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***“Impact Of Green Marketing Mix on Customer’s Purchase Intentions in Pakistan:  
The Mediating Role of Customer’s Environmental Attitude  
(FMCG Industry)”***



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## **Abstract**

The concept of green market has become increasingly popular. The increasing environmental awareness among consumers in recent years has led to a widespread adoption of green consumption practices. Today's customers perceive companies as organizations that prioritize societal well-being rather than solely generating profits. Hence, corporations have given priority to sustainability by implementing green marketing strategies to encourage customers towards purchasing sustainable products. This study highlights the importance Of Customer Environmental Attitudes when investigating the impact of Green Marketing Mix that includes Green Product, Green Price, Green Place and Green Promotion on customer Purchase Intentions within the fast-moving consumer goods (FMCG) industry in Pakistan. A total of 387 responses were collected from the people residence in twin cities of Pakistan i.e., Islamabad/Rawalpindi through survey method. SPSS software and SmartPLS4 was used to analyze the data. According to the findings of research, Green Product and Green Price have a positive impact on Purchase Intentions of the customers. Moreover, mediation analysis showed that Customer Environmental Attitudes mediate the relationship between Green Product, Green Price and Purchase Intentions. Whereas Green Place and Green Promotion has least positive effect on the purchase intentions. Companies should implement eco-friendly strategies that enhance the sustainable living in order to reduce carbon footprint. This research provides insights for FMCG organizations on how to enhance customer intentions by incorporating the green marketing mix strategies into their marketing mix. Furthermore, Pakistani policymakers can also have benefit from this research's findings. The results of this study can assist policymakers in understanding the significance of encouraging sustainable development and enacting laws that motivate companies to use environmentally friendly practices to enhance their ecological footprints.

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# **CHAPTER 1**

## **INTRODUCTION AND BACKGROUND**

Green marketing involves changing or improving the way products are created, packaged, and advertised. The company makes all these adjustments to ensure that the products they offer are safe for the environment. It is practiced by companies around the world and is similar to traditional marketing, with the main difference being that it combines innovative marketing activities that are environmentally friendly and have a great impact on customers. In recent years, the industrial business sector has paid a lot of attention to the environment and green marketing, which is believed to help create a positive image for the company. (Chingduang, 2019).

Green market has gained popularity. The trend of green consumption is becoming more widespread as a result of rising environmental consciousness among consumers in recent years. The rising trend of environmental protection, businesses attempt to attract customers by providing eco-friendly or green products. However, integrating customer purchasing intentions with environmental protection goals is the only way to fully realize the benefits of green manufacturing (Silva et al., 2021). In order to meet and satisfy customer expectations and to encourage green consumption, the majority of firms provide green products. Consumers are increasingly choosing products of companies that are environmentally conscious as they become more aware of the need of becoming green (Laroche et al., 2001). Given that it is strongly related to the preservation of the natural environment, green marketing is now gaining popularity around the globe. Additionally, green marketing is an effective strategy for promoting services and goods. Furthermore, it assists in protecting the environment (Hasan & Ali, 2015).

Green marketing gained significant attention during the late 1980s and early 1990s. In 1975, the American Marketing Association (AMA) organized an initial workshop on "Ecological Marketing," which resulted in the publication of the first book on the topic, Ecological Marketing. The workshops aimed to bring together experts from various fields to explore the impact of environmentally conscious marketing on the environment. This led to the introduction of new "green products" that were designed to be less harmful to the environment. The concept of green marketing continued to grow in prominence throughout the early 1990s. During the



1970s and 1980s, discussions on green customers and green consumerism were prevalent. Consumers were encouraged to protect or improve the environment by managing resources, reducing waste, and conserving energy (Danjelico and Pujari, 2010). Green marketing is an essential approach for organizations competing in the market. Meanwhile, consumers are actively seeking to minimize their environmental effect; although, this is not mainstream and is still emerging (Cherian & Jacob, 2012). Now consumers are aware of concepts such as environmentally friendly, recycled materials and green products. As customers perceive the high value associated with green concepts, there is a growing trend toward green marketing among organizations that wish to compete in their respective industries. This primary concern is critical because human consumption is inherently ecologically destructive. More precisely, green claims for a product should be interpreted as "less environmental" rather than "environmentally friendly". Therefore, rather than trying to entirely eradicate environmental effect, green marketing should concentrate on minimizing it. (Lu et al., 2013).

