators were among the five demographic variables covered by the surveys.

**Table 1:** Source Table.

| Variable | Items | Source |
|---|---|---|
| GSCM | 8 | Cankiya&Seezen(2019) |
| GCI | 4 | Sheng et al., (2019) |
| GI | 5 | Chen. (2009) |
| ER | 4 | Powell et al., (2011) |

**Data analysis procedure**

**Table 2:** Descriptive Analysis.

| Category | Option | | | | Cumulative |
|---|---|---|---|---|---|
| | Frequency | | Percent | Valid Percent | Percent |
| Gender | Male | 194 | 92.4 | 92.4 | 92.4 |
| | Female | 16 | 7.6 | 7.6 | 100 |
| Age | 18 to 25 Years | 36 | 17.1 | 17.1 | 17.1 |
| | 26 to 33 Years | 113 | 53.8 | 53.8 | 71.0 |
| | 34 to 41Years | 49 | 23.3g | 23.3 | 94.3 |
| | 42 and above | 12 | 5.7 | 5.7 | 100 |
| Education | Bachelors | 100 | 47.6 | 47.6 | 47.6 |
| | Master | 24 | 11.4 | 11.4 | 59.0 |
| | MS/MPHIL | 79 | 37.6 | 37.6 | 96.7 |
| | PhD | 07 | 3.3 | 3.3 | 100 |
| Experience | Less than 5 Years | 25 | 11.9 | 11.9 | 11.9 |
| | 6-10 Years | 103 | 49.0 | 49.0 | 61.0 |
| | 11-15 Years | 48 | 22.9 | 22.9 | 83.8 |
| | 16-20 Years | 24 | 11.4 | 11.4 | 95.2 |
| | Above 20 Years | 10 | 4.8 | 4.8 | 100 |

In this study, we examine information collected from project-based organizations staff about their interactions with various programmes. Researchers need reliable information before making valid findings from their studies. Once the data from the respondents had been collected and organized, it was analyzed using SmartPLS and SPSS. Quantitative research is the initial step in the information-analysis process, followed by statistical analysis. Both broad characteristics, such as age and experience, and specific characteristics, such as the nature of each respondent's employment, are considered in the quantitative analysis. Statistical analysis then establishes the significance level for the data acquired up to that time. In this study, the researcher can derive conclusions from the data collected from the target population and apply those conclusions to specific case studies.

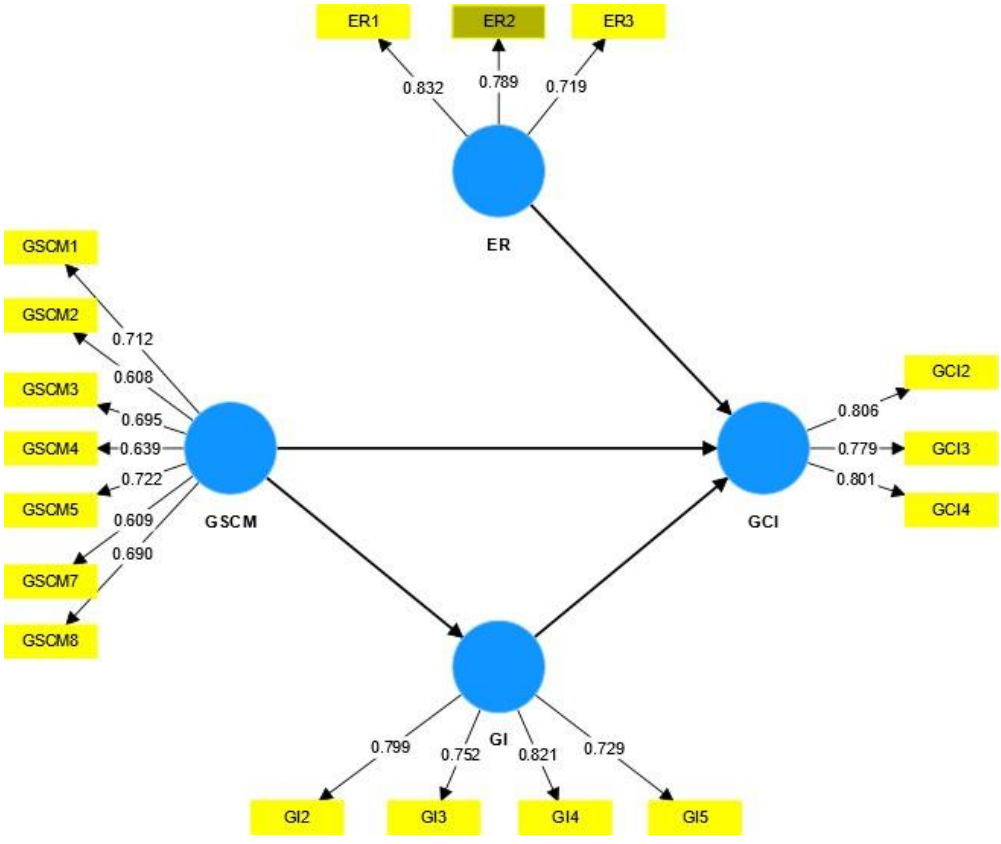
**Table 3:** Confirmatory Factor Analysis.

