

The Influence of Green Marketing on Consumer Purchase Intention, A Realistic Study in Pakistan

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Abstract

The objective of the study is to find the linkage between green marketing mix and consumer purchase intention. The main source of primary data collection was through a rotation of structured survey questionnaire of a sample of 164 individuals who are willing and have the capacity to make a purchase. The study employs a purposive random sampling that took responses from young individuals ranging above 23 years of age and results were analyzed using SPSS. The main findings of the paper suggests that green price and green promotion are statistically significant. However, green price and green placement fail to explain any significant impact on purchase intentions of an individual. The findings of the paper sheds light on the importance of green pricing and green promotion have in the process of inculcating positive purchase outcomes towards a certain product.

Keywords: Green Products, Green Price, Green Promotion, Green Place, Consumer Purchase Intention

1. Introduction

Growing environmental concerns and a greater focus on sustainability have affected consumer behavior and market dynamics in recent years, making the creation and application of green marketing strategies imperative. The conceptual terminology of Green Marketing was initially coined in the late 90s where the greenhouse effect and global warming started to gain widespread discussions. In 2015 research on important components of green marketing as the company's efforts in designing, promoting, pricing, and distributing environmentally friendly products gained dominance.

Recently, consumers are being proactive and more aware of what they consume and their compartments on the environment. Delacruz et al. (2014) emphasized that companies should adopt

a holistic approach to environmental aspects of industry in order to change consumer satisfaction through new and green products. Ansar (2013) and Mahmoud (2017) emphasized in his study and identified the reasons why both the marketer and consumers are shifting from conventional to sustainable mode of consumption. Many incidents related to Environmental issues have raised the stakes for sustainable development and now it is reaching global heights (Kinoti, 2011). As the market for green products grows in developed economies, so does the market for marketing studies on these subjects. There are significantly fewer studies on green marketing in Asia than in Western nations (Lee, 2009). This makes it crucial to carry out this research and determine the elements influencing consumers' intentions to buy eco-friendly products. However, despite the swelling importance and relevance of green marketing and sustainability, significant gaps exist between claimed consumers' environmental concerns and their actual purchase patterns and behavior (Mahmoud et al., 2024).

Thus, this study will be useful in examining the effect of green marketing on consumer purchase intentions. Also, the concept of green behavior and environment protection is lacking in developing economies like Pakistan, therefore, it rather becomes important to evaluate the outcome that to what extent the purchase intentions are aligned towards the green terminology when a product is there in a market. The aim of this research is to find out the influence of green marketing on Consumer purchase intention. In context with the green marketing mix that includes green price, place, promotion and product. This research can further navigate the researchers to pitch in the extent to which the consumers in Pakistan exhibit green awareness or green trust aims at providing a direction to the people of the importance of green marketing and how to adapt it correctly keeping in mind all the knowledge. Moreover, the attitude of businesses promoting their products through incorporating Theory of planned consumer behavior.

The above discussed research objective leads to the following research question for this study:

RQ1: What is the influence of green marketing on the purchase intention of consumers in Pakistan with regards to green price, green place, green Promotion and green product.

2. Literature Review

2.1 Theory of planned behavior (TPB)

Ajzen (1991) sheds light on The Theory of Planned Behavior (TPB). The study cites that TPB is a significant social cognitive worldview that has been effective in making sense of change in a purposeful way of behaving. Moreover, it's additionally been approved with regards to supporting ecological or sustainable ways of behaving. In comparison to green marketing the TPB, mentalities, emotional standards, and saw conduct control all impact one's aim to embrace an activity which influences consumer behavior. In relevance to the above theory, Goals to perform ways of behaving of various types can be anticipated with high accuracy from perspectives toward the way of behaving, emotional standards and social control. In contrast Chou et al. (2020), demonstrated that attitudes about green items (green product) significantly and indirectly influenced green consumption intention. Furthermore, the results reflected that the impact of perceived quality on marketing mix and consumer propensity to care about the environment is both considerable and beneficial. Mahmoud et al. (2017) cites purchase intention of green products as consumers Intention to buy green environmental products and willingness of buyers to prefer to purchase products with the following characteristics of the product that has eco-friendly properties. In accordance to research conducted by Chen (2013) he concluded purchase intention having a notable relation with environmental knowledge, attitudes, environmental concern, social influence. In addition, this study compared Green buying intentions in Shanghai, China compared to collectivist (Chinese) and individualistic (American) customers. The study revealed that consumers when categorized as individualistic and collectivistic there is a significant difference found in terms of the social influence, environmental knowledge, attitude however when it comes to the variable that incorporates environmental concern both these consumers have same purchasing intent.

