

EFFECT OF GREEN MARKETING ON CONSUMER BUYING BEHAVIOR IN PAKISTAN

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Abstract

Purpose

Green marketing aims to direct a company's efforts toward developing a product, promoting it, pricing it, and distributing it in a way that helps to protect the environment. The purpose of this research is to look into the impact of green marketing applications such as green branding, eco-labeling and green advertising on customer buying behavior in Pakistan which is a developing country. The research also viewed the role of environmental information in mediating the link between green marketing tactics and customer purchasing decisions.

Methodology & Design

To collect data from respondents in Karachi, the study used a quantitative technique using a standardized survey questionnaire. Tools like SPSS and Jamovi are used for the analyses of selected variables.

Findings & limitations

Green branding and green advertising have a substantial positive link with consumer buying behavior, however eco-labelling is not a significant variable for this according to the study's findings. Furthermore, environmental awareness performs a part in mediating the interaction between green marketing and customer purchasing decisions. However, the study did not include all aspects of green marketing and the sample answers were limited to people living in Karachi.

Recommendations

In this sense, the current study has contributed to the literature by examining green marketing techniques in Pakistan with and without environmental expertise. The findings of the study can assist marketers in emphasizing the importance of green advertising as a strong predictor of consumer purchasing behavior. This also encourage them to bring their environmentally friendly initiatives closer to reality in order to obtain market acceptance.

Keywords

Consumer buying behavior, green marketing, eco-labeling, environmental knowledge, green branding and green branding.

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