| Variables | Items | Loadings | A | CR |
|---|---|---|---|---|
| Environmental Responsibility | ER1 | 0.832 | **0.780** | **0.824** |
| | ER2 | 0.789 | | |
| | ER3 | 0.719 | | |
| Green Consumption Intention | GCI2 | 0.806 | **0.711** | **0.838** |
| | GCI3 | 0.779 | | |
| | GCI4 | 0.801 | | |
| Green Image | GI2 | 0.799 | **0.782** | **0.852** |
| | GI 3 | 0.752 | | |
| | GI 4 | 0.821 | | |
| | GI 5 | 0.729 | | |
| Green Supply Chain Management | GSCM1 | 0.712 | **0.797** | **0.850** |
| | GSCM2 | 0.608 | | |
| | GSCM3 | 0.695 | | |
| | GSCM4 | 0.639 | | |
| | GSCM5 | 0.722 | | |
| | GSCM7 | 0.609 | | |
| | GSCM8 | 0.690 | | |

Confirmatory factor analysis (CFA) evaluates the validity of a subjective scale by examining the correlations between variables. Commonly used in research, CFA increases the number of scale counts per variable. Based on the criterion established by Fornell and Larcker (1981), questions with low factor loadings, approximately 0.6, were kept. Table 1 illustrates the calculation of Cronbach's alpha to assess reliability. This approach provides a valuable understanding of a concept's logical consistency and refined interpretations.

**Table 4:** Discriminant Validity.

| | ER | GCI | GI | GSCM |
|---|---|---|---|---|
| ER | 0.781 | | | |
| GCI | 0.618 | 0.795 | | |
| GI | 0.541 | 0.628 | 0.776 | |
| GSCM | 0.563 | 0.502 | 0.586 | 0.669 |




Discriminant validity guarantees that the variables being compared in research are distinguishable. To ensure the integrity of our research, we calculated the discriminant validity for each variable separately. Our goal was to achieve a threshold value below 0.85, as recommended by the Fornell-Lacker criterion in Table 2. It is crucial to establish the best threshold for evaluating discriminant validity in this study, as it accurately reveals the variations in perceptions across the four variables with accuracy and dependability.

**Table 5:** Correlation Analysis.

| | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| 1. ER | 1 | | | |
| 2. GCI | 0.618$^{ns}$ | 1 | | |
| 3. GI | 0.541 $^{ns}$ | 0.628 $^{ns}$ | 1 | |
| 4. GSCM | 0.563 $^{ns}$ | 0.502 $^{ns}$ | 0.586 $^{ns}$ | 1 |

All the correlations among the theoretical variables were statistically significant. There were substantial relationships between Environmental Responsibility and Green Consumption Intention (r=.618, p>.05), Green Image (r=.541, p>.05), and Green Supply Chain Management (r=.563, p>.05), as expected. Similarly, there was a substantial correlation between Green Consumption Intention and both Green Image (r=.628, p>.05) and Green Supply Chain Management (r=.502, p>.05), as expected. The correlation between Green Image and Green Supply Chain Management was substantial (r=.518, p>.05), supporting the hypothesis.