Hashem & Al-Rifai (2011) the study objective was to investigate the impression of using green marketing mix that includes the green price, product and promotion, and lastly green distribution by chemical industries businesses in three West Asian nations on cognitive behavior of consumers. In addition, to determine whether there are disparities in the application of green marketing mix components by chemical businesses. In addition, to the findings there was a significant relation

shown between the two concepts. According to another study by Rakhsha and Majidazar (2011) the following investigation, it was shown that the green marketing mix had a considerable impact on customer satisfaction. Moreover, Maletic et al. (2010) in the research found that the research study done in Slovenia establishes an essential link between the perspectives of buyers and producers when it comes to green products. Hence, it concluded that customers tend to realize the significance of environmental considerations in green product creation, despite the fact that their primary purchase-decision factors are: their requirements, quality, and price.

2.2 Green Product

Ecological, sustainable, environmental, and eco-friendly products are the main focus of all green marketing activities (Agrawal & Ansari, 2022). Crassous & Gassmann (2011) in his study emphasized that terminologies for the term green products, that in other words also mean sustainable, environmentally friendly products. In Addition, a study by Kumar & Ghodeswar (2015) explained green product is labelled as "a product that was created utilizing toxic-free components and ecologically friendly procedures and that has been certified as such by a recognized organization." But comparing his study with Mahmoud (2018), the most vital element of the entire green marketing strategy and mix is the product and marketers emphasize and give much focus on the product. Green items would be bought and used by people who have a pro-environment mentality and are aware of the emissions that business have on the environment. In contrast, Ramayah et al. (2010) Postulated that Individual repercussions and actions are adversely associated with the desire and willingness to purchase and acquire a green product, along with much previous research that finds and explained that inconvenience that occurs in the purchasers point of view of the buyer and much more work done on the side of the customer that are deterrents to adopting green behavior as they perceive more risk involved. Further build on this literature, the author cites that the degree of work and convenience of customers is inversely associated to their inclination to purchase green products as they assume that the Environmental costs involved when purchasing green products do not predict the ecologically responsible behavior in the domain of the purchasing intentions at the side of customers.

In accordance with another study conducted by Gan et al. (2008), it was revealed in study that consumers with a mindset of protecting the environment and intentions that focused on saving the

planet and those buyers that are more ecologically aware are more inclined to purchase items that are

Mahmoud (2018) in his study identified the association between green product and green price thus stating that product attributes for example packaging that is eco-friendly that acquire eco labels and product that are environmentally safe have a significant relationship with buying behavior of the consumers. Moreover, purchase intention of consumers with green product was also correlated with its placement that included the distribution, the advertising with the mediating knowledge of awareness about protecting the environment etc. Furthermore, in another study by Wijekoon & Sabri (2021) conclusively shown that, environmental expenses do not predict environmentally responsible purchase behavior. Individuals tend to buy green products only when there is customers' willingness involved to buy green products that is negatively related to their level of work and convenience involved in the purchase decision.

Apart from this, Cai et al. (2017) added that buyer reasons for pursuing green items, as well as opinions about eco-labels and shops, might affect and alter their purchasing decisions. In this study it was emphasized that green products are purchased by consumers for a variety of reasons, that includes both the aspect that is environmental or is related to the self-interest of the individual buyer. For example, environmentally concerned shoppers are more inclined to buy green items. nonetheless, it was found that attitude cannot be the sole reasons to purchase green products. Aside from motivations and attitudes, endogenous demographic and experimental characteristics there are other characteristics that include segmentation on the basis on (e.g., age, income, gender, education levels, and previous purchase) can have a major impact on individual green product choices and purchase intention. Moreover, it was concluded that consumers are only able to identify green products only by their labels which helps them to discriminate them from non-green products, thus, indicating this as a driver for consumers to engage in buying green products.

H1: Green product has a significant impact on consumer purchase intention

2.3 Green Price

Several studies till this date have proven that, when it comes to purchasing green products consumers are price sensitive when purchasing eco-friendly products as there exists a tradeoff just like conventional marketing has (Agrawal & Ansari, 2022) Many studies have found consumer

purchasing behavior being susceptible to buying green when it comes to quality and price that is involved. To boot this, in a study conducted by (Souza et al., 2007) the research focused on customers' green purchasing habits, taking into account the price and quality as factors in the formation of the consumers buying intention. Moreover, it was further proposed in the study that although the sample on which the study was conducted identified that green customers were younger and more educated, their green attitude had nothing to do with wealth they had. In contrast, other research has found that consumers that are over 50 years old have higher levels of environmental awareness and behavior. At the same time, price sensitivity appears to be a factor when purchasing green products, but it is more directly related to income or established purchasing behavior among older age groups. However, it was suggested in many that Price and quality discrepancies can offer the consumer an opportunity to compromise while making a purchasing decision.

