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Sustainable Consumption Sentiments: Does Product Tangibility Drive India's Eco-Friendly Purchase Behavior?

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ABSTRACT

Purpose*: This study examines the role of product tangibility features in shaping consumer purchase intention toward vegan food products in India. Given the growing popularity of vegan products, we explore how tangible attributes such as labels, certifications, and packaging influence Ecologically Conscious Consumer Behavior (ECCB) and vegan food acceptance.* ***Motivation****: As increasing environmental concerns push for sustainable food consumption, vegan products are gaining attention in the Indian market. However, skepticism regarding their authenticity and nutritional value remains a hurdle to adoption. To bridge this gap and enhance consumer trust, understanding how tangible product features influence purchase decisions can help.* ***Methodology****: A quantitative research approach was employed, surveying 250 consumers in India's FMCG sector in NCR Delhi. Structural Equation Modelling (SEM) using Smart-PLS 4 was performed to assess the relationships among ECCB, product tangibility, purchase intention (VPI), and purchase behavior (VPB).* ***Main Results****: Findings indicate that ECCB significantly influences both product tangibility perception and vegan food purchase intention. However, tangibility itself does not directly impact purchase intention, suggesting that ethical and environmental motivations may be more significant. Furthermore, purchase intention strong predictor of actual vegan food purchase behavior.* ***Practical Implications****: Marketers should focus on encouraging consumer awareness through transparent labeling, third-party certifications, and sustainable packaging. Clear, authentic information and improved sensory appeal to address skepticism can foster greater consumer trust, gradually increasing vegan food adoption in India.*

Keywords: *Ecological Sustainability, Sustainable Food Consumption, Vegan, Ecological Conscious Consumer Behavior, Tangibility, Purchase Intention, and Behavior*

INTRODUCTION

With expeditious industrialization and urban expansion, ecological sustainability has become an urgent priority due to the escalating threats of climate change caused by global warming (Dorji et al., 2023). Among the notable contributors to high carbon emissions is livestock grazing for dairy and meat production, which places persistent pressure on natural resources and leads to environmental degradation (Graham & Abrahamse, 2017).

Research consistently claims that environmentally conscious consumers advocate and adopt ecologically responsible purchasing behaviors. They demonstrate a strong preference for vegan food products, as these have a significantly lower environmental impact than conventional vegetarian or meat-based diets (Cheah et al., 2020; Giacalone & Jaeger, 2023; Takacs et al., 2022). Therefore, plant-based, or vegan diets have gained worldwide acceptance and are becoming mainstream in the packaged food industry within the Fast-Moving Consumer Goods (FMCG) sector during the time of COVID-19 pandemic (Niemiec et al., 2021).

While green and organic diets have been extensively researched in both developed and developing countries, the vegan food market in India is still in its early stages of exploration (Basu, 2022). On the other hand, small but noticeable Indian consumers' segment experience that environmental motivation is most important to adopt a plant-based diet, next followed by health benefits such as improved digestion, reduced hormonal imbalance, and less bloating (Chopra et al., 2025). Marketers are actively positioning vegan food products as possible alternatives to dairy and meat, alluring to both vegetarians and meat eaters. The rising consumer consciousness of health and environmental benefits has fuelled demand, but challenges remain in convincing a broader audience (Giacalone & Jaeger, 2023).

One of the convincing arguments favoring plant-based products is their minimal carbon footprint, requiring less land and water compared to animal agriculture(Chai et al., 2019; Takacs et al., 2022). However, despite these claims, food marketers are struggling to position plant-based products as reliable alternatives to protein. The lack of robust research and scientific data supporting these sustainability claims, beyond the ethical argument of being cruelty-free, makes it complicated to persuade skeptical consumers (Dhont & Ioannidou, 2024; Liechti Carole et al., 2025). To ensure non-misleading arguments,

food labelling needs to be based on scientific investigation that adheres to the involvement of stakeholders (Ketelings et al., 2025).