**Table 6:** Moderated Regression Analysis.

| | B | SD | T | P |
|---|---|---|---|---|
| ER→GCI | 0.277 | 0.069 | 3.995 | 0.000 |
| GI→GCI | 0.318 | 0.083 | 3.719 | 0.000 |
| ER*GI→GCI | 0.501 | 0.092 | 4.207 | 0.000 |

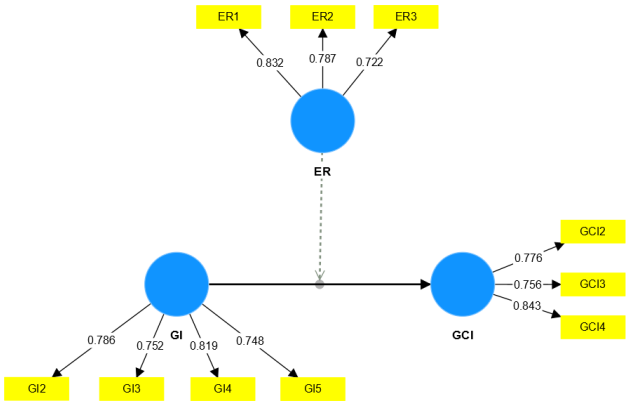



**Table 7:** Mediation Regression Analysis.

| | Sample Mean | SD | T | P |
|---|---|---|---|---|
| GSCM→GI→GCI | 0.632 | 0.096 | 7.132 | 0.000 |

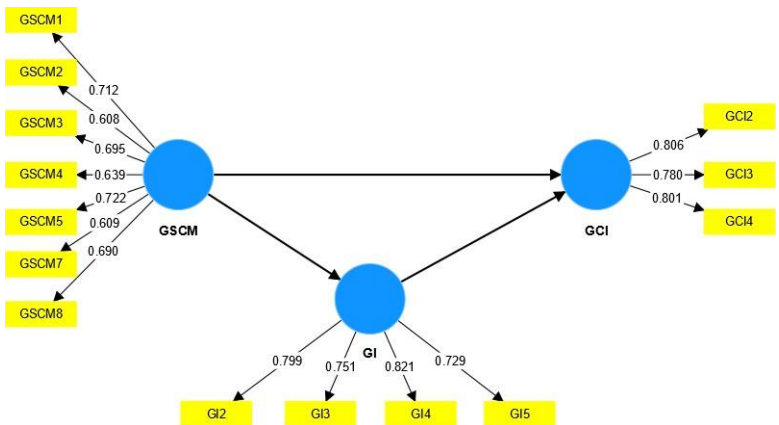



**Table 8:** Structural Equation Model.

| Hypothesis | Relationship | Sample Mean | SD | T | P | Status |
|---|---|---|---|---|---|---|
| H1 | GSCM→GCI | 0.839 | 0.059 | 14.185 | 0.000 | Accepted |
| H2 | GSCM→GI | 0.591 | 0.058 | 10.143 | 0.000 | Accepted |
| H3 | GI→GCI | 0.318 | 0.083 | 3.719 | 0.000 | Accepted |
| H4 | GSCM→GI→GCI | 0.632 | 0.096 | 7.132 | 0.000 | Accepted |
| H5 | ER*GI→GCI | 0.501 | 0.092 | 4.207 | 0.000 | Accepted |

N =210. SD= Standard Deviation, GSCM = Green Supply Chain Management, GI=Green Image, GCI= Green Consumption Intention and ER = Environmental Responsibility.

## Discussion

The study aimed to examine the intricate relationships between green supply chain management (GSCM), green consumption intention (GCI), green image (GI), and environmental responsibility (ER) in project-based organizations. The research sought to elucidate the fundamental mechanisms that drive sustainable behaviors and beliefs by formulating and testing hypotheses. The study aimed to confirm its assumptions and explore the relationship between these constructs by analyzing data from 210 staff members using SPSS and Smart PLS-4 software.

The results confirmed the first hypothesis (H1), demonstrating a favorable correlation between Green Supply Chain Management (GSCM) and Green consumption intentions (GCI). This result confirmed previous studies, emphasizing the importance of Green Supply Chain Management (GSCM) in promoting aspirations for environmentally friendly consumption inside firms that operate on a project basis. Building on the research conducted by Ahmed et al. (2018) and Garcia et al. (2020), this study emphasizes the importance of Green Supply Chain Management (GSCM) activities in project-based organizations. This confirms that GSCM is crucial in paving the way for Green Consumption intention (GCI).