In a study by Mahmoud, (2018) Green pricing considers individuals, nature, and revenue simultaneously in a way that safeguards public and employee health while still ensuring efficient productivity. Quality may be added by modifying its construction, functioning, and design, among other things it is done by enhancing product features. Moreover, purchase intention in relation to price is partly more expensive than the standard choices. A greater price as compared to the standard alternative might be a deciding factor for certain buyers who consider confirming the authenticity of the green products. As they are paying a premium price and they want surety that the product they are buying is matching what it is saying thus building consumer trust. In contrast, other consumer buying behavior and attitude when buying green product pays little attention to pricing and instead choose the ecologically beneficial option. In a journal by (Wijekoon & Sabri, 2021) The research to date focused on that many consumers when purchasing products that are green in addition, other product qualities, such as pricing and product quality, were shown to be more important than green packaging in certain studies. Public attitudes and opinions of green packaging are generally varied, varying from favorable to negative across all product assessments. Furthermore, built on this literature it was cited that Higher prices are a significant impediment to purchasing eco-friendly items. Green product manufacturers typically demand a premium for eco-friendly items, but buyers are generally price sensitive; they want to buy green products, but not at higher rates. Customers usually face an opportunity cost when it comes to the desire for low-

priced eco-friendly products and green claims. As public purchasing power assign more significance to low cost in comparison with eco claims because consumers are not yet willing to value the environment over their personal enjoyment and welfare. In contrast, (Kumar & Ghodeswar, 2015) emphasized in his research that consumers with a green mindset value the environment more than their personal welfare. In accordance to this claim, environmentally conscious customers' purchasing selections reflect their identification, admiration, and encouragement of environmentally responsible businesses. In addition, this claim further supports that they also recognize that it is worthwhile to spend a greater premium for green items that contribute to improving environmental quality as they have an added benefit when purchasing green items. Compared to traditional items, green products could be more costly (Karunaratna et al., 2020). This idea might be seen as restitution for the environmental advantages of buying eco-friendly goods (Agrawal & Ansari, 2022). Moreover, consumers that are influenced by green marketing are willing to invest the price as consumer belief is that being conscientious is a proven and a modern way of life. If they behave this way, they will be out-of-date. Ethics, morals, nature orientation and eco-aspirations are depicted by it. Many consumers value trustworthiness as a trait, so a successful career can be underpinned by its pro- social reputation for trustworthiness. They comprehend this as a tradeoff between paying higher as it will benefit them in the long run.

H2: The impact of green price has a significant effect on purchase intentions of consumers

2.4 Green place

The meaning of the term green place is about handling resources to mitigate transportation emissions, thereby minimizing the carbon footprint (Kaur et al., 2022; Pushpanathan & Silva, 2020). In addition, the term is related to supply chain gates that deal with green products that are suitable for customers in terms of assisting their shipment, and to safeguard cycling procedures executed within environmental requirements and conditions.

Shil (2012) explained in his study that green place not only undermines the activities of the marketer but also covers activities carried on by the supplier. And with global warming being a reason for marketer, buyers and suppliers shifting to green marketing. Awan, (2011) in his research mentioned that the real green or eco-friendly firms may benefit from adopting proactive techniques to engage people by enlightening them about the adverse impacts of traditional energies on the

environment and establishing themselves as a sustainable company. Moreover, these firms are socially liable to changes to the environment. Thus, they implement the strategic model in this study to outline many tactics that businesses might use when entering an existing or new market. If the organization is not genuinely green, they can learn about the many techniques open to them when entering a new or current market.

Mahmoud (2018) in his study cited place as it denoted by its name as the location from where a thing can be purchased. It incorporates both real and virtual stores. Product distribution should be through acceptable routes and visibly and accurately positioned in an ecologically safe location with no contamination. The condition for all the green businesses to thrive and become competitively priced, firms must ensure that their distributors care about the environment and have a green distribution plan. Moreover

