Customer Buying Behaviour and Mindfulness: Role of Customer Learning Experience, Self-Efficacy, and Environmental Concern and Green Attitude

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Customer awareness regarding environmental issues is increasing day by day. In this context, it is essential to recognize the importance of Customer Green Purchase Behavior as a key element in promoting sustainability. Therefore, this study examined the effect of Customer self-efficacy, Customer learning experience, Customer environmental concern, and Customer green attitude on Customer green buying behavior through the mediation of Customer green attitude. This research also examined the moderating role of Customer mindfulness. A questionnaire was developed to meet the objectives of the study and to collect the responses of respondents. This research used various social media applications to collect the data. This study gathered 334 usable responses, which were analyzed using AMOS through the SEM technique. The results of the research show that Customer self-efficacy, Customer learning experience, and Customer environmental concern have a positive and significant effect on Customer green attitude. Further, Customer green attitude has a positive influence on Customer Green Purchase Behavior. Moderation of Customer mindfulness is also statistically supported. Moreover, the results confirmed the significant mediation of Customer green attitude. The findings of the study are helpful for policymakers in strategy development and academicians for future studies.

Keywords: Buying Behaviour, Mindfulness, Customer green attitude, Customer self-efficacy, Customer learning experience.

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Introduction

Customer behavior is very important in the context of business as it helps organizations to comprehend the actions, feelings, and thinking of customers during the purchase process (Szwajlik, 2024). Customer behavior reveals decision-making patterns, motivations and preferences, enabling decision makers to develop effective business strategies. Organizations can easily tailor distribution, promotions, pricing, and products by analysing customer behavior. This also helps the organizations to meet the customers' needs, influencing purchase decisions and developing loyalty. (Sabahi et al., 2025). Ultimately, understanding customer behavior helps organizations to gain long-term business growth and gain competitive advantage. Therefore, buying behaviour is of utmost importance in the context of business.

Customer buying behavior is a complex and dynamic process dependent upon a number of factors. Environmental concerns and a sustainable world are current trends that shape customer buying behavior. Both these factors impacts buying behavior of the customers. Most customers and organizations around the globe find it challenging to save the environment as consumer behavior is the main root cause of problems related to the environment. Despite awareness regarding environmental issues caused by traditional products, the demand for green products is still inadequate, leading to a gap between customer attitude and green buying behavior (Zhuo et al., 2022). Green buying behavior of the customer reflects the values regarding the environment that later impact customer choices. By understanding green buying behavior, organizations can shape strategies to motivate customers towards environment-friendly products. It also helps organizations to align their organizational strategies with current trends (Li, 2025). On the other hand, organizations can develop campaigns, packaging, and products that attract eco-friendly customers by analysing the green behavior of customers. Organizations can gain competitive advantage and strengthen brand image with such information.

Green consumption is linked to customers attitude towards environment which is guided by customers care regarding environment (Rousta & Allaf Jafari, 2024). Studies mentioned that green attitude is shaped by several factors like restlessness, anger, and fear that create awareness regarding environmental issues. It also develops willingness among customers to take action in order to address environmental problems and take actions for the benefit of the environment. A positive green attitude of customers develops interest to gain information and knowledge regarding services and products that are helpful in environmental protection. Such customers are willing to take protective

and preventive action with the purpose to protect the environment (Li, 2025; Luthra & Deshwal, 2022).

Customer experience is a very important asset for organizations in the present information-driven and digital-savvy age. Opposite to traditional marketing that focuses on the promotion of services or products, the focus of customer experience marketing is to develop a deeper relationship with customers and brands. The main goal of providing a learning experience is to achieve engagement and customer loyalty (Milani & Abbasian, 2024). Organizations can provide valuable information to customers regarding environment to develop trust (Sözer & Civelek, 2018). Thus, customer learning experience improves customer awareness, foster sustainability, develop stronger brand loyalty and help in gaining competitive advantage.