The results confirmed the second hypothesis (H2), which suggests a favorable correlation between Green Supply Chain Management (GSCM) and Green Image (GI). The study found that implementing Green Supply Chain Management (GSCM) activities had a good impact on creating a positive green image. This aligns with the conclusions drawn by Aslam (2019) and Bu et al. (2020). This further supports the idea that GSCM plays a crucial role in shaping the perception of a business, enhancing its reputation and trustworthiness among stakeholders.

Empirical evidence confirmed the validity of the third hypothesis (H3), which proposes a positive correlation between GI and GCI. The investigation revealed a robust and favorable correlation between GI and GCI, consistent with the findings of Sarkis and Zhu (2018) and Han and Huo (2020). These findings highlight the importance of green image (GI) in influencing individuals' intentions to engage in green consumption. They emphasize developing a brand image to encourage sustainable customers. The results validated the postulated fourth hypothesis (H4) that GI mediates the link between GSCM and GCI. The study, in line with Sugandini et al. (2020), emphasized the role of GI as an intermediate in converting GSCM initiatives into customer intentions. It also provided a clearer understanding of how organizational practices impact customer behavior.

The data supported the fifth hypothesis (H5), which suggests that ER acts as a moderator between GI and GCI. The study found that ER plays a role in influencing the connection between GI and GCI, highlighting the significance of environmental responsibility in affecting how customers perceive and intend to support sustainability. This emphasized the complex relationship between firms' operations, customers' perceptions, and environmental issues. It emphasized the importance of comprehensive approaches to managing sustainability in project-based enterprises. The study offered useful insights into the intricate dynamics that drive sustainable behaviors and perceptions within project-based organizations.

## Theoretical Implication

The current study's findings contribute substantially to the existing literature on green consumption intention across various important aspects. Firstly, it improves comprehension by clarifying the connection between green supply chain management and the goal of engaging in green consumption intention, specifically among individual customers in Pakistani society. This study expands the current

literature by investigating the factors leading to green consumption intentions of project-based organizations in Pakistan, which has not been extensively studied. Moreover, it presents a beneficial model for evaluating and clarifying the influence of green supply chain management on the intention to engage in environmentally friendly consumption. This model emphasizes the crucial function of a positive environmental image as a mediator and a significant component that precedes the intention to engage in a green image. Finally, the study illuminates the moderating influence of environmental responsibility on forming green consumption intentions, reinforcing its importance in encouraging pro-environmental behaviors. These findings enhance our understanding of sustainable consumption patterns and offer significant insights for academia and practice.

**Managerial Implications**

The current research has important consequences for project directors, managers, engineers, professionals, and policymakers. Given the established correlation between green supply chain management and green consumption intention, developing ways to encourage and promote these intentions is necessary. This entails optimizing organizational procedures, implementing environmentally friendly packaging and shipping techniques, and building research and development units to improve the perception of a green image. Project managers are crucial in promoting a sustainable organizational image by emphasizing environmentally friendly efforts through different communication channels. Organizations can promote green consumption intentions by effectively communicating these activities, which can create favorable customer perceptions. Project managers must prioritize GSCM projects and actively promote an ecologically friendly organizational image to attract customers who are mindful of the environment. This will ultimately improve the organization's sustainability and provide a competitive edge.

**Limitations and Future Study Directions**

There are various constraints in this research. The study exclusively focused on customers from project-based organization in certain cities, which may restrict its generalizability. Subsequent investigations ought to increase the sample size and extend the geographical scope to enhance the findings' generalizability. Furthermore, the cross-sectional nature of the study restricts the ability to grasp changes over time; doing longitudinal research might provide more profound insights. In addition, the study focused only on examining the mediating and moderating effects of green image and environmental responsibility, which indicates potential areas for further investigation into other mechanisms. Examining GSCM as an independent variable could improve comprehension of its impact on the intention to engage in green consumption and uncover other factors that predict green consumption behavior.

**Conclusion**

The processes of globalization and industrialization have resulted in the deterioration of the environment, which in turn has had an impact on customer behavior. Customers currently prioritize firms that achieve their environmental commitments while distancing themselves from those that neglect green measures. The study validates that green supply chain management is a substantial indicator of the intention to engage in green consumption intention. Hence, firms must implement green supply chain strategies to promote environmentally friendly patterns among customers. Project directors, managers, engineers, and policymakers should incorporate green and sustainable techniques to encourage environmentally aware behavior.

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