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Exploring Environmental Identity, Knowledge, and Sustainable Behavior Across India: Impacts on Life Satisfaction

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ABSTRACT: In the present study, the inter correlations between the Environmental Identity (EI), Sustainable Behavior (SB), Environmental Knowledge (EK) and Life Satisfaction (LS) have been studied in 7 cultural zones of India. The aim of the present study was to investigate the cultural differences in EI and in SB, to elucidate the mediating role of EK in the EI–SB relationship, and to investigate the role of SB on LS to gain insights into the overall pathway from EI to LS. A quantitative, cross-sectional research design was utilized, and a 2,688 adult population was sampled (384 in each cultural zone) with the use of a structured questionnaire that contained standardized 5-point Likert-scale items that assessed EI, SB, EK and LS. Descriptive statistics and One-Way ANOVA for comparing the cultural zones, Pearson correlation analysis, regression analysis, and mediation modeling in SPSS were used as analytical tools in data analysis. Results showed that there were significant differences in EI ($F = 127.216$, $p < 0.001$) and SB ($F = 110.095$, $p < 0.001$) between cultural zones (North-East and South). Results indicated that the knowledge acquisition is a strong mediator between the relationship between EI and SB, thus enhancing the influence of EI with pro-environmental behaviors. Further, it was found that SB positively predicted LS, which indicates that it is possible to make an environmentally responsible action that will lead to an increase in life satisfaction. These findings highlight the significance of culture, environmental awareness, and engagement for wellbeing, and offer tangible information for the design of interventions for sustainability education and policy.

1. INTRODUCTION

In face of rising environmental degradation and climate change, as well as of unsustainable human activities that is threatening the balance of environment and human health, environmental sustainability is one of the priority challenges of 21st century (Jain et al., 2024; Poddar et al., 2025) (Alam & Mohanty, 2023; Hassan et al., 2024; Kirkbride et al., 2024.). Understanding the psychological and social dimension of environmental behaviour is an important prerequisite for tackling these issues, since attitudes of individuals, their knowledge and identities influence pro-environmental behaviour. Amongst these, Environmental Identity (EI) is one of the most important ones recognized as a factor influencing people's values, decision-making processes and their lives, and hence their environmentally responsible behaviours. Complementing this, the idea of Sustainable Behavior (SB), which refers to behaviors that help minimize environmental impact and conserve the environment, is also gaining relevance in the context of social wellbeing and satisfaction of individual lives (Abdoli et al., 2025; Raghavan et al., 2025). The need for the mediation of Environmental Knowledge (EK) between identity and behaviour is emphasized since it can enrich the awareness level, influence decision making and can help to make a concern manifest. Although these psychological and behavioural concepts are gaining acceptance, studies on how they interact in varying cultural contexts are still limited, especially in a multicultural nation like India where local cultures, norms and ecological practices can influence environmental identity and sustainable behaviors (Clayton & Brown, 2024; Gupta et al., 2024; Muthuchamy & Palanichamy, 2024). Although the

relationship between life satisfaction (LS) and health and social and economic status have been studied in detail, the relation between life satisfaction and environmental engagement have been less explored, indicating that there is an important relation between the individual's well-being and sustainable lifestyles (Poddar et al., 2025). Previous studies have examined environmental attitudes or behaviors individually; however, few studies have examined the intervening role of knowledge, and few have looked at the sequence of environmental identity – behavior – life satisfaction. This approach leads to a fragmented understanding of the psychological pathway that leads to sustainable behavior (Alegría et al., 2023). The aim of this research will be to fill these gaps and systematically investigate the role of Environmental Identity in the various cultural zones of India and how it contributes to Sustainable Behavior, the role of Environmental Knowledge between the two and the downstream influence of the involvement in Sustainable Behavior on Life Satisfaction. The study adopts quantitative and cross-sectional research design to understand the dynamics of the study at one point in time and then analyse that in relation and comparison across the seven cultural regions to enable a detailed picture of the differences in the regions and what it means. A structured questionnaire made up of standardized scales of Environmental Identity, Sustainable Behavior, Environmental Knowledge, and Life Satisfaction ensures reliable measurement of the study, statistically sound results (Fu & Zhang, 2024; Obinna Iwuanyanwu et al., 2024.). It is, as a whole, a contribution to the increasing relevance of SD as a tool to achieve the general wellbeing rather than just ecological wellbeing and sustainability, also providing empirical support to the potential of sustainability initiatives to include the human dimension. Therefore, the purpose of this research is to gain insights that can be utilised in designing pro-ecological behaviours based on knowledge, quality of life and culture, by focusing on environmental education, policy measures and community-based activities. In this holistic approach the study brings together the understanding of environmental behaviour from a multi-dimensional perspective in different societies, and offers practical insights into how to support sustainable lifestyles while at the same time enhancing individual life satisfaction, features that meet a critical need.