In order to reduce the harmful effects on the environment, organizations often use "green approaches," which are practices and policies that are favorable to the environment. As carbon emissions rise and have an impact on soil, temperature, and the sea through chemical and physical changes, human activities and industrial expansion are endangering the ecosystem more than ever before (He & Silliman, 2019). Companies take part in campaigns to raise public awareness about using environmentally friendly products with the goal of encouraging programmed supporters to purchase the green items that companies have to offer. Therefore, firms must address all aspects impacting customers' inclination to make green purchases in order to reach this objective. (Keni et al., 2020). The company's marketers may utilize green marketing as one of their methods to both boost sales and save and preserve the environment from toxic substances. (Pathak, D. 2017). When the price is fairly high and the product is considered premium, consumer trust is the primary aspect in developing and establishing a market for trusted items, such as "green" products. (Nuttavuthisit, K., & Thøgersen, J. 2017).

The majority of buyers of eco-friendly goods are females who are married and have children. Compared to males, who were shown to be less concerned with environmentally friendly items, women pay greater attention to environmental problems when making purchases (Laroche M. , 2001). According to a study analyzing publications written over a 25-year period, eco-friendly

items were quite popular in the middle of the 2000s. It was also determined that environmental concerns would increase interest in green marketing. Based on the study's findings, organizations are not generating eco-friendly goods and processes, but a small number of them have created eco-friendly packaging, and it is anticipated that green products will soon become more popular. (Cherian, 2012).

According to another study, although consumers are self-indulgent and unaware of ecological problems, companies are the main contributors to pollution. According to the study's findings, customers and purchasers have the power to compel businesses to adopt eco-friendly practices and goods (Polonsky, M. J., 1994). Similar to Pakistan's FMCG industry is expanding while polluting more because of the usage of dangerous chemicals and non-recyclable materials and all the trash. However, their consumers are increasingly seeking environmentally friendly procedures, such as the water filtration facilities, organic products or the new laser technologies that several businesses have adopted. Businesses are adopting a new trend known as "green marketing mix," which encourages them to manufacture goods while protecting the environment. Additionally, very few research have examined the connection between the marketing mix and purchase intention. (Mahmoud, T. O.2018). The general public's perception of green marketing is that it focuses more on using environmentally friendly materials to advertise and promote goods and services. However, green marketing actually involves a variety of activities that require innovation and change, including modifying the production process, improving packaging, and improving promotional tactics (Pathak, D. 2017).

### **FMCG Companies in Pakistan**

Pakistan's FMCG industry is one of the most dynamic and rapidly expanding economic sectors. The industry is extremely competitive, with a large number of market participants.

The fast-moving consumer goods (FMCG) industry in Pakistan is driven by an expanding population, rising incomes, and shifting consumer preferences. The sector is dominated by multinational corporations with a significant market presence, such as Unilever, Nestle, and Procter & Gamble. Nonetheless, there are numerous local businesses that have a significant impact on the industry.

In Pakistan, the FMCG industry is segmented into several categories, including food and beverages, personal care products, domestic goods, and tobacco products. The food and beverage category contributes to more than fifty percent of the market share in the industry. The second largest segment is personal care products, followed by domestic products and tobacco products.

Following are some top FMCG International and National Companies in Pakistan.