Customer self-efficacy is one of the important predictors of customer attitude and behavior. Customer self-efficacy is important as it develops belief in customers to fulfil their preferences in terms of product purchasing (Bortne et al., 2025). Therefore, it is one of the significant factors that shape customer behavior, leading to engagement with the brand and increased word of mouth. Customers who have high self-efficacy (SE) also have the ability to purchase a product that influences customer loyalty, satisfaction, and engagement. Moreover, high self-efficacy leads to increased persistence and motivation with a brand that results in a positive attitude. Thus, strategies by organizations to develop customer self-efficacy through a supportive environment, clear feedback, and training are very important to foster loyalty (Jyoti et al., 2025).

Nowadays, customers are becoming more and more conscious regarding their environment. Therefore, it is important for organizations to develop products that are environment-friendly and stop the production of products that have disastrous effects on the environment (Jia et al., 2025). With the increase in consciousness regarding the environment, the demand for ecological products is also mounting. Businesses can respond to environmentally concerned customers by producing products that are environment-friendly, as this action can help them in developing an environment-friendly perception (Zhang & Xie, 2022). Customer environmentally friendly concern is important as it increases demand for products that are environment-friendly, creates customer loyalty, develops trust, and helps organizations in gaining competitive advantage.

Furthermore, an important factor that helps in strengthening brand position is customer mindfulness. It is the concept that explains the awareness of customers regarding their purchase process, enhancing interaction with products and services. It leads to strengthening the position of the brand in the market. Organizations can benefit by

understanding the behavior of customers, as it will help them in developing business strategies to improve sales of eco-friendly products (Schuman-Olivier et al., 2020). Hence, the research aims to examine effect of customer environmental concern, customer self efficacy, customer learning experience and customer green attitude on customer green buying behavior. This research also examines moderating role of customer mindfulness and mediation of customer green attitude.

Literature Review

Customer green attitude and Green buying behavior

Green purchase behavior of customers is dependent upon purchase of environment friendly products which conserve resources and are recyclable. These products are beneficial for the natural environment as well (Shahab et al., 2025). Purchase behavior of the customers is described as the process by which customers select ideas, services and products that meet their certain needs. The customer behavior is based on obtaining and choosing services and goods with willingness to minimize the worst effect on environment at each stage of life comprising disposal, recycling, use, transportation and production (Cooreman-Algoed et al., 2022). Studies have frequently linked it with responsible, ecological friendly, sustainable and ethical shopping habits. Green purchase behavior is observable in a number of different ways such as choosing biodegradable goods, avoiding excessive packaging and choosing efficient products. It also includes efforts of the customers to reduce pollution.

From the perspective of consumer behavior, green attitude is referred as tendency of the individual to give priority to choices that are environmentally friendly. This attitude is based on ability to engage and support as sustainable behavior that can contribute to pollution reduction (Ogiemwonyi, 2024). Basically, green attitude shows a belief or mindset system in order to motivate customers in order to actively participate and endorse in practices that are environmentally friendly. This attitude of customers is driven by a number of elements such as understanding of customers regarding effect of purchase and environmental issues, leading to customer behavior such as making a purchase of sustainable product (Baltacı et al., 2025).

Past studies have established that attitude is one of the important antecedents of behavior. Different studies in past focused on the relationship between environmentally related behavior and environmental attitude. Studies has defined green attitude as commitment of individuals to make environmentally friendly choice (Coskun, 2018). Customers having strong green attitude are mostly

driven by moral duty to choose the product that helps in preservation of environment (Ngo et al., 2025). Scholars has discussed predicting role of customer attitude in their studies. They mentioned that green attitude of customers is significant predictor of purchase of ecologically friendly products (Amoako et al., 2020). Some of the scholars reported positive attitude of customers towards green products will lead to purchase of green products. Hence the study of Shehawy and Khan (2024) revealed significant effect of green attitude on green buying behavior.

H1. Customer green attitude has positive influence on Green buying behavior.

Customer learning experience and Customer green attitude

Customer learning experience is referred as the process by which a customer obtain required knowledge that leads to behavior change and develop perception after interaction with brand, service or product (Sun et al., 2022). Consumer changes their behavior through the process of learning after they gain experience or information. It is the basic reason a customer never get involve in the purchase of bad services or product twice. The way of purchasing product is also affected along selection of product as they get experience. Customer seek out experience who have limited or no knowledge regarding the product (Niosi, 2021). Studies mentioned that learning is the technique to process knowledge. Information about environmental events is reflected in the actions of the customers. As a result, learning of the customer shapes the attitude towards the green products. Therefore, Cano et al. (2020) discussed that customer learning leads to positive experience of the product or services.