Although labeling and product packaging play a critical role in shaping consumer perceptions of vegan food products, skepticism remains regarding the authenticity of such labels, specifically about product quality and ingredient originality (Eldesouky et al., 2020; Faber et al., 2024; Liechti Carole et al., 2025). The lack of transparent marketing communication, insignificant advertising, and limited government initiatives further contribute to consumer ambiguity (Basu, 2022; Lee Park & Fracarolli Nunes, 2024). Sometimes, food marketers use meat-like terminology for alternative meat products, which leads consumers to be more ambiguous towards plant-based meat products(Ketelings et al., 2025).

Sustainability, as a concept, is inherently future-oriented and difficult to quantify in measurable terms, making it a demanding benchmark for consumer satisfaction (Shiel et al., 2020). In contrast, consumers expect to see tangible indicators or features that validate their sustainable consumption choices (White et al., 2019). These features include transparent labeling, clear ingredient lists, third-party certification of quality and bio-friendly, user-friendly instructions. (Fresacher & Johnson, 2023; Maniatis, 2016; Tseng & Hung, 2013). However, the affordability of these products seems most critical part, previous studies indicate that Indian consumers are willing to pay extra for sustainable products for health and environmentally friendly features(Ali et al., 2021; Ali & Ali, 2020).

Based on the discussed challenges, our research focuses on two key research questions:

1. What specific tangible features do Ecologically conscious consumers seek in the packaging and labeling of vegan food products?
2. What degree of tangibility influences consumers' purchase decisions regarding vegan food products?

By tackling these questions, our goal is to bridge the gap between consumer expectations and the marketing strategies of plant-based food brands. Gaining insight into these factors can provide key information for companies looking to boost consumer trust and drive adoption in the growing vegan food market.

CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Global warming, caused by climate change, has heightened the urgency for sustainable consumption (Yadav et al., 2024). As a key variable of environmentally responsible behavior, Ecologically Conscious Consumer Behavior (ECCB) has attracted considerable attention in understanding sustainable purchasing patterns. In contrast, the New Ecological Paradigm (NEP) scale, which provides a broad assessment of environmental worldviews (Dunlap et al., 2000), ECCB scale (Straughan & Roberts, 1999) effectively captures actual consumer behavior in routine ecological decision-making processes (Freire et al., 2021).

Research indicates that ECCB significantly influences green purchasing behavior, with stronger green purchase intentions, which lead to actual sustainable behavior (Yarimoglu & Binboga, 2019). ECCB also plays a role in bridging the "green gap", where consumers express ecological concerns but struggle to translate them into action (Mazhar et al., 2022). Two primary gaps emerge in this context: the attitude-action gap, where ecological concern disconnects from behavior, and the attitude-behavior gap, where pro-sustainability beliefs do not always result in green product purchases (Yadav et al., 2024).

While the Theory of Planned Behavior (Ajzen, 1991) highlights intention as a significant predictor of behavior, psychographic variables such as perceived consumer effectiveness (PCE), environmental concern (EC), and altruism are often more strongly shaping ECCB than demographic factors (Brochado et al., 2017; Straughan & Roberts, 1999). Consumers who are more environmentally conscious and ethically responsible tend to exhibit higher ECCB, making them more likely to choose vegan food products (Brochado et al., 2017; Roberts Baylor & Versi, 1996; Yarimoglu & Binboga, 2019).

Very early study suggested that individuals open to novel ideas are more ecologically concerned and willing to adopt sustainable diets (Kinnear et al., 1974). In India, a growing sector of young consumers is willing to pay a premium for sustainable products, including plant-based alternatives (Kumar et al., 2021). Given ECCB's role in shaping sustainable consumption, we propose the following hypothesis:

H1: ECCB significantly influences vegan food product purchase intention.

A major obstacle to green consumption is consumer skepticism, particularly in vegan food purchases. Many questions about trusting in sustainability claims due to greenwashing, where companies exaggerate environmental benefits (Szabo & Webster, 2021). This skepticism is escalated when brands fail to provide clear and authentic information (Munro et al., 2023). Research shows mixed results on its impact: while

certain studies indicate that skepticism negatively affects green purchase intentions (Rossi & Rivetti, 2023). Others in India and Brazil revealed no significant link between skepticism and green-buying behavior (Sharma & Paço, 2021).