<b>Sr. no</b>	<b>Company</b>	<b>Products</b>	<b>Details</b>
<b>1</b>	Unilever Pakistan Limited	Personal care, home care, and food and beverages	Unilever Pakistan Limited is a subsidiary of the multinational consumer products corporation Unilever Plc.
<b>2</b>	Nestle Pakistan	Food and beverages	Nestle S.A. is a Swiss global food and beverage corporation, and Nestle Pakistan is a wholly owned subsidiary of Nestle S.A.
<b>3</b>	Engro Foods	Dairy Products	The Pakistani multinational Engro Corporation owns Engro Foods. Milk, yoghurt, and cheese are just few of the many dairy items that it manufactures and supplies.
<b>4</b>	Coca-Cola Pakistan	Non-alcoholic beverages	Coca-Cola Pakistan is an affiliate of the American beverage corporation The Coca-Cola Company.
<b>5</b>	Reckitt Benckiser	Healthcare, hygiene, and home products	It is a British multinational consumer products firm Reckitt Benckiser.

6	National Foods	Spices, pickles, and recipe mixes	National Foods is a Pakistani food company that makes and distributes a variety of food items, such as spices, and pickles, and ready-to-cook foods.
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*Table 1 FMCG Companies in Pakistan*

**Problem Statement**

As a result of the environment's decline, customers' attitudes towards eco-friendly goods have changed for the better in an effort to protect the environment (Luck et al., 2009). Even so, there is now a worldwide struggle to protect the environment as a result, companies are using a range of tactics to inspire environmentally conscious customers to move from conventional to green products while also satisfying their wants. (Kumar, 2011). Consumers are becoming more environmentally sensitive. (Laroche et al. 2001) Green marketing is now receiving more attention from businesses and consumers. (Paettie & Crane 2005). Organizations in the agriculture sector are involved in the production and sale of foods that are produced locally and organically. These businesses emphasize their practices that support soil health, water conservation, and the decreased usage of hazardous pesticides and fertilizers in order to market their products as being ecologically friendly. Similar to this, the technology sector employs businesses that create and offer goods and services with a focus on conserving energy and reducing environmental impact. Examples in this industry include green computers, smart homes, and energy-saving gadgets. The growth and performance of FMCG firms in Pakistan are seriously affected by the absence of attention for consumer attitudes and buying intentions about eco-friendly products. It is essential for FMCG companies to accurately assess that to which level customers are positively influenced by eco-friendly offerings. For sustainable growth and satisfy the changing needs of environmentally conscious consumers, despite increased investment in green products and their advertising as environmentally friendly, energy-efficient, and with lower carbon footprints, the firms' inability to measure environmentally conscious consumer responsiveness affects their ability to successfully target and engage their target audience. The primary issue for businesses is determining whether or not consumers have a

positive influence on their behavior and whether or not it increases their future purchase intentions to buy environmentally friendly items.

### **Research Gap**

Numerous research and publications that focus on a variety of subjects and disciplines and highlight the factors impacting customers' perceptions of green marketing and product purchases are available. One of the main issues with the field of green marketing is the insufficiency of academic research on environmental or green marketing. Many research investigations have been conducted on consumer attitudes towards the environment, but most of them only pay attention to one or two elements of the marketing mix and do not make a connection between consumer attitudes and the strategies employed by companies to persuade people to buy green products.

There isn't enough data on how Pakistani customers' views and purchasing intentions are impacted by the green marketing mix, despite the FMCG industry's rising awareness of this topic. It is necessary to do a more detailed investigation of how Pakistani consumers' views and purchasing intentions are affected by the overall green marketing mix. Previous studies examined the efficiency of different components of the green marketing mix independently. Further research is required to determine how consumer demographics and attitudes towards green products may influence their views and purchasing behavior. Asian countries have much less research on green marketing than western nations (Lee, 2009). Because of this, it is crucial to carry out this research and identified the variables influencing consumers' decision to buy green items in Pakistan (FMCG sector). By examining the effect of the green marketing mix on purchase intentions with the mediating role of customer's attitude towards eco-friendly products in the FMCG businesses in Pakistan, this study intends to close this research gap

### **Research Objectives**

This study aims to investigate the impact of the green marketing mix on consumers' purchase intentions in Pakistani FMCG companies, while also considering consumers' attitudes towards eco-friendly goods. The following research objectives have been established to achieve the primary goals:

1. To investigate the influence of the Green Product on Purchase Intentions within the FMCG industry of Pakistan.

2. To investigate the influence of the Green Price on Purchase Intentions within the FMCG industry of Pakistan.
3. To investigate the influence of the Green Place on Purchase Intentions within the FMCG industry of Pakistan.
4. To investigate the influence of the Green Promotion on Purchase Intentions within the FMCG industry of Pakistan.
5. To investigate the mediating effect of customer environmental attitudes on the relationship between the Green Product and Purchase Intentions within the FMCG industry of Pakistan.
6. To investigate the mediating effect of customer environmental attitudes on the relationship between the Green Price and Purchase Intentions within the FMCG industry of Pakistan.
7. To investigate the mediating effect of customer environmental attitudes on the relationship between the Green Place and Purchase Intentions within the FMCG industry of Pakistan.
8. To investigate the mediating effect of customer environmental attitudes on the relationship between the Green Promotion and Purchase Intentions within the FMCG industry of Pakistan.

### **Research Questions**

The study addresses the following research questions:

1. What is the impact of the Green Product on Purchase Intentions within the FMCG industry of Pakistan?
2. What is the impact of the Green Price on Purchase Intentions within the FMCG industry of Pakistan?
3. What is the impact of the Green Place on Purchase Intentions within the FMCG industry of Pakistan?
4. What is the impact of the Green Promotion on Purchase Intentions within the FMCG industry of Pakistan?
5. To what extent does customer environmental attitude mediate the relationship between the Green Product and Purchase Intentions within the FMCG industry of Pakistan?

6. To what extent does customer environmental attitude mediate the relationship between the Green Price and Purchase Intentions within the FMCG industry of Pakistan?
7. To what extent does customer environmental attitude mediate the relationship between the Green Place and Purchase Intentions within the FMCG industry of Pakistan?
8. To what extent does customer environmental attitude mediate the relationship between the Green Promotion and Purchase Intentions within the FMCG industry of Pakistan?

### **Significance Of Research**

This study's goal is to analyse how Pakistan's FMCG industry's green marketing mix approach has affected customer attitudes and purchase intentions. The study's main importance comes in its ability to assist managers in Pakistan's FMCG sector in understanding how adopting Green Marketing Mix strategies might affect their customers attitudes and purchasing intentions with this we may better understand how customers behave towards various factors of green marketing mix and how it influence their purchase intentions, Additionally, this study will assist FMCG companies in grasping the advantages of integrating sustainable and eco-friendly practices into their marketing mix. It can help FMCG sector to present themselves as socially and ecologically responsible by implementing such practices. It gives FMCG businesses knowledge that can help in keeping and attracting new customers.

Moreover, Pakistani policymakers may benefit from this research's findings. The results of this study can assist policymakers in understanding the significance of encouraging sustainable development and enacting laws that motivate companies to use environmentally friendly practices. Such measures may significantly affect the FMCG sector and the whole economy by raise public awareness of environmental problems, improve company strategies, fostering sustainable growth and assuring and contributing to the Pakistan's long-term sustainable development.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **Green Marketing**

The term "green" in the context of "green marketing" refers to anything that is less harmful to the environment or more ecologically friendly. Therefore, a promotion or advertising approach that is environmentally friendly might be described as "green marketing." (Hung, Ho, & Sitohang 2015). However, According to Polonsky (Davari & Strutton, 2014), the term "green marketing" encompasses a wider range of products and services. Green marketing is created to give customers the tools they need to fulfil their desires or requirements to participate in or contribute to environmental challenges (Kalsi & Singh, 2015). Green marketing is a strategy used to encourage a company's activities from planning through distribution in a way that is ecologically beneficial (Manongko & Kambey 2018). The goal of this approach is to influence customer behavior towards the brand by demonstrating the company's compliance with and care for society through promotional practices (FuiYeng & Yazdanifard, 2015). Green marketing is directly tied to the measuring activity that determines if marketing operations will have a good or negative influence on the environment, such as pollution, the depletion of energy and non-energy resources, or the preservation of the natural environment. (Davari and Strutton 2014).