Scholars mentioned that attitude and behavior of the customers is shaped by the learning experience. In other words, customer acquire consumption related behavior and attitude on the basis of learning experiences. A number of different situations may cause these experiences when a customer is expose to a number of different situations that alter the attitude and behavior of customer (Susanty et al., 2021).

Customers tend to avoid or use certain products on the basis of poor or positive experience. Customer awareness, understanding, and knowledge regarding environmental issues is enhanced as a result of learning experience, developing certain perception regarding environmental friendly practices (de Araújo Viana & de Almeida, 2025). Customer develops environmental values through product information, shaping positive green attitude. The study by Lee and Hung (2024) revealed that customer learning experience has positive influence on green attitude.

H2.   Customer learning experience has positive effect on Customer green attitude.

Customer green attitude as mediator between Customer learning experience and Green buying behavior

Studies in past have discussed the mediating role of green attitude such as Shimul et al. (2022). In the context of relationship between customer learning experience and buying behavior, green attitude of the customer transform customers knowledge into values. When customers have understanding and awareness of issues regarding environment, they develop green attitude (Andreica Mihuț et al., 2025). This understanding and awareness among the customers regarding environment is developed through learning experience. Later, these attitude shape perception and motivation to select environmental friendly product, indirectly effecting buying behavior of customers. So, we hypothesize that

H3.   Green attitude mediates the association between customer learning experiences and green buying behavior.

Customer self-efficacy and Customer green attitude

Studies in past has discussed SE in terms of trust of an individual to perform a task in order to achieve certain goals. It also includes conviction in the ability of someone to follow certain standards. Customers with high SE chase their objective vigorously (Saks, 2024). Therefore, studies refer green SE as faith of an individual in his or her ability to execute and plan needed measures in order to fulfill goals of the environment (Herlina et al., 2025). Customers with greater green SE inspire customers to purchase environmental friendly products with objective to save environment. Green SE has significant effect on customer's attitude towards environment and customer's awareness. Whereas, green SE in literature is discussed as belief of the customer in his or her ability to adapt purchasing according to environmental needs with purpose to achieve green objectives.

As a result of green SE, customers are encouraged to keep an eye on the issues related to environment. Customers with green SE have trust in their abilities to perform environmentally friendly tasks. Studies mentioned that there are a number of environmental friendly benefits of green SE. By developing actions and attitudes on the basis of self-confidence, customers are inspired to take environmental friendly actions. Studies recognize green SE as important antecedent of customer behavior (Sh. Ahmad et al., 2022). Study by Sh. Ahmad et al. (2022) mentioned that green SE has positive association with green attitude of the customers by shaping their beliefs to take actions to save

environment. Similar results are discussed in study of Waqas et al. (2025) showing significant effect of green SE on green attitude.

H4.   Customer self-efficacy has positive effect on Customer green attitude.

Customer green attitude as mediator between Customer self-efficacy and Green buying behavior

Customers develop confidence to adopt environmental friendly actions because of customer SE. But, the factor of customer SE is not enough to confirm green purchase behavior of the customer (Herlina et al., 2025). In order to strengthen this relationship, green attitude of customers is very important. The factor of customer green attitude shape positive perception among customers. After development of green attitude through customer SE, customers develop green buying behavior on regular basis. This mediating role of green attitude is also discussed in past by scholars. The study by Wang et al. (2022) determined the mediation of green attitude in their studies. Likewise, the research of Pandey and Yadav (2023) reported mediating relationship of green attitude as well. Therefore, this study hypothesises that:

H5.   Customer green attitude mediate between Customer SE and Green buying behavior.