To overcome skepticism, tangibility plays a crucial role in shaping ECCB and sustainable purchasing behavior. According to the SHIFT framework (White et al., 2019), tangible product features have significant consideration to drive pro-environmental actions. In India, educated younger consumers increasingly acknowledge sustainability issues, yet they often struggle to comprehend the concrete benefits of sustainable food products (Giacalone & Jaeger, 2023). A lack of visible proof linking vegan food purchases to environmentally friendly results in hesitation (Jaiswal & Kant, 2018; Taufique & Vaithianathan, 2018). However, brands that efficiently highlight the tangible benefits of their products, such as the lower carbon footprint of almond milk compared to regular dairy milk, can significantly enhance consumer trust and engagement (Brach et al., 2018; Fresacher & Johnson, 2023).

Similarly, Hanson et al., (2019) found that tangible sustainability attempts, such as brands visibly advocating environmental initiatives, heighten consumer attachment to green products. Tangible features such as sustainable packaging or less plastic packaging are more evident for sustainable food product claims (Drechsel et al., 2025). However, Consumers are skeptical about reusability, recycling, and sustainable packaging material, still willing to pay extra for it due to the green brand image of the product (Plotkina et al., 2025). Another Study indicates that price and affordability are the main concerns for vegan food products, front-pack labelling with nutritional information, third-party certification, and eco-friendly claims grab the eye of the consumer (Naughton et al., 2025).

Li & Shan, (2025) indicate that health consciousness and environmental awareness significantly affect consumers' purchase intentions for green-packaged foods, not just directly but indirectly through attitude, subjective norms, and perceived behavioural control. Faber et al., (2024) study indicates that while consumers may be motivated to buy vegan food for ecological reasons, concerns about sensory qualities can hinder their trust in vegan products. Moreover, consumer decisions are affected by unconscious biases, leading to cognitive dissonance when their beliefs do not align with their purchasing behavior (ElHaffar et al., 2020).

Marketing strategies should focus on encouraging the perceived benefits of vegan products, addressing both tangible and sensory attributes (Naughton et al., 2025). Providing factual and tangible evidence of a product's environmental benefits can strengthen consumer confidence and promote sustainable consumption (Faber et al., 2024)

By linking trust-building strategies with tangible sustainability indicators, brands can bridge the gap between ECCB and green purchase intention. When consumers can perceive actual benefits and trust a brand's claims, they seek more opportunities to choose vegan food products. Therefore, we propose the following hypothesis:

H2 (a): ECCB significantly influences the Product tangibility.

H2 (b): Product tangibility significantly influences vegan food product purchase intention.

Ajzen (1991) originally formalized behavioral intention as a prominent driver of actual behavior. While ECCB significantly influences vegan food purchase intention (Yarimoglu & Binboga, 2019), the transition from intention to actual behavior is often complicated by various market and consumer dynamics.

Previous studies (Chene et al., 2024; Dhont & Ioannidou, 2024) suggest that even when consumers convey strong intentions to purchase vegan food, several barriers such as affordability, sensory qualities, and availability can halt them from following through with their intentions.

The intention to adopt a plant-based diet is complex and influenced by various psychographic and demographic factors. The diversity among consumer segments complicates the transition from intention to actual behavior(Chene et al., 2024). Given these complexities, we propose the final hypothesis:

H3: Vegan food purchase intention significantly influences vegan food product purchase behavior.