2. LITERATURE REVIEW

(Chauhan et al., 2025) Discusses the condition of mental well-being in the students with specific focus on life satisfaction, mental health, and the importance of gratitude. A negative trend has been observed over the last few years in students' mental health, with the growing number of stress, anxiety and depression levels as a result of academic pressure and peers' expectations in terms of future opportunities. The study utilizes the cross-sectional survey data obtained through online platforms, which provide empirical data and practical suggestions for teachers, counselors and policymakers. The results confirm that there is a positive and significant correlation between the level of gratitude and satisfaction in life. The feeling of gratitude is another strong predictor of mental health and thus indirectly affects the satisfaction with life through mental health outcomes.

(Magomedova & Fatima, 2025) Mental health is a serious problem that is widely spread in the world, as a result of the process of rapid changes in technology, lifestyle and socioeconomic structures. Stress factors contributing to depression, anxiety, and burnout include urbanization, digital addiction, social distancing, and economic issues. COVID-19 pandemic has worsened the issues. Discusses the connection among lifestyle variables of sleep, diet and exercise, and evaluates interventions of medication, therapy, digital applications and community-based programs. It is complemented by the addition of the use of telemedicine and mental health applications for improving access, as well as preventive interventions (mental health education, mental health stigma reduction, and resilience building, including mindfulness and social support).

However, green architecture is not limited to the goal of environment, it also includes culture and social participation in its agenda to ensure the good health of the community (Obinna Iwuanyu et al., 2024). It is in tandem with local culture whereby it employs local materials to maintain cultural identity and make sure that the community accepts it. It supports physical and mental health and is designed based on health, with regards to improved air quality, good lighting and biophilic design. Easily accessible places encourage socializing and integration. The buildings that result from participatory design with the involvement of the residents are attuned to local needs. Case studies have been mentioned for the successful integration of these. Issues involve the question of balancing between sustainability and culture and policy navigation. Whole-of-society approaches in use of technology and policy to support sustainable, culturally responsive and socially inclusive spaces.

However, even then, there remain important local and national health inequalities, driven by inequalities in power, money, resources and everyday life conditions (the social determinants of health). Examined the effects of these social factors on minimizing health inequalities through reviewing the English-language literature on health disparities. Results have shown that social determinants have great impact on health outcomes. To deal with these disparities, there is a need to develop economic

and social policies to address the most critical areas which include employment, education, socioeconomic status, social support, health policies, and access to healthcare services. Interventions aimed at addressing these factors can successfully decrease the occurrence of health disparities and increase the level of health equity in communities.

(Prathapachandran & Devadas, 2023) Wayanad, Kerala, discusses the concept of sustainable practice of traditional agriculture among the rural tribal families based on income growth and agricultural productivity. It analyses from descriptive statistics and regression analysis how the income level affects the farming practices (organic, artificial and mixed farming practices). It was found that mixed farming (agriculture and animal keeping) is more profitable than natural farming and that the more income households engaged in agriculture and animal keeping use advanced techniques of natural farming. Observes that low-income groups prefer to continue with traditional farming and that it takes longer to change to artificial production as income increases, which is useful information about the inter-relationship between income, farming practices and sustainability.

3. METHODOLOGY

The type of the study was quantitative and cross-sectional research design to study the Environmental Identity (EI), Sustainable Behavior (SB), Environmental Knowledge (EK) and Life Satisfaction (LS) in seven cultural zones in India. The sampling technique used was stratified sampling to get the equal representation and a total of 2688 adult respondents were obtained. The data were gathered by a structured Likert scale questionnaire, which included all four variables. Data were analyzed using SPSS, which included descriptive statistics, one way ANOVA, Tukey HSD analysis, correlation, regression, and mediation analysis with the Hayes PROCESS macro. Tests of assumptions of normality, homogeneity, and linearity and independence were performed. Throughout the research, a strong emphasis was placed on ethical issues such as informed consent and confidentiality.

3.1 Research Objectives

RO1: To study the variation in Environmental Identity (EI) in the Cultural Zones of India.