Customer environmental concern and Customer green attitude

Literature has discussed environmental concerns as the degree of importance and awareness that customers attach to the environmental impact regarding usage choices (Upadhyay & Kamble, 2025). A number of different aspects are covered in this concern including climate change, pollution, resource depletion and sustainability of services and products (Lopes et al., 2024). On the other hand, studies has discussed green consumer behaviour as consumer behavior that is based on concerns regarding environment and is reflected in the purchase decisions of the customers (Trong Nguyen et al., 2023). Studies reported that environmental concerns of the customers are mounting on the daily basis. O certain cases customers willingly pay more for the sustainable products. Customers who are environmentally responsible show happiness when they are taking actions for their environment and are ready alter their purchasing patterns. The decision making process of the customers is mainly dependent on their environmental concerns (Batool et al., 2023).

The eco-friendly behavior is basically based on customer's environmental concerns. A customer who has knowledge regarding the environmental issues is more likely to take steps for the improvement of environment. When a customers is avoiding services or products that can

damage environment, he or she is exhibiting greater environmental concerns. The attitude of the customers towards the green purchase will be positive in case if he or she has pro-environmental knowledge (Balaskas et al., 2023). Customers willingly pay more for products that are ecologically friendly when they show positive concerns regarding environment. In other words, customers who emphasize environmental issues are willing to pay more for environmental friendly services and products in order to align their actions towards environmental sustainability (Vuong & Bui, 2025).

Customers who give priority to issues related environment also show their environmental concern in their purchasing habits. Environmental concerns are reflected in the behavior of the individual that shapes the purchasing decisions of the customers. Various different studies have discussed the effect of environmental concerns. The study by Vuong and Bui (2025) revealed that environmental concerns has significant effect on the attitude of the customers.

Therefore, we hypothesise that:

H6.   Environmental concern has significant effect on customers green attitude.

Customer green attitude as mediator between Customer environmental concern and Green buying behavior

Concerns of the customers regarding environment are reflected through the care and awareness regarding issues of environment. But, there are other factors as well that leads to the green buying behavior. The concerns regarding environment share the green attitude of the customers that later develop willingness for buying environmentally friendly products. When customers have strong attitude towards green products, it is highly likely that they will get involve in purchase of green product. As a result, the association among environmental concerns and green buying behavior is strengthened through green attitude. Empirical studies by Pandey and Yadav (2023) and Shimul et al. (2022) discussed the mediation of green attitude in their studies. Therefore, it is hypothesised that:

H7.   Green attitude mediates the relationship between green environmental concerns and green buying behavior.

Customer Mindfulness as Moderator; Link with Green buying behavior

Mindfulness of a customer is reflected in mental quality. The focus of mindfulness is on self-regulation and awareness regarding present experiences. As a result of mindfulness, the awareness of the customers regarding nature is increased. Such customer reduce consumption of products that can harm environment, avoid overconsumption of

products, and involve in decision making of eco-friendly products (Guidice et al., 2025). Mindfulness of the customer reflects the psychological state deepening environmental care and focus on emotional experiences. Mindfulness promotes development of environmental values. Therefore, customers have strong drive to translate this internal value into actual behavior. There exist link between mindfulness and customer green buying behavior as it foster increased ethical self-identity, environmental awareness and sense of personal responsibility. Such customer is motivated towards purchase of environmental friendly products. Mindful individuals are willing to sacrifice for their environment leading to services and products that are environmentally sustainable (Manchanda et al., 2023).

Thus, customer mindfulness has the ability to act as the moderating variable between the path of green attitude and green buying behavior by improving green decision making. Mindful customers are aware of environmental issues that make habit to reduce consumption of products that are harmful for environment. In the presence of strong green attitude, the factor of customer mindfulness helps them in overcoming barriers like cost or convenience by aligning customers' actions with values. It also develops environmental choices by creating awareness strengthening relationship among green attitude and purchase. On the other hand, mindfulness weakens the relationship between Green attitude and behavior. On the other hand, studies has discussed the moderating role of customer mindfulness in past. The study by Park et al. (2020) discussed moderating role of mindfulness in their study. Thus, present research hypothesise that

H8.   Customer mindfulness moderates the path of green attitude and customer green buying behavior.