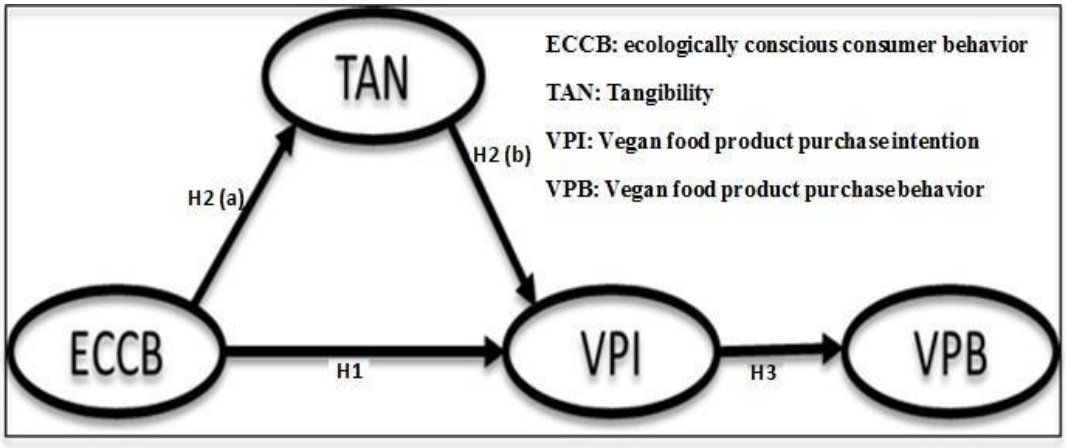

Figure 1. Hypothesis construct framework

RESEARCH METHODOLOGY

- **Sample and data collection**

This study employs a quantitative research approach to explore the relationship between Ecologically Conscious Consumer Behavior (ECCB), vegan food purchase intention, and behavior where tangibility plays a mediating role. The sample size for the study consists of 250 respondents to ensure a potential and representative dataset.

The sampling frame was compiled from Fast-Moving Consumer Goods (FMCG) outlets located in the National Capital Region (Greater Noida and Gurugram), India, where vegan food products are available. A simple random sampling technique was employed to minimize selection bias and ensure the generalizability of the findings.

Data was collected using a hybrid survey, consisting of 100 offline questionnaires distributed in physical retail outlets and 215 online surveys administered through digital platforms (Google Forms). After data cleaning and validation, a final sample of 250 responses was considered for analysis.

- **The measures**

This study used previously validated measurement scales based on the literature review of the study, where all such items were operationalized using a 5-point Likert scale (Never: 1, Rarely: 2, Sometimes: 3, Frequently: 4, Always:5)

Items	**citation**
Ecologically conscious consumer behavior (ECCB) ECCB 1: I suggest my family and friends use those products that cause no harm to the environment and other people. ECCB 2: I switched brands due to being more conscious of natural resources. ECCB 3: Animal and environmental safety is on my priority list when comparing two similar products for consumption (e.g., vegan milk or regular milk). ECCB 4: I try to purchase those product packages that can be recycled.	Straughan & Roberts, 1999
Tangibility (TAN) TAN 1: Environmentally friendly product packaging is important. TAN 3: Certification of ingredient originality needs to be mentioned. TAN 4: Consumer feedback about product should be printed on product packaging.	Maniatis, 2016
Vegan food product purchase intention (VPI) PI1: I intend to consume vegan food products because they are environmentally friendly. PI2: I intend to consume vegan food products because they are animal cruelty-free PI3: I intended to consume vegan food products for three months. PI4: I would consider suggesting vegan food products to my family and	(Chan & Lau, 2002; Raggiotto et al., 2018)

friends.	
Vegan food product purchase behavior (VPB) PB1: I read the product labeling to ensure it is environmentally friendly PB2: I look for animal cruelty-free certification for product purchase PB3: To get the information about ingredients, I carefully read the ingredient labeling PB4: If two products are same, a familiar brand is always in the shopping cart	Chan & Lau, 2002; Jaiswal & Kant, 2018

Table: 1

DATA ANALYSIS AND RESULTS

For data analysis, we employed Smart PLS 4, a structural equation modeling (SEM) software recommended by Putu Gede Subhaktiyasa, (2024). This software assessed the relationships among latent variables, evaluated the model's reliability and validity, and tested the proposed hypotheses.
The structural model analysis conducted using SmartPLS 4 provides key insights into the relationships between Ecologically Conscious Consumer Behavior (ECCB), Tangibility, Vegan food Product Purchase Intention (VPI), and Vegan food Product Purchase Behavior (VPB). The results are interpreted based on path coefficients, R2 values, effect sizes (f2), reliability and validity tests, and model fit indicators.