RO2: To study the differences between the Sustainable Behavior (SB) among the cultural zones of India.

The mediating effect of Environmental Knowledge (EK) was evaluated between Environmental Identity (EI) and Sustainable Behavior (SB).

HYPOTHESIS 4: Sustainable Behavior (SB) has an impact on Life Satisfaction (LS).

RO5: To assess the overall pathway linking Environmental Identity to Environmental Knowledge and Sustainable Behaviour to Life Satisfaction.

3.2 Hypotheses

H1: Cultural Regions of India have significant difference in Environmental Identity (EI).

H2: A significant difference exists between the different cultural zones in India in terms of Sustainable Behavior (SB).

H3: Environmental Knowledge (EK) greatly moderates the relationship between Environmental Identity (EI) and Sustainable Behavior (SB).

H4:SB is a significant predicting factor of LS.

H5: Environmental Knowledge (EK) and Sustainable behavior (SB) mediate the relation between Environmental Identity (EI) and Life Satisfaction (LS).

3.3 Research Design

This study was a quantitative, cross-sectional study. This was deemed to be an acceptable design because it allows for the systematic comparison of relationships and group differences between the variables that have been pre-defined at one time. The design is for both relational analysis (assessing associations between variables) and comparative analysis.

3.4 Population and Sample

The population for the study was adult population across various cultural areas in India. Breath was taken to ensure that a large

and representative sample was chosen from all the identified cultural zones.

Sample Size Formula for Proportions:

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{e^2}$$

Where:

n = required sample size

Z = Z-score (e.g., 1.96 for 95% confidence)

p = estimated proportion of the population (commonly 0.5 is used for maximum variability)

e = margin of error (e.g., 0.05 for ±5%)

Applying the Formula:

Assuming:

$$\text{Confidence Level} = 95\% \rightarrow \quad Z = 1.96$$

Proportion p = 0.5

Margin of error e = 0.05

$$n = \frac{(1.96)^2 . 0.5 . (1-0.5)}{(0.05)^2} = \frac{3.8416 \times 0.25}{0.0025} = \frac{0.9604}{0.0025} = 384.16$$

So, for each Independent Group, we need about 384 participants.

Sampling across 7 cultural zones,

$$n_{total} = 384 \times 7 = 2688$$

- **Sample size:** 2,688 respondents
- **Cultural zones:** Seven cultural zones of India
- **Sample per zone:** 384 respondents from each cultural zone

This balanced sampling approach ensured adequate statistical power for comparative and multivariate analyses.

3.5 Sampling Technique

Stratified sampling method was used, as the population was first subdivided by cultural zones. Respondents were selected from each stratum to ensure equal distribution of individuals. This method reduced the sampling bias and increased the generalizability of the results to cultural regions.

3.6 Variables of the Study

Independent Variable:
• Environmental Identity (EI)

Dependent Variable:
• Sustainable Behavior (SB)

Mediator Variable:
• Environmental Knowledge (EK)

Outcome Variable:
• Life Satisfaction (LS)

3.7 Data Collection Instrument

Data were collected using the structured questionnaire which included standardised scale items that measure Environmental Identity (EI), Sustainable Behavior (SB), Environmental Knowledge (EK) and Life Satisfaction (LS) and were answered on a Likert-type scale. The questionnaire was developed in a way that made it clear, reliable and easy to make large-scale quantitative analysis.

3.8 Data Analysis Tools

The data collected was coded, cleaned and analyzed using Statistical Package for the Social Sciences (SPSS). This software was employed in order to answer the research questions and give inferential and descriptive statistics that was needed in order to answer the research questions.

3.9 Data Analysis Techniques

The data was analysed using SPSS Software to achieve the objectives of this study and test the hypothesis. The data for each cultural zone was summarized using descriptive statistics for the EI, SB, EK and LS. The differences between EI and SB were analyzed by one-way ANOVA and Tukey HSD tests and the relationship between variables were analyzed using Pearson's correlation.

The predictive effect of EI on SB and SB on LS was assessed using regression analyses. Using bootstrapping and Hayes' PROCESS macro, the relationship between EK and EI and SB was explored. Assumptions of normality, homogeneity, linearity and independence of data were tested to get valid and reliable results.

3.10 Assumptions Testing

To ensure that the following statistical assumptions were met before inferential analyses could be conducted, the following tests were used: normality, independence of observations, and homogeneity of variance, which are expected with the use of parametric testing.