Methodology

Based on above literature, a theoretical framework (Figure 1) is developed showing role of three independent variables in development of green attitude and buying behavior along with moderation of mindfulness.
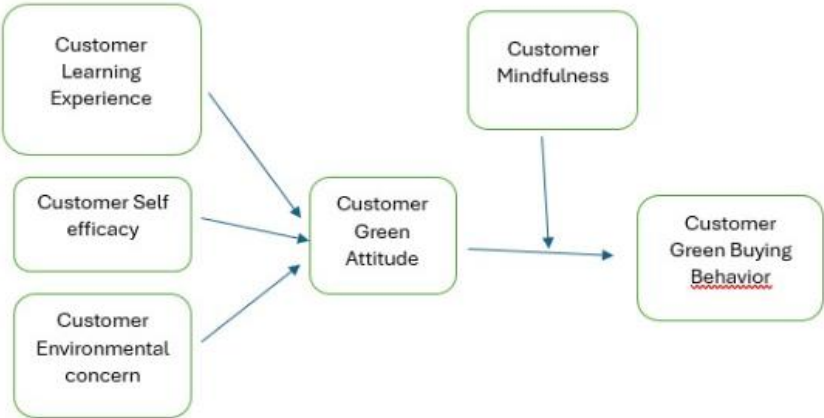
Figure 1: Framework

Adapted by esteemed prior studies regarding the planned behavior theory by Ajzen (1991) mindfulness like Oeldorf-Hirsch and Chen (2022). Final instrument includes 21 items, using five points Likert scale. Data is collected from respondents by using social media platforms. The researcher shared the questionnaire link on the platforms mentioned above with the individuals in the research network and online particular groups. Researchers tried to reduce the non-response bias by engaging directly with the respondents and by giving them continuous reminders about completing the survey. The researcher also conducted online sessions with the respondents who are facing the problem of understanding the concept of research. Furthermore, the contents of the questionnaire did not require any sensitive or personal information that needed to be kept confidential. For the convenience of the respondents, the researcher ensured that the anonymity of the responses would be maintained and the data would be used for academic purposes only. The questionnaire contained closed-ended questions; therefore, it doesn't require a lot of time and effort to be completed and submitted by the respondents.

Size of sample and analysis of data

Quantitative data analysis technique was used, in this technique the sample size will depend on the population or the number of variables. Since the number of customers and the type is unknown, the researcher decided to use the technique which is based on the number of items. The number of responses must be 5 times more than the number of items

(Hair et al., 2013), i.e. 5* number of question items. Moreover, 15-to-1 ratio is preferred. In the current study we have 21 items and the data used for analysis was of 334 response size. Therefore, for the analysis on the basis of CB-SEM (covariance based structural equation modeling), it satisfies the optimum standard sample size (Dash & Paul, 2021).

Researcher followed the two steps for the analysis namely measurement and structural models.

Demographics

Table 1

Respondents Demographics

Variable Age	Case %age	Variable Gender	Case %age
17-21 years	43 (13%)	Male	175(52.4%)
22-29 years	87 (26%)	Female	159(47.6%)
30-40 years	103 (31%)	Occupation	
41-50 years	67 (20%)	Student	90 (26.9%)
Above 50 years	33 (10%)	Employee	105 (31.5%)
		Freelancer	83 (24.8%)
		Unemployed	56 (16.8%)

Results

Demographics

Table 1 of the study discusses demographics of the respondents. Among the respondents there was a balanced response rate by female and male, 52.5% were male and 47.6% were female. With respect to the respondent's age, 13% ages were between 17-24 years. 26% ages were between 22-29 years. 31% ages were between 30-40 years. 20% ages were between 41-50 Years while 10% were of the age above 50 years.

As far as the occupation of respondents is concerned 26.9% were students, 31.5% were private/government employees. 24.8% were freelancers and 16.8% respondents were unemployed.

Measurement Model

Researcher performed CFA for the testing of reliability and validity of 6 measurement scales, the result is presented in the Table 2. All the items of the 6 constructs have the reliability measured by Cronbach alpha greater than 0.70. This level is commonly used as the threshold level for acceptability according to (Hair et al., 2013). For the testing of convergent validity almost all items have factor loading greater than 0.60 except one item of SE, thus draped from the further analysis, to get the reliable results. Furthermore, the composite reliability of all the factors are greater than 0.70.