Green marketing was defined as "the use of promotional methods to support exchanges that meet corporate and individual goals while preserving, protecting, and conserving the physical environment" (Mintu and Lozada,1993). It guarantees the organization's and all of its customers' interests remain protected since voluntary trade won't happen unless the buyers and sellers profit jointly. Therefore, all actions intended to produce and facilitate any exchanges meant to meet human needs and desires are covered. (Stanton and Futrell 1987). (Grant J. 2008) examined the marketing idea and methods for doing green marketing. The current marketing and media trend is away from one-way centralized messaging and activities and towards more open and conversational activities that involve consumers with the brand and, increasingly, with each other. He discovered that when this method is used to green marketing, the obvious area to target is one of collaboration with consumers to decrease total effect.



## **Green Marketing Mix**

Green marketing encompasses various initiatives aimed at developing and offering products and services that meet customer needs and desires while minimizing their environmental impact (Malia, M. A., 2018). Marketing strategies that prioritize environmental sustainability are also popular. The concept of green marketing encompasses the integration of environmentally friendly product development with the implementation of pricing, promotional, and supply chain strategies that are specifically designed to promote or preserve environmental well-being (Kinoti, 2011). A significant distinction exists between green and traditional marketing mixes, wherein green marketing mixes place greater emphasis on the cultivation of values that cater to pro-environmental and societal requirements (Chan, He, & Wang, 2012). The components of the green marketing mix include green products, green pricing, green promotion, and green place. Implementing a green strategy can serve as a competitive advantage for organizations, enabling them to differentiate themselves from their competitors. The following sections delve into the different elements of the green marketing mix, which form the basis of the theoretical framework for this study.

## **Green Product**

The term "green product" refers to products or services that are characterized by their minimal consumption of natural resources and their lack of harmful or toxic effects on the environment (Mahmoud, 2018). Furthermore, products that do not exceed the utilization of resources, generate excessive waste, and inflict harm on animals can be classified as environmentally friendly products, (Manongko and Kambey 2018). Green products are those having biological origins that may typically help to sustain and preserve our environment over the long run. Products classified as "natural concern" are frequently those produced with the least number of raw materials and with the least amount of adverse environmental consequences over the course of their whole life cycles. The product serves as the main focus of the marketing mix and is the key component of the overall green marketing strategy. In any event, it's critical to understand that a product's greenness comprises not just the main component but also everything that is associated to it, such as the raw materials employed, the manufacturing process, the product packaging, etc. (Ansar, 2013). The evaluation of a product's label and packaging can serve as a metric for determining its eco-friendliness. Green products are commonly manufactured using ecologically conscious methods. Green products or services typically result in more

environmentally friendly outcomes when they are utilized. According to (Ottman 1998), green products are typically characterized by their durability and reduced toxicity, and are frequently manufactured using recycled materials. The implementation of green product tactics encompasses a range of activities, which may include but are not restricted to recycling, repurposing, or dematerializing products, reducing packaging materials, re-consumption, enhancing the durability, reparability, composability, or disposability of products, and providing safer or more healthful products (Kinoti, 2011)

### **Green Price**

The concept of "green price" refers to the pricing of goods that takes into account their environmental impact. Certain products may cost more than conventional ones due to their positive effects on the environment. However, customers may be willing to pay a premium for these products only if they perceive them to offer value (Hossain and Khan, 2018). Eco-friendly products often incur higher costs throughout their entire life cycle, considering factors such as environmental policy adoption mandated by the organization's guidelines or other relevant programs (Larashati et al., 2012). The concept of green prices pertains to the additional costs that consumers are typically required to bear in order to obtain environmentally friendly products. Premiums are frequently deemed essential due to elevated production costs.