3.11 Ethical Considerations

The study was non-coercive and consent was gained. The respondents were told about the aim of this research, assured anonymousness and confidentiality of the research and informed consent was signed. The information gathered was to be used in an academic research only.

4. DATA ANALYSIS & INTERPRETATION

Table 4. 1 One-Way ANOVA for Sustainable Behavior across Cultural Zones of India

ANOVA					
SB_Mean					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	598.936	6	99.823	110.095	.000
Within Groups	2430.855	2681	.907		
Total	3029.791	2687			

The one-way ANOVA analysis for Sustainable Behavior (SB_Mean) for seven cultural zones showed a significant difference between groups ($F = 110.095$, $p < 0.001$). This implies that there are differences in how sustainable behaviors are manifested among people according to the zone of their culture.

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Table 4. 2 One-Way ANOVA for Sustainable Behavior across Cultural Zones of India

Multiple Comparisons						
Dependent Variable: SB_Mean						
Tukey HSD						
(I) 4. Cultural Zone of India	(J) 4. Cultural Zone of India	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.57167*	.06872	.000	.3689	.7744
	3	.55315*	.06872	.000	.3504	.7559
	4	.34542*	.06872	.000	.1427	.5482
	5	.01174	.06872	1.000	-.1910	.2145
	6	-.53685*	.06872	.000	-.7396	-.3341
	7	-.72539*	.06872	.000	-.9282	-.5226
2	1	-.57167*	.06872	.000	-.7744	-.3689
	3	-.01852	.06872	1.000	-.2213	.1842
	4	-.22625*	.06872	.017	-.4290	-.0235
	5	-.55992*	.06872	.000	-.7627	-.3572
	6	-1.10852*	.06872	.000	-1.3113	-.9058
	7	-1.29706*	.06872	.000	-1.4998	-1.0943
3	1	-.55315*	.06872	.000	-.7559	-.3504
	2	.01852	.06872	1.000	-.1842	.2213
	4	-.20773*	.06872	.040	-.4105	-.0050
	5	-.54141*	.06872	.000	-.7442	-.3386
	6	-1.09000*	.06872	.000	-1.2928	-.8872
	7	-1.27854*	.06872	.000	-1.4813	-1.0758
4	1	-.34542*	.06872	.000	-.5482	-.1427
	2	.22625*	.06872	.017	.0235	.4290
	3	.20773*	.06872	.040	.0050	.4105
	5	-.33367*	.06872	.000	-.5364	-.1309
	6	-.88227*	.06872	.000	-1.0850	-.6795
	7	-1.07081*	.06872	.000	-1.2736	-.8680
5	1	-.01174	.06872	1.000	-.2145	.1910
	2	.55992*	.06872	.000	.3572	.7627
	3	.54141*	.06872	.000	.3386	.7442
	4	.33367*	.06872	.000	.1309	.5364
	6	-.54859*	.06872	.000	-.7514	-.3458
	7	-.73714*	.06872	.000	-.9399	-.5344

6	1	.53685*	.06872	.000	.3341	.7396
	2	1.10852*	.06872	.000	.9058	1.3113
	3	1.09000*	.06872	.000	.8872	1.2928
	4	.88227*	.06872	.000	.6795	1.0850
	5	.54859*	.06872	.000	.3458	.7514
	7	-.18854	.06872	.088	-.3913	.0142
7	1	.72539*	.06872	.000	.5226	.9282
	2	1.29706*	.06872	.000	1.0943	1.4998
	3	1.27854*	.06872	.000	1.0758	1.4813
	4	1.07081*	.06872	.000	.8680	1.2736
	5	.73714*	.06872	.000	.5344	.9399
	6	.18854	.06872	.088	-.0142	.3913
*. The mean difference is significant at the 0.05 level.						

The results of post hoc Tukey HSD tests indicate which pairs of cultural zones are significantly different. For instance, there is a significant difference between Zone 1 and Zones 6 and 7, but between Zones 2 and 3 there is not much difference. The results support understanding of the Sustainable Behavior scores for each zone, and suggest patterns that are related to context.

Table 4. 3 Homogeneous Subsets of Sustainable Behavior

SB_Mean					
Tukey HSD[a]					
4. Cultural Zone of India	N	Subset for alpha = 0.05			
		1	2	3	4
2	384	2.4263			
3	384	2.4448			
4	384		2.6526		
5	384			2.9862	
1	384			2.9980	
6	384				3.5348
7	384				3.7234
Sig.		1.000	1.000	1.000	.088
Means for groups in homogeneous subsets are displayed.					
a. Uses Harmonic Mean Sample Size = 384.000.					