Table 2

Measurement, reliability and validity

Measurement Items	1	2	3	4	5	6
Customer learning experience adapted by Klaus and Maklan (2011) having construct reliability 0.82 and the value of AVE 0.54						
CLE1	.752					
CLE2	.715					
CLE3	.718					
CLE4	.754					
Customer mindfulness adapted by Hoang et al. (2024) construct reliability 0.78 AVE 0.54						
CMF1		.752				
CMF2		.747				
CMF3		.702				
Self-efficacy adapted by Dash and Saji (2008) reliability 0.82 and AVE 0.52						
SEF1			.742			
SEF2			.725			
SEF3			.703			
SEF4			.725			
Customer environmental concerns adapted by Taufique et al. (2014) reliability 0.87 and AVE 0.57						
CEC1				.678		
CEC2				.703		
CEC3				.735		
CEC4				.746		
CEC5				.884		
Green Attitude adapted by Mostafa (2007) reliability 0.81 and AVE 0.68						
GA1					.873	
GA2					.776	
Green purchase behaviour adapted by do Paço et al. (2014) reliability 0.83 and AVE 0.63						
GB1						.622
GB2						.840
GB3						.892

For the convergent validity of the scale the threshold value is 0.50 (Fornell & Larcker, 1981). As demonstrated in the Table 2 values of AVE is greater than 0.50 and construct reliability is greater than 0.70. For the testing of discriminant validity, values of discriminant validity are given in table 3 showing values at diagonal (Values of AVE) are higher than remaining values.

Table 3

Discriminant validity

	1	2	3	4	5	6
CLE	**0.54**					
CEC	0.22	**0.54**				
SEF	0.47	0.22	**0.52**			
CMF	0.43	0.20	0.43	**0.57**		
GA	0.13	0.20	0.13	0.13	**0.68**	*
GB	0.19	0.19	0.17	0.17	0.46	**0.63**

Values of AVEs at the diagonal are greater than the values of squared correlation below diagonal, thus discriminant validity of construct is confirmed. The values of AVEs range from 0.52 to 0.68.

Table 4

Model fitness is given in the

	CMIN/ DF	GFI	AGFI	NFI	IFI	TLI	RFI	RMSEA
One factor Model	6.82	0.65	0.57	0.66	0.70	0.66	0.63	0.13
Six Factor Model	1.27	0.94	0.92	0.94	0.96	0.96	0.93	0.02
Standard Values	≤3	≥0.90	≥0.90	≥0.90	≥0.90	≥0.90	≥0.90	≤0.03

Table 4 shows that six factor model demonstrates a good fit model , we can see that all the model fit indices including GFI, CFI, NFI, IFI, TLI and RMSEA improved as compare to the one factor model (Hair et al., 2019).
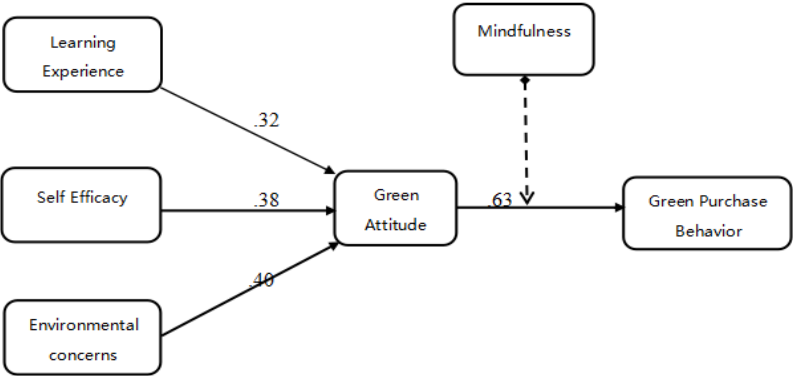

Figure 2: Model Testing

As mentioned in figure 2 (Model testing), customer learning experience positively significantly effects the green attitude with magnitude of the effect is 0.32 at p<1%. Customer SE positively significantly effects the green attitude with magnitude of the effect is 0.38 and the significance p<1%. Customer environmental concerns positively significantly effects the green attitude of the customers with magnitude 0.40 and significance at p<1%. Customer green attitude positively significantly effects the customer green purchase behavior with magnitude 0.63 and significance p<1%.

Customer green purchase attitude is a positive mediator between the relationship of learning experience and the green purchase behavior with magnitude 0.20 and significance at p<5%. As shown in the Table 5.