The elevated costs of green production are attributed to the internalization of socio-environmental costs that would have been externalized to the environment, as explained by (Peattie and Crane 2005). Occasionally, elevated prices of green products may emerge due to the necessity of firms to convince their customers to voluntarily pay a higher amount for the purpose of benefiting themselves, future generations, or the environment, as stated by (Chan et al. 2012). Historically, consumers have been willing to pay a higher price for goods and services if they believe that the product provides greater value than other similar options that were previously available. The crucial aspect, undoubtedly, is differentiation. According to (Mishra and Sharma 2012), distinctions in green values may arise from enhancements in performance, superior designs, aesthetic appeals, the introduction of new green features or functions, or environmental affinity.

## **Green Place**

Green places may become more well-known by utilizing eco-friendly components, differentiating green products from conventional ones, and offering recycling facilities on the organization's property (Achola and Were, 2018). Customers will be influenced by the location of the goods or services because most people prefer to buy green stuff locally rather than travelling a long way. As a consequence, marketers that wish to aggressively offer their items in the market must employ a multifaceted strategy. Customers will choose green things if they are easily accessible. To ensure the product's rapid availability, the green area must deliver a big number of things to wholesalers and retailers. The concept of "Green Place" applies to the strategic administration of practices that are associated with the transportation of environmentally-friendly goods from their respective sources to their aimed locations. A small proportion of consumers proactively seek out environmentally friendly products solely for the purpose of being environmentally conscious. Hence, the determination of the optimal strategies for the distribution and accessibility of eco-friendly merchandise holds significant significance.

Undoubtedly, the imperative to target environmentally conscious consumers at their preferred retail locations is consistently urgent. The utilization of niche-oriented distribution strategies is seldom a favorable option for environmentally friendly products. According to (Mishra and Sharma 2012), it is imperative that green products are repeatedly presented to consumers across various market sectors. Prior research tended to focus on environmentally friendly settings, therefore most customers prefer to shop in low-pollution zones.

## **Green Promotion**

Effective green marketing efforts should employ sustainable communication methods and techniques (Larashati et al., 2012). Promotional strategies tailored for green businesses include various forms of advertising, marketing materials, posters, white papers, forums, advertisements, and public relations campaigns (Sheil, 2012). Green marketing involves providing specific environmental information about a company's products to interested consumers, thereby informing them about the company's commitment to environmental protection (Shireswar and Fashkhami, 2012). It ensures that accurate product information is conveyed without compromising consumers' ethical sensitivities (Hashem and El-Rifai, 2011). Through green marketing, consumers are encouraged to make environmentally beneficial choices by showcasing a company's moral character (Sheil, 2012). Green marketing employs

environmentally friendly advertising strategies to minimize negative environmental impacts (Achola and Were, 2018). Green promotions are a crucial component of green marketing mix strategies. According to (Kinoti 2011), the majority of consumers perceive green marketing as simply advertising products that claim to have positive effects on the environment. Promotional tools that are green in nature are commonly utilized to communicate messages aimed at convincing consumers that their choice to adopt environmentally friendly practices is advantageous for the ecosystem. According to (Banerjee, Gulas, and Iyer 1995), green promotions must meet at least one of three criteria. Firstly, they should explicitly or implicitly demonstrate and/or enhance the connection between products and the natural environment. Secondly, they should encourage environmentally-friendly lifestyles, with or without emphasizing a particular product or service. Lastly, they should establish, improve, or maintain a corporate image that is environmentally responsible.

### **Purchase Intentions**

The Theory of Planned Behavior (TPB), developed by Azizen (1991), has been widely used in research on sustainable consumption habits to investigate the factors influencing such behaviors. According to the TPB model, attitude towards behavior, subjective norms, and perceived behavioral control all play a role in shaping purchase intentions. Purchase intention refers to the likelihood of a customer acquiring a product or service in the future (Ramaiah et al., 2010). Intention represents the cognitive aspects that influence consumers' decisions to engage in green purchases (Arslan and Zaman, 2014). Green purchasing practices are considered a form of socially responsible production and represent a