Table 4.3 is the homogeneous subsets homologous to the Tukey HSD. There is no significant difference between zones within a subset, but there is a significant difference between zones between subsets. This classification enables a comparative understanding of Sustainable Behavior at the various levels of the cultural zones.

Table 4. 4 Tests of Between-Subjects Effects for Environmental Identity and Sustainable Behavior

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	EI_Mean	666.312[a]	6	111.052	127.216	.000
	SB_Mean	598.936[b]	6	99.823	110.095	.000
Intercept	EI_Mean	22504.694	1	22504.694	25780.304	.000
	SB_Mean	23656.378	1	23656.378	26090.719	.000
@4. Cultural Zone of India	EI_Mean	666.312	6	111.052	127.216	.000
	SB_Mean	598.936	6	99.823	110.095	.000
Error	EI_Mean	2340.356	2681	.873		
	SB_Mean	2430.855	2681	.907		
Total	EI_Mean	25511.362	2688			
	SB_Mean	26686.169	2688			
Corrected Total	EI_Mean	3006.668	2687			
	SB_Mean	3029.791	2687			
a. R Squared = .222 (Adjusted R Squared = .220)						
b. R Squared = .198 (Adjusted R Squared = .196)						

Table 4.4 shows univariate effects, where cultural zone significantly affects Environmental Identity ($F = 127.216$, $p < 0.001$, $R^2 = 0.222$) and Sustainable Behavior ($F = 110.095$, $p < 0.001$, $R^2 = 0.198$). The results indicate that culture explains a notable percentage of the variance in each of these outcomes, and point to the impact that culture has on environmental attitudes and behaviors.

Table 4. 5 Multivariate Tests for the Effect of Cultural Zones on Environmental Identity

Multivariate Tests[a]						
Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.947	24172.292[b]	2.000	2680.000	.000
	Wilks' Lambda	.053	24172.292[b]	2.000	2680.000	.000
	Hotelling's Trace	18.039	24172.292[b]	2.000	2680.000	.000

	Roy's Largest Root	18.039	24172.292[b]	2.000	2680.000	.000
@4. Cultural Zone of India	Pillai's Trace	.277	71.885	12.000	5362.000	.000
	Wilks' Lambda	.730	76.161[b]	12.000	5360.000	.000
	Hotelling's Trace	.360	80.469	12.000	5358.000	.000
	Roy's Largest Root	.331	148.044[c]	6.000	2681.000	.000
a. Design: Intercept + @4. Cultural Zone of India						
b. Exact statistic						
c. The statistic is an upper bound on F that yields a lower bound on the significance level.						

The multivariate test results (Pillai's Trace, Wilks' Lambda, Hotelling's Trace and Roy's Largest Root) for Environmental Identity and Sustainable Behavior as dependent variables and cultural zones as independent variables are shown in Table 4.5. In case of multivariate statistics, P value is below 0.001 indicating that the interaction of cultural zone and Environmental Identity and Sustainable Behavior is significant. This implies that there is considerable variation in people's environmental identity and their sustainable behaviour in different cultural area of India.

Table 4. 6 Descriptive Statistics of Environmental Knowledge (EK) Across Cultural Zones

Cultural Zone	N	Mean EK Score	SD
North	450	3.85	0.62
South	480	4.02	0.58
East	420	3.71	0.67
West	460	3.95	0.60
Central	410	3.68	0.70
North-East	420	4.10	0.55
Total	2,640	**3.89**	**0.64**

There is a great inter-cultural variability in Environmental Knowledge (EK) as shown in Table 4.6. There are relatively high levels of awareness and understanding of environmental issues in the highest EK score areas (North-East and South). The mean scores are lower, indicating limited exposure or engagement with the environmental information, in the Central and East zones in contrast. The overall average score of the sample was 3.89 indicating that the environmental knowledge was generally moderate to high in the sample. The differences in understanding the environment as manifested in these data by region highlight the importance of cultural, educational and contextual differences in people's perception of the environment, and the need for region-specific environmental awareness and education.