Table 5

Direct and mediational effect

Independent Variable	Mediator	Dependent Variable	Effect	significance
Customer Learning experience		Customer Green Attitude	0.32	0.00
Customer Self efficacy			0.38	0.00
Customer environmental concern			0.40	0.00
Green Attitude		Green Behavior	0.63	0.00
Customer Learning experience	Green Attitude		0.20	0.01
Customer Self efficacy			0.24	0.00
Customer environmental concern			0.25	0.00

Customer green purchase is a positive mediator between the relationship of SE and the green purchase behavior with magnitude 0.24 at the significance 1%. Customer green purchase attitude positively mediates the relationship between customer environmental concerns and the green purchase behavior with effect 0.25 at the significance p<1%.

Moderation Analysis

Moderation of customer mindfulness on the effect of green attitude and green behavior tested with the help of process macros (Hayes, 2018).

Table 6

Moderation

Independent Variable	Dependent Variable	Moderator Customer mindfulness	effect	T value	LLCI	ULCI
Green Attitude	Green Behavior	Low value	.5671	9.91	.4545	.6796
		High value	.6150	12.05	.5146	.7154

Table 6 demonstrates that customer mindfulness positively significantly moderates the influence of green attitude on green purchase behavior of customers for both of its low and high values. T values at low and high values of moderator are greater than 2 and the direction of LLCI and ULCI is same, it means no zero in between, thus the moderation is significant.

Discussion

The basic objective of the present study was to explore the effect of customer learning experience, customer SE, and customer environmental concern on customer green buying behavior through the mediation of customer green attitude and the moderating role of customer mindfulness. This research collected data from customers through a

questionnaire. The analysis of the study revealed that customer green attitude has a positive and significant effect on the green buying behavior of customers. The study results are consistent with the results of Shehawy and Khan (2024) in terms of sustainable consumption. The results show that attitude is one of the important factors that shape the behavior of customers, as it reflects the perceptions, beliefs, and values of customers regarding environmental protection. If customers have a favorable attitude toward the environment, they likely translate this to purchase behavior, as customers would like to buy products that are eco-friendly. Respondents of the study also pointed out that ethical motivation is one of the considerations that drive behavior.

Results of the study highlight that green purchase behavior is the base of environmental sustainability. Some of the customers mentioned that they align their beliefs with their behavior, as they are of the opinion that purchasing green products will help in the protection of the environment. Therefore, the positive green attitude of customers reinforces customer behavior, as they give priority to products developed through ethical practices and environmentally friendly packaging. Additionally, the findings shed light on the importance of customer attitude in altering customer behavior. Respondents also pointed out that their behavior toward eco-friendly products is strengthened by credible information and environmental awareness campaigns.

The results of the study also show that customer learning experience has positive effect on customer green attitude. In past, Lee and Hung (2024) also revealed similar findings in their study. The possible reasons for these findings can be multiple. The respondents mentioned that when they are exposed to meaningful and structured learning experience through interactive product information and environmental education, they better understand that purchasing has an impact on the environment. This developed learning experience improves their awareness regarding green products and improves favorable green attitudes.

Customers who took part in the study reported that learning experience motivates them regarding green products and enables them to gain knowledge. In other words, customer learning experience helps in the formation of green attitude through customer knowledge acquisition. Respondents also mentioned that learning is the base for developing a positive green attitude. Customers are of the opinion that they gain self-realization through customer learning experience, which helps them align their values with their behavior. As a result of this consistent engagement, green attitude becomes more internalized among customers.

Later, the findings of the study also demonstrate that customer environmental concern have positive effect on customer green attitude. The research of Vuong and Bui (2025) also reported similar findings in their study. Respondents of the present study showed their concern regarding the environment and sustainable consumption. The findings reflect the level of worry among respondents regarding environmental issues such as depletion of natural resources, waste, climate change, and pollution. Respondents mentioned that they have higher concerns regarding the environment; therefore, they are more inclined toward environmentally friendly products. The results reflect that respondents are also concerned about the impact of their choices and purchases on the environment. They also mentioned that as they are aware of problems related to the environment, their belief in supporting green practices is strengthened. Environmental concern drives them to adopt an attitude that is required to protect the environment. In other words, results indicate that customer environmental concern is the foundation of customer green attitude. Moreover, the way customers evaluate different services and products is shaped by environmental concerns as well. Customers mentioned that their mindset is influenced by their concern for environmental sustainability. Therefore, they prefer eco-friendly services and products as compared to conventional products and services. Respondents revealed that they will make environmentally conscious decisions as their environmental concerns are high.