Strife (2010) in his findings suggest that with environmentalism taking heights both people and business are nurturing themselves to perform activities that conform to the environment. (Rohman et al., 2020) described in his research that Purchase intent is heavily regulated through the distinct attributes of the product and customer benefits that consumers receive by paying the green price that is one of the marketing mix element of green marketing. This means and sheds light on the stated finding that purchase intent is primarily affected by Perceived Product Attributes (Product Attributes) and Consumers character. Therefore, consumer behavior is modified, and consumers always consider products Attributes associated with the properties that form the intent to buy. Moving forward with what (Awan, 2011a) found in his study. It described and cited in his literature that purchase intention is the likelihood that a consumer will buy a product or service in the future. In comparison to other aspects of the marketing mix, Place is not a cost generating aspect; yet, it does have several qualities that might generate money and a certain end. In addition, (Awan, 2011) cited that distribution is the component of the marketing mix that is concerned with 'how-to-handle-distance' in a manner that is environmentally friendly. According to (Karthikeyan & Silambarasan, 2017) the research cites that buying intention of consumer is the likelihood that a consumer will buy a product or service in the upcoming future. Hence, a business decision on where and when to make a product accessible for the target audience will have a substantial and massive influence on customers. In contrast, few buyers will go out of their way to purchase environmentally friendly items. Locally available green items are more likely to be bought by

customers than those that need a lengthy buying process. To guarantee that green products are accessible at the appropriate time, amount, and place, marketers employ a green placing strategy as part of their green marketing mix (Kaur et al., 2022).

H3: The influence of green place has a significant impact on consumer purchase intention.

2.5 Green Promotion

Green advertising appeals draws a considerable influence on consumers' green purchase intentions and apparent information credibility, with egoistic appeals showing a more pronounced effect than altruistic appeals (Zang et al., 2025). Mahmoud (2018) in his study also described green promotion as providing truthful information about the items in a way that protects the interests of consumers who are moral and materialistic. Moreover, Green marketing entails designing and crafting promotional tools, that includes, “marketing collateral, signage, white papers, websites, public relations, sales promotions, direct marketing, on-site promotions, videos, and presentations,” with consideration for people, the environment, and business interests. In contrast, to conventional marketing mix promotion the add on feature includes more emphasis on the environment. Furthermore, Effective advertising tools of green advertising are defined as promotional messages that target the wants of environmentally conscious consumers; that is the target audience of many green marketers. Hence, the goal of green advertisements is to influence consumer purchasing behavior by encouraging them to buy environmentally friendly or eco-friendly products and directing their attention to the positive consequences of their purchasing behavior, both for themselves and the environment. Marketing communication is a multi-functional activity. Green marketing or ecological marketing may have an impact on the likelihood that companies' claims are precisely monitored. Green advertising as a significant promotional tool as promotional messages that may appeal to the wants and desires of environmentally concerned consumers. Green promotion informs informing consumers about environmental commitments and efforts made by businesses to gain trust of green consumers to enlighten them of how businesses are aware of their actions on the environment. Marketing communication is a multi-functional activity as it causes one element to reflect on the other. Green marketing may have an impact on the likelihood that companies' claims are examined. Lastly, the essence of green companies' is to show their commitment to protecting natural resources and is motivated by a desire to attract the target market.

Jayakumar and Kiruthiga (2019) in his article proposed the importance of how green advertising or promotion holds in the eye of both the buyer and the business organization itself. Green advertising is becoming more important every day due to the growing environmental awareness that includes global warming as one of the many concerns that people encounter. In recent years, companies have taken care of the environment and promoted the environment practice to sell eco-friendly products to create a responsible lifestyle that meets consumer demands and requirements. This study identifies and reviews factors that influence consumer green purchasing behavior. This research helps marketers identify potential consumer attitudes and how they shape their attitudes and decide to buy green.

Another study by (Gandhi & Solanki, 2015) his research found how green advertising affects consumer behavior that includes attitudes and intentions to purchase green products. These research results show that consumer attitudes towards environmentally friendly advertising have a significant impact on consumer intentions to purchase environmentally friendly products that are sustainable to both the business and the environment. The findings conclude that marketers starting green requires a systematic and well-planned scheme and an effective advertising campaign. Green marketing strategies should be applied so that enterprises can build a strong corporate image of "environmentally friendly" and achieve optimistic sales of environmentally friendly products. In Addition, it showed how advertising plays a key role in influencing consumers Purchasing green products or ecological products. Green advertising focuses on providing detailed information and the real benefits of green products. In today's hyperbolic ad Marketers shouldn't overstate their green their Ads, on the other hand, it stated that it must contain a specific, credible, and sincere message. Hence, Businesses can benefit from this by gaining credibility and public standing.

H4: The influence of green promotion has a significant impact on consumer purchase intention.