- **Structural Model Analysis**

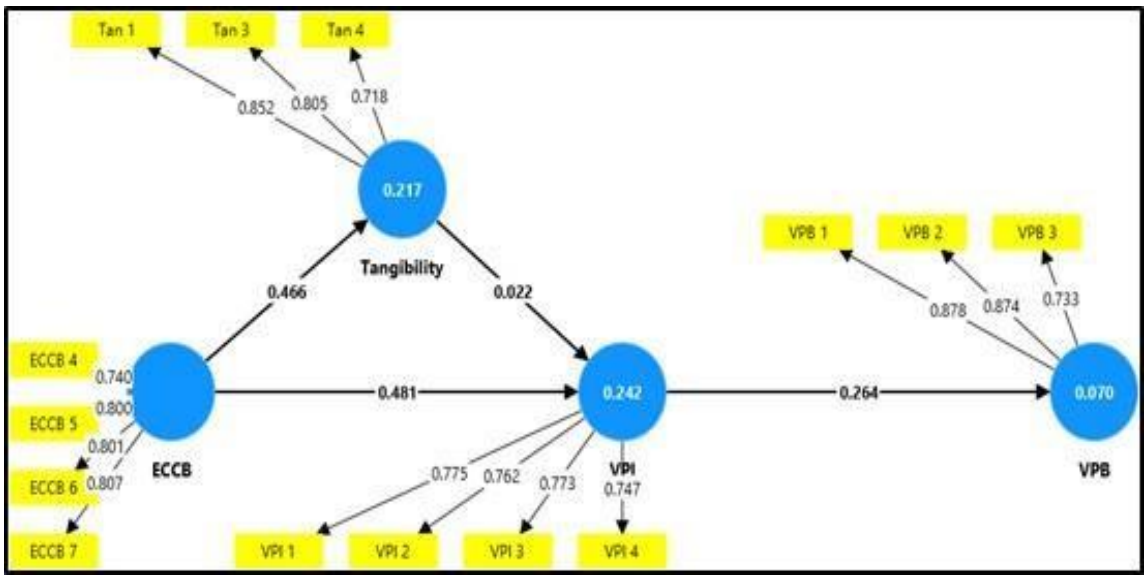

Figure:1 Path Analysis

Table:2

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
ECCB -> Tangibility	0.466	0.471	0.057	8.173	0.000	Supported
ECCB -> VPI	0.481	0.488	0.077	6.232	0.000	Supported
Tangibility -> VPI	0.022	0.022	0.085	0.259	0.796	Not supported
VPI -> VPB	0.264	0.273	0.060	4.378	0.000	Supported

Table:3

	Path coefficients
ECCB -> Tangibility	0.466
ECCB -> VPI	0.481
Tangibility -> VPI	0.022
VPI -> VPB	0.264

About Table 2 and Table 3, the path analysis reveals a strong and significant influence of ECCB on Tangibility (β = 0.466, p = 0.000), indicating that consumers with higher ecologically consciousness are more likely to perceive tangible sustainability attributes in vegan food products. Similarly, ECCB has a positive and significant effect on VPI (β = 0.481, p = 0.000), confirming that ecologically conscious consumers show stronger intentions to purchase vegan food products. However, Tangibility does not significantly influence VPI (β = 0.022, p = 0.796), suggesting that product tangibility alone does not directly influence consumer intention toward vegan food purchases. Finally, VPI significantly influences VPB (β = 0.264, p = 0.000), implying the Theory of Planned Behavior (TPB) that purchase intention translates into actual buying behavior.

- **Predictive Power and Effect Size**

	R-square	R-square adjusted
Tangibility	0.217	0.214
VPB	0.070	0.066
VPI	0.242	0.235

Table:4

	f-square
ECCB -> Tangibility	0.278
ECCB -> VPI	0.239
Tangibility -> VPI	0.000
VPI -> VPB	0.075

Table:5

Table 4, the R2 values indicate that ECCB explains 21.7% of the variance in Tangibility (R2 = 0.217), 24.2% of the variance in VPI (R2 = 0.242), and 7% of the variance in VPB (R2 = 0.070). The effect size analysis (f2), Table 5 further supports these relationships, where ECCB has a medium effect on both Tangibility (f2 = 0.278) and VPI (f2 = 0.239), while VPI has a small effect on VPB (f2 = 0.075). The non-significant effect of Tangibility on VPI (f2 = 0.000) indicates that other factors, such as brand trust, ethical motivations, or product awareness, may play a more prominent role in shaping vegan product intentions.