Similar to the results of Waqas et al. (2025), results of present study also show that customer SE has positive effect on customer green attitude. The respondents of this study highlighted that they have confidence in their ability to make purchase choices that can have a significant impact on environmental sustainability. They believe that their purchase of products that are eco-friendly, conserve energy, and reduce waste will contribute to the protection of the environment. As the SE of respondents is high, they feel empowered and develop a green attitude. Responses also indicate that customers perceive environmental issues can be addressed through their individual and collective actions. As a result of such beliefs, they reinforce a green attitude leading to eco-friendly products. These results show that customer SE develops internal motivation among customers to maintain and adopt a positive attitude toward environmental sustainability.

The results also demonstrate that customer green attitude mediates between customer learning experience and customer green purchase behavior. Results of the study suggest that when customers have awareness and knowledge through learning experience, the green attitude of customers is shaped, which is later translated into actual purchase behavior. Likewise, results also confirm the mediating effect of

customer green attitude between customer SE and buying behavior. This is because customers are of the opinion that they have the ability to make a difference in the environment by developing a green attitude leading to green purchase behavior. Finally, results also confirm the mediating influence of customer green attitude between environmental concern and green buying behavior. Respondents believe that their attitude is shaped as a result of environmental concern, which later drives green buying behavior. The mediating effect of green attitude is discussed by Pandey and Yadav (2023) in literature aligning with findings of present study.

In the end, results also show moderating effect of customer mindfulness on the path of customer green attitude and customer green purchase behavior (Park et al., 2020). Results indicate that the association between green attitude and customer purchase behavior is strengthened by customer mindfulness. In the presence of high customer mindfulness, the respondents are more aware, reflective, and attentive to the consequences of their purchase choices. For customers with high mindfulness, their green attitude is more effectively translated into green buying behavior. In other words, the relationship between green attitude and green purchase behavior is strengthened by mindfulness because it enables customers to perform actions that are aligned with their values. Thus, this relationship is amplified in the presence of customer mindfulness, ensuring the transition of attitude into behavior.

Limitations and Recommendation

This study has a few limitations, similar to many other research works. Firstly, this research examines customer green purchase behavior through green attitude and three independent variables. It is proposed to extend this model to sustainable competitive advantage, as green purchase behavior helps organizations gain competitive advantage. Secondly, this research examines the moderating effect of customer mindfulness on the path between customer green attitude and customer green purchase behavior. It is recommended to use the same moderator on the paths between customer environmental concern, customer SE, customer learning experience, and customer green attitude.

Keeping in view the same moderating limitation, future studies may use customer knowledge or customer awareness as a moderating variable in the same model. Thirdly, this study used a quantitative research methodology. For upcoming studies, it is proposed to use a mixed methodology with the purpose of obtaining more in-depth customer responses. In the end, this study used AMOS for the analysis of gathered data. Future studies are encouraged to use Smart PLS-4 or SPSS PROCESS MACROS for the analysis in similar studies.

Theoretical and Managerial Implications

This study contributes theoretically and managerially from multiple perspectives. This research adds to the body of knowledge by examining the mediating effect of customer green attitude. The current research also contributes theoretically by exploring the moderating influence of customer mindfulness on the path between customer green attitude and green purchase behavior. Additionally, this research is among the very few studies that discuss customer learning experience, customer SE, and environmental concern as independent variables in a single framework.

From a managerial point of view, this study demonstrates that customers are getting awareness about environmental issues. Therefore, marketers need to focus on green products and environmentally friendly packaging. By using these techniques, marketers can provide positive experiences to customers that will strengthen the relationship between customers and the organization. These findings are also helpful for policymakers in identifying factors for developing strategies to improve sales of eco-friendly products. Academicians can also use these results for their future studies.

Funding

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