3. Research Methodology

This specific study is based around the prominent terminology of Green Marketing, and it requires insightful information related to its impact on purchase intentions, thus the nature of the study is quantitative in nature. The questionnaire which is used in the current study are adopted from studies used in Laroche et al (2001), Akherstat et al (2012), Chen and Chang (2012) Baker and Ozaki (2008). The five point Likert scale is adopted in this research. The sample size used in this

study are 164 individuals who are sampled on a random basis on the specifications of age (assuming that with age above 23 years the purchasing power exists). Simple random sampling method is used via Google form as an effort to save paper in an environmentally friendly movement (Firdaus, 2023). Yamane’s formula in 1967, is used to define the sample size. This formula approximates the sample size based on the total size of a population and desired margin of error.

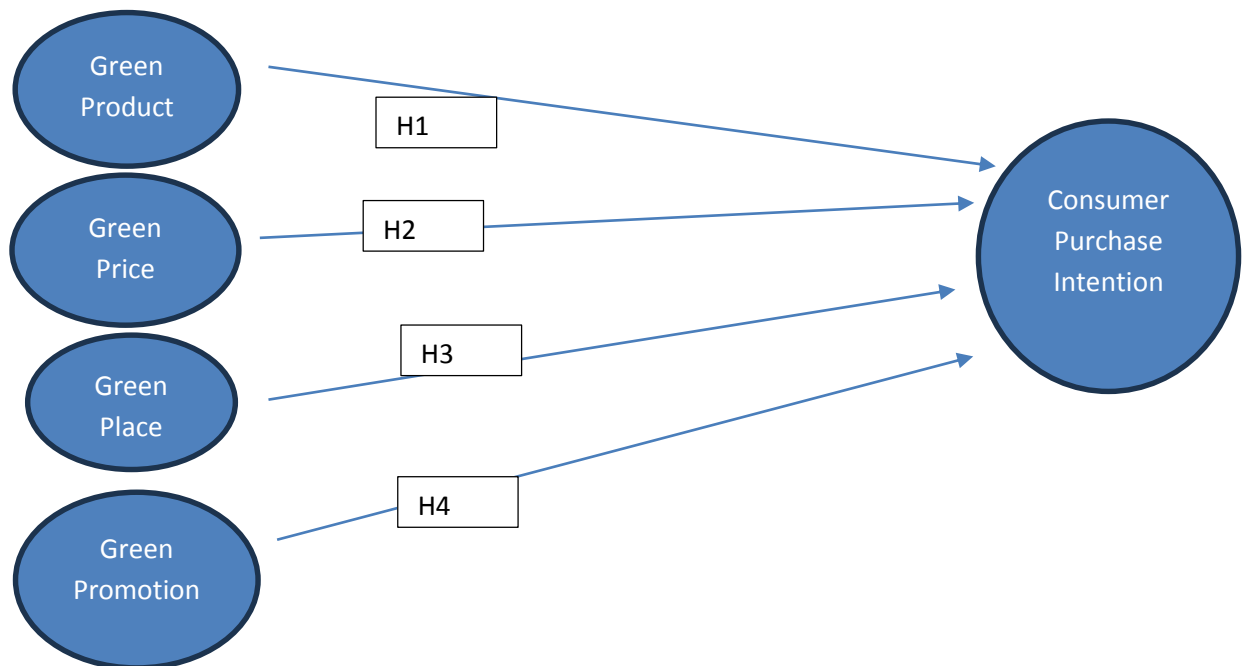


Figure 1. Theoretical Framework

The formula for Yamane's sample size calculation is:

$$n = \frac{N}{1 + N(e^2)}$$

n = sample size

N = population size = 300 (total 300 student body in MBA and Executive MBA)

e = margin of error= 95% Confidence Interval

By plugging the values, we got a sample size of 168 individuals out of which 4 individuals were dropped that did not fill the complete form. The google forms was used to gather survey questionnaire primarily from Masters and Executive MBA students of Lahore School of Economics randomly (without any bias) because knowingly they are the privileged individuals who possess the capacity and authority to consume products and who also are aware of sustainability and the concept of green marketing. The sample initially facilitates the topic to be explored on a shallow depth, but overall, it justifies the broader picture that is presented and discussed earlier.

The purpose of the study is to conduct a Hypothesis Testing among the dependent variable (y) which is consumer purchase intention and independent variables (x) which are green price, green product, green promotion and green placement. The hypothesis testing is conducted as a result of which the hypothesis is either accepted or rejected.

Research software “SPSS” will be used for the statistical analysis of the data set. For the determination of reliability of the data set, Cronbach’s Alpha will be calculated on SPSS to measure the internal consistency of the items. Moreover, regression analysis will also be done to help us in comprehending the nature of the relationship that exists between the dependent and the independent variables.