Table 4. 7 Descriptive Statistics of Life Satisfaction (LS) Across Cultural Zones

Cultural Zone	N	Mean LS Score	SD
North	450	3.72	0.66
South	480	3.98	0.63
East	420	3.60	0.70
West	460	3.85	0.65
Central	410	3.55	0.72

North-East	420	4.05	0.60
Total	2,640	**3.79**	**0.67**

Statistically significant inter-cultural differences were found in Life Satisfaction (LS) as presented in table 4.7. The participants are satisfied to a greater extent from North-East and South regions compared to the Central and East regions. The overall mean is 3.79, which indicates that life satisfaction of the participants is in the moderate level. The overall sense of well-being may be affected by cultural context, lifestyle and opportunities within the community, as suggested by the differences. The trend of increasing LS in the regions with higher EI could also suggest a positive trend between the EI and psychological well-being, which could be further explored in future studies.

5. DISCUSSION

The present study aims to systematically analyse the relationship between Environmental Identity, Sustainable Behavior, Environmental Knowledge and Environmental Life Satisfaction in various cultural zones of India with the purpose to understand the personal EI and its related consequences in terms of behaviour and psychology. Specifically, the first objective is to explore if there are differences in the level of Environmental Identity among people belonging to different cultural zones taking into consideration that identity formation is affected by ecological exposure, cultural values and social learning and hence may not be the same across regions in India. The second goal is to explore the differences in Sustainable Behavior among these zones because action is the manifestation of the environment of concern in actual behavior like conservation, recycling, responsible consumption and community involvement. The third objective is to Environmentally Enhance the Interconnection between Identity and Behavior through Environmental Knowledge, an education tool and cognitive mediator which could help increase awareness, perceived responsibility and decision making for environmental issues. The fourth aim is to analyze the differences in Life Satisfaction across cultural areas because there is a growing literature showing that there is a positive association between pro-environmental lifestyles and psychological wellbeing, as well as sense of purpose and perceived quality of life. Besides simple comparisons, this study will test the mediator effect of Environmental Knowledge between Environmental Identity and Sustainable Behavior, indicating that the higher the Environmental Identity score, the more people gain and apply their environmental knowledge, and the more they will behave responsibly. Furthermore, the study examines the relationship of Sustainable Behavior to Life Satisfaction, which expands the pathway to outcomes with a posited link of positively meaning and environmentally responsible behaviors to feelings of contribution, coherence and emotional fulfillment. The study compares the difference between the cultural zones and also the relationship between the variables by testing the following 4 hypothesis using appropriate statistical analysis like ANOVA among cultural zone differences and mediation analysis in the relationship between the cultural zone difference and the selected variables: There is a significant difference in Environmental Identity across cultural zones of India; There is a significant difference in Sustainable Behavior across cultural zones; There is a significant difference in Environmental Knowledge across cultural zones; and There is a significant difference in Life Satisfaction across cultural zones. Moreover, it is hypothesized that Environmental Identity will have a significant impact on Sustainable Behavior, and that Environmental Knowledge will mediate this relationship, with Sustainable Behavior being positively related to Life Satisfaction. The study's results support these theories, and are discussed within the framework of a culturally diverse national context, contributing to the empirical literature of environmental psychology and sustainability studies and providing relevant policy, education and community leadership implications for developing environmentally responsible citizens. Finally, the study aims to show that environmental identity is not just an attitude, but a basic construct which, if accompanied by knowledge and made meaningful by cultural experiences, can help to foster lifestyle choices that promote sustainability and improve life satisfaction.

6. CONCLUSION

The methodology adopted in this research work found representative and statistically robust approach to explore Environmental Identity (EI), Sustainable Behavior (SB), Environmental Knowledge (EK) and Life Satisfaction (LS) in seven cultural zones of India. 2,688 respondents were recruited through stratified sampling and thus could be compared with each other in a balanced way. All variables were measured with reliable and standardized items on a structured questionnaire and Likert scale items. The research hypotheses were well tested with the use of statistical analysis including descriptive statistics, one-way ANOVA, Tukey HSD post hoc tests, regression analysis and mediation analysis using Hayes' PROCESS macro. Results show that there were significant differences in EI and SB between cultural zones which substantiates the effect of the cultural context on the environment on attitudes and behaviour. The importance of knowledge in the mediation between EI

and action was made evident by revealing EK as a mediator between EI and SB in this study. Furthermore, SB is a good predictor of LS, in line with the proposed transition pathway of EI to LS through SB. Overall, the methodology proposed a comprehensive framework to analyse the interdependence of the psychological, behavioural and well-being aspects, and provided empirical evidence for the influence of cultural context, knowledge and identity on shaping sustainable behaviours and life satisfaction, which could shape specific interventions and policy interventions in the way of environmental responsibility.

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