- **Reliability, Validity, and Model Fit**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ECCB	0.797	0.810	0.867	0.620
Tangibility	0.712	0.750	0.835	0.630
VPB	0.779	0.821	0.869	0.691
VPI	0.763	0.763	0.849	0.584

Table:6

	Heterotrait-Monotrait ratio (HTMT)
Tangibility <-> ECCB	0.574
VPB <-> ECCB	0.064
VPB <-> Tangibility	0.213
VPI <-> ECCB	0.626
VPI <-> Tangibility	0.334
VPI <-> VPB	0.333

Table:7

	Saturated model	Estimated model
SRMR	0.080	0.086
d_ULS	0.671	0.776
d_G	0.245	0.255
Chi-square	367.454	376.295
NFI	0.896	0.889

Table:8

The Cronbach's Alpha and Composite Reliability (Table 6) scores exceed the threshold of 0.7, confirming internal consistency. The Average Variance Extracted (AVE) values for all constructs are above 0.5, establishing convergent validity. The HTMT ratios (Table 7) are below 0.85, ensuring discriminant validity. Model fit indices (Table: 8) show SRMR = 0.080 (acceptable fit) and NFI = 0.896 (acceptable but not exceptionally good fit), suggesting that while the model explains significant relationships, additional refinements could improve its predictive accuracy.

DISCUSSION

The findings of this study underplay the crucial role of Ecologically Conscious Consumer Behavior (ECCB) in influencing consumer perceptions of tangibility and purchase intentions toward vegan food products. The significant positive relationship between ECCB and product tangibility (β= 0.466, p = 0.000) suggests that environmentally conscious consumers tend to seek tangible sustainability attributes in vegan food products. However, the insignificant effect of tangibility on Vegan food Product purchase Intention (VPI) (β= 0.022, p = 0.796) reveals that while tangible attributes may enhance perceptions, they do not necessarily translate into actual purchase decisions. This finding is contrary to prior studies (White et al., 2019; Fresacher & Johnson, 2023; Naughton et al., 2025) that emphasize the importance of visible sustainability claims in delivering considerable green consumption. The results indicate that while tangible attributes such as eco-friendly packaging, labelling, and sustainability certifications contribute to consumer trust, ethical and environmental motivations play a more critical role in shaping vegan food purchase intention.

A significant effect of ECCB on VPI (β= 0.481, p = 0.000) further emphasizes the argument that consumers with heightened environmental awareness exhibit stronger purchase intentions toward vegan products. This aligns with prior research (Yarimoglu & Binboga, 2019) highlighting ECCB as a key driver of green consumerism. The positive and significant relationship between vegan food purchase intention and vegan food purchase behavior (β= 0.264, p = 0.000) supports the Theory of Planned Behavior (Ajzen, 1991), which conceptualizes that behavioral intention is a precursor to actual purchasing behavior.

However, the relatively low R-squared value for vegan food purchase behavior (R2 = 0.070) suggests that additional factors, such as product availability, price sensitivity, social influence, and brand trust, may play a more significant role in translating actual purchases. Previous studies (Chene et al., 2024; Dhont & Ioannidou, 2024) highlight barriers such as affordability and sensory appeal in converting intentions into action. Hence, future research should explore additional drivers that mediate or bridge the gap between purchase intention and actual behavior.

This study decisively investigates the impact of product tangibility on eco-friendly purchasing behavior for vegan food products in India. It addresses two pivotal research questions and uncovers critical insights into ecological consciousness, tangible features, and consumer behavior. Firstly, ecologically conscious consumers prioritize three tangible attributes in vegan food packaging: eco-friendly materials, certification of ingredient authenticity, and consumer feedback. The strong correlation between ecological consciousness and product tangibility (β = 0.466, p = 0.000) reveals that 21.7% of the variance in tangibility is attributable to ecological awareness. These consumers demand transparent labeling, third-party certifications, and sustainable packaging over purely aesthetic features.