4.0 Result & Discussion

The following chapter entails outcomes that were generated through multiple regression, reliability test and correlation statistic technique. The data has been described through using a descriptive and correlation analysis. It provides an explanation of variables that were or were not significant. It further helps to understand the limitations of the study.

4.1 Descriptive Analysis

The Data collected was from a Questionnaire Distributed amongst a diverse group of people, In addition if we look into the sample size (N) of the respondents that was 164. The demographic breakdown is inclusive of gender, Income, Profession and Academic Qualification. The Demographic Characteristic are as follows:

There were 78 males that accounted for a percentage of 47.56% in comparison to female. In addition, the female dominated the males that is 86 out the 164 filled the questionnaire out and it came out to be around percentage of 52.4% (see table 1).

Now moving forth to the Monthly income category, there were 5 options provided the first option was No income that accounted for 5 people opting with a percentage of 3.05 %.Coming to the second option that was given was below 20K that accounted for 3 people filling with a percentage of 1.83%.The third option was below 50K that summed to 25 people filling out which accumulated to 15.24%.After that came the category for Below 100 K and Above 100K.That showed 78 and 53 people that accounted for 47.56% and 32.3% respectively.

The last category for the demographics was profession. In addition, the category consisted of a total of 6 options. This clearly shows that the respondents have the capacity to spend and choose between options as 60.97% of them were employed, while 20% are entrepreneurs.

Table 1 Demographic Profile of Respondents

| Variables | Description | Frequency | Percentage (%) |
|------------------|--------------------|------------------|-----------------------|
| Gender | Male | 78 | 47.56% |
| | Female | 86 | 52.4% |
| | Prefer Not to say | 1 | 0.61% |
| Monthly Income | No income | 5 | 3.05% |
| | Below 20K | 3 | 1.83% |
| | Below 50K | 25 | 15.24% |
| | Below 100K | 78 | 47.56% |
| | Above 100K | 53 | 32.3% |
| Profession | Unemployed | 5 | 3.05% |
| | Employed | 100 | 60.97% |
| | Self Employed | 26 | 15.85% |
| | Entrepreneur | 32 | 19.5% |
| | Teacher | 1 | 0.61% |

4.2 Reliability Analysis

Reliability test was tested through Cronbach's Alpha (see table 2). In addition, it is a statistical method for determining dependability. In Addition, Lee Cronbach developed it for determining consistency between objects. Moreover, according to one research, the appropriate range of Cronbach alpha is 0.65 - 0.95, with values between 0.65 - 0.7 being reasonable and values over 0.7 are deemed satisfactory (Griethuijsen et al., 2014).

Independent Variable:

Green Product:

The Green Product variable has eight items, with the Cronbach's alpha coefficient was.630. This means that internal reliability and consistency are moderate. Although this coefficient is appropriate, it shows that the things included within the Green Product variables may be inconsistent. Additional items could be introduced to enhance the total number of items and improve internal consistency in order to enhance the reliability of this variable.

Green Price:

The Green Price variable has three variables, so Cronbach's alpha coefficient was.781. This suggests a high level of internal consistency and dependability. The high coefficient demonstrates that all three items in the Green Price variables consistently measure the same construct.

Green Promotion:

The Green Promotion variable has a total of three where the Cronbach's alpha coefficient was .704. This suggests a high level of internal consistency and dependability. The high coefficient suggests all three items in the Green Promotion variables consistently measure the same construct.

Green Place

The Green Place variable has three variables, where the Cronbach's alpha coefficient was.777. This suggests a high level of internal consistency and dependability. The high coefficient indicates that the three questions within the Green Place variable consistently measure the same construct.

Dependent Variable:

Consumer Purchase Intention

The Consumer Purchase Intention variable has a total of four and Cronbach's alpha coefficient was.636. This means that internal reliability and consistency are moderate. While this coefficient

is suitable it shows that items in the Consumers Purchase Intention variable may be inconsistent. More variables could be added to enhance the total amount of items and improve internal consistency in order to enhance the reliability of this variable.

To conclude the results I, the reliability analyses show that the variables have adequate levels of internal reliability and consistency for use in studying their link between Consumer Purchase Intention. However, there is still opportunity for development, especially regarding the Green Product and Consumers purchasing intention variables, by increasing the overall number of products and improving internal consistency.

Table 2: Cronbach Alpha

| | Cronbach's Alpha | N of Items |
|---------------------------------------|------------------|------------|
| Reliability Green Product | .630 | 8 |
| Reliability Green Promotion | .704 | 3 |
| Reliability Green Price | .781 | 3 |
| Reliability Green Place | .777 | 3 |
| Reliability Purchase Intention | .636 | 4 |

4.3 Reliability Analysis

P-Value:

The coefficients of Pearson correlation between five variables are shown in the aforementioned table: Average Product, Average Price, Average Promotion, Average place, and Average DV (Dependent variable that is consumer purchase intention). The correlations are derived from a sample of 64 observations.

In addition, this instrument is the coefficient of Pearson's correlation. It assesses the degree of strength as well as the direction of a two-variable linear relationship. Hence, the coefficient might range between -1 and 1, with 0 indicating no linear relationship. Thus, a positive coefficient denotes a positive relationship (when one variable grows, the other lowers), whereas a negative coefficient denotes a negative link (when one factor rises, the other decreases).

We can observe from the table that; All of the other variables are negatively connected with AvgProduct, but the relationships are not of statistical significance (i.e., they may have happened by chance).

Average Price is inversely associated with Average Product while being positively related to Average Promotion, Average Place, and Average DV. Average Promotion, Average Place, and Average DV correlations are highly probable at the 0.01 level, indicating substantial associations. Average Promotion is inversely associated with Average Product while being positively related to Average Price, Average Place, and Average DV. Average Price, Average Place, and Average DV correlations are of statistical significance at the 0.01 significance level, indicating substantial associations. Average Place is inversely associated with Average Product while being positively related to Average Price, Average Promotion, and Average DV. Average Price, Average Promotion, and Average DV correlations are of statistical significance at the 0.01 level, indicating substantial associations.

Average DV has a negative relationship with Average Product and a positive relationship with Average Price, Average Promotion, and Average Place. Average Price, Average Promotion, and Average Place correlations are statistically significant at the 0.01 level, indicating substantial associations.

Average Price, Average Promotion, Average Place, and Average DV have the strongest connections overall. These factors show a positive correlation, implying that they may have an equivalent impact on some outcome variables. We cannot, however, draw any causal inferences regarding these correlations because other factors may be impacting the associations between these variables.

Table 3: Correlations

| | | Avg Product | Avg Price | Avg Promotion | Avg Place | Avg DV |
|--------------------|---------------------|--------------------|------------------|----------------------|------------------|---------------|
| Avg Product | Pearson Correlation | 1 | -.135 | -.172 | -.153 | -.249* |
| | Sig. (2-tailed) | | .288 | .174 | .228 | .047 |
| Avg Price | Pearson Correlation | -.135 | 1 | .661** | .665** | .720** |
| | Sig. (2-tailed) | | | .000 | .000 | .000 |

| | | | | | | |
|----------------------|---------------------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .288 | | .000 | .000 | .000 |
| Avg Promotion | Pearson Correlation | -.172 | .661** | 1 | .689** | .707** |
| | Sig. (2-tailed) | .174 | .000 | | .000 | .000 |
| Avg Place | Pearson Correlation | -.153 | .665** | .689** | 1 | .648** |
| | Sig. (2-tailed) | .228 | .000 | .000 | | .000 |
| Avg DV | Pearson Correlation | -.249* | .720** | .707** | .648** | 1 |
| | Sig. (2-tailed) | .047 | .000 | .000 | .000 | |

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

4.4 Path Analysis:

Multiple Regression:

Table 4: Model Summary

| Model Summary | | | | |
|----------------------|-------------------|-------------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .798 ^a | .637 | .612 | .48072 |

a. Predictors: (Constant), AvgPlace, AvgProduct, AvgPrice, AvgPromotion

The above table 4 signifies the coefficient of determination which is the R square. The value of 0.637 signifies that 63.7% of the variation in the dependent variable is explained by the independent variables taken in the model. Table 5 below, shows the overall significance of the model. The F-stats is 25.851 (p= 0.000) , which is significant at 0.05. Hence, the overall model is significant.

Table 5: ANOVA

| ANOVA^a | | | | | | |
|--------------------------|------------|----------------|----|-------------|--------|-------------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 23.896 | 4 | 5.974 | 25.851 | .000^b |
| | Residual | 13.634 | 59 | .231 | | |
| | Total | 37.530 | 63 | | | |

a. Dependent Variable: AvgDV

b. Predictors: (Constant), AvgPlace, AvgProduct, AvgPrice, AvgPromotion

Table 6: Regression Coefficients

| Coefficients | | | | | | |
|---------------------|---------------------|-----------------------------|-------------|--------------|--------------|-------------|
| Model | | Unstandardized Coefficients | | Standardized | t | Sig. |
| | | B | Std. Error | Coefficients | | |
| 1 | (Constant) | 1.216 | .386 | | 3.151 | .003 |
| | AvgProduct | -.183 | .124 | -.118 | -1.477 | .145 |
| | AvgPrice | .383 | .111 | .392 | 3.456 | .001 |
| | AvgPromotion | .264 | .094 | .329 | 2.802 | .007 |
| | AvgPlace | .116 | .095 | .144 | 1.222 | .227 |

a. Dependent Variable: AvgDV

Multiple Linear Regression

Purchase Intention= 1.216-0.183 Green Product +0.383 Green Price + 0.264 Green Promotion + 0.116 Green placement