Secondly, the study unequivocally finds that while ecologically conscious consumers seek tangible

sustainability attributes, these features do not significantly sway their purchase intentions (β = 0.022, p = 0.796). This challenges conventional marketing assumptions, establishing that ethical and environmental motivations (β = 0.481, p = 0.000) are the primary drivers of vegan food purchases, rather than tangibility alone.

THE INTENTION-BEHAVIOR GAP AND ITS IMPLICATIONS

The study also examines the important shift from purchase intention to actual behavior. It reveals that while purchase intention significantly affects behavior (β = 0.264, p = 0.000), this relationship accounts for only 7% of the variance in behavior. This notable intention-behavior gap suggests that, in addition to tangibility and ecological consciousness, other systemic factors—such as product availability, pricing, sensory appeal, and social influence also play essential roles in turning sustainable intentions into actual purchasing actions.

THEORETICAL AND PRACTICAL IMPLICATIONS

The findings related to both research questions indicate a two-stage evaluation process used by consumers when it comes to vegan food products. In the first stage, environmentally conscious consumers actively assess and seek specific tangible features. These features act as mechanisms for building trust and validating authenticity. In the second stage, however, the actual decision to purchase is primarily influenced by intrinsic environmental values and ethical considerations, rather than by the tangible features themselves.

This insight carries significant implications for marketing strategies. It suggests that while tangible features are necessary for the adoption of vegan foods, they are not sufficient on their own. Factors such as eco-friendly packaging, ingredient certifications, and consumer feedback are indeed important for establishing consumer confidence and meeting expectations, but they function more as hygiene factors than as motivating drivers.

Marketers should concentrate on fostering ecological awareness through environmental education and values-driven messaging, instead of focusing solely on tangible product attributes. While it's essential to maintain high standards in packaging, labeling, and certifications, the primary emphasis should be on communicating the environmental impact and ethical advantages of choosing vegan foods.

Product developers should ensure that tangible features align with consumer expectations for authenticity and transparency, while allocating key resources to enhancing product quality, accessibility, and affordability. Additionally, efforts should be made to support initiatives that boost consumer environmental awareness and address systemic barriers that hinder the transformation of sustainable intentions into actual purchasing behavior.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Although this study provides new insight into sustainability consumption research, but not have inevitable to limitations. First, this study is geographically limited to Indian FMCG outlets in NCR, restricting its applicability to other regions with different sustainability awareness and consumer behavior. Second, reliance on self-reported data introduces potential social desirability bias, which may not precisely reflect actual purchasing decisions. The model's moderate predictive power (R2 for VPB = 0.070) interprets those other influential factors, such as brand trust, affordability, sensory appeal, and social influence, require further exploration. Third, the quantitative approach lacks elaborative consumer insights that could be seized through qualitative methods like interviews or observational studies.

Future research should broaden the geographic scope to explore variations in cultural and economic phenomena, integrate behavioral data (e.g., purchase records, digital interactions) to improve accuracy, and explore additional mediators and moderators. Longitudinal studies could provide key insights into how consumer behavior emerges, while AI-driven analytics and big data techniques could enhance comprehension of digital marketing influences and personalized recommendations on vegan food adoption. Exploring these research dimensions will strengthen the theoretical framework of ECCB and VPI, offering practical insights for marketers, policymakers, and sustainability practitioners.

CONCLUSIONS

This research clearly demonstrates that ecologically conscious consumers actively seek specific tangible features in vegan food products—such as environmentally friendly packaging, ingredient certifications,

and consumer feedback. However, these tangible attributes do not directly influence purchase decisions. Instead, it is the underlying ecological consciousness and environmental values that primarily motivate the adoption of vegan foods.

The study's most significant contribution is the revelation that tangible features serve as a trust-building mechanism rather than a direct driver of purchases. This fundamentally shifts how marketers and researchers should approach sustainable consumption behavior. The findings suggest that effective vegan food marketing strategies should focus on aligning values and fostering environmental consciousness while ensuring that tangible features meet consumer expectations for authenticity and transparency.

Future research should investigate additional factors contributing to the intention-behavior gap and examine how tangible features may interact with other variables to influence actual purchasing behavior. Understanding these complex relationships will be crucial for accelerating the transition toward more sustainable food consumption patterns, both in India and globally.

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