This output displays the coefficients of regression for the model's four variables of prediction, as well as standard errors, standard coefficient (Betas), t-values, and p-values. Here are some examples of coefficient interpretations:

When all predictor variables are equal to zero, the point of intercept (Constant) coefficients of 1.216 represents the anticipated value of the dependent variable (Average DV). Because a product or promotion score of "0" has no meaningful connotation, this intercept value should be handled with caution. The coefficient of correlation for Average Product (-0.183) implies that, when all other variables are held constant, a one-unit rise in Average Product is related towards a 0.183 unit decrease in the Average DV. However, at the standard alpha level of .05 ($p = .145$), the value of this coefficient is not significant, thus we cannot conclude that this link is statistically significant. Hence, H1 is rejected (see table 6).

The value of the coefficient for Average price (0.383) is statistically significant at the p.01 level, indicating that a one-unit rise in Average price is related with a 0.383 unit raise in Average DV on average, when all other variables are held constant. Hence, we accept H2. This implies that pricing may have an effect on the variable that is dependent. Assuming all other variables constant, the value of the coefficient for Average Promotion (0.264) is equally significant at the p.01 level, indicating that a one-unit rise in Average Promotion is related to a 0.264 unit increase in Average DV. This implies that promotional actions could have a beneficial effect on the variable that is dependent. We cannot infer that this association is statistically significant because the value of the coefficient for Average Place (0.116) is not substantial at the standard alpha threshold of .05 ($p = .227$). Holding all other factors fixed, a one-unit rise in Average place is related towards a 0.116 unit rise in Average DV. Accept H3 and Reject H4. Table 7 elucidates the summary of results.

Table 7: Summary of Results

| Variable Names | P- value | Results |
|--------------------------------------|----------|----------|
| Green Product → Purchase Intention | 0.145 | Rejected |
| Green Price → Purchase Intention | 0.001 | Accepted |
| Green Promotion → Purchase Intention | 0.007 | Accepted |
| Green Placement → Purchase Intention | 0.227 | Rejected |

5. Conclusion

The aim of the research was to examine the influence that green marketing has on Consumer purchase Intention. In addition, the relationship was tested through correlation test, Cronbach alpha and regression analysis. Looking at the results above, green price and green promotion have significant relationship with purchase, while green product and green placement are insignificant at 5 % confidence interval. The significance of green price and green promotion are crucial in the model and firms to invest and align the resources to capture the green audience by targeting price and promotion in this regard. When the primary benefits of green products will outweigh and dominate the non-green commodities, the consumers will undoubtedly be inclined towards their purchase despite their increasing cost due to green methods, green raw materials and eco-friendly certifications (Pushpanathan & Silva, 2020).

The insignificant results of green products advocate the results supported in the studies that this is only going to pose positive significant impact on purchase intentions only if there is environmental information (Asadbeck, 2025). Green product is also emphasized as a moderator between green appeal and customer intention to buy a green product (Zhang et al., 2025). Furthermore, significant results could be attained by treating demographics as an independent variable in the model (Sangvi et al., 2025). The study supports green product appeal through pro environmental concerns and awareness of eco-friendly products, price sensitivity and most importantly the socio-demographic variables.

The study's practical contribution is that companies operating that are running or plan to run commercial green product campaigns can use the study's findings to better understand the ecosystem and develop plans to boost the number of people using their green products. Regarding theoretical ramifications, this study suggests a novel model that takes into account extra factors that may affect consumers' decisions to make green purchases. Social influence, recycling involvement, media exposure to environmental messages, and the perceived value by consumers are a few more dimensions that can be included.

5.1 Research Limitation and future direction

The study focuses on the general behavior of the consumers, whilst the same idea can be replicated on a particular product and policy implications can be designed accordingly. The discussion of

global dynamics on going green whether it is in the field of Marketing or Finance, has posed some serious need of researching on sustainable ways to develop policies that attract environmentally responsible consumers. The study can be extended to a large sample size in order to further validate and authenticate the findings. Also advanced statistical tools can be applied to make the research more meaningful and enhance the decision-making spectrum of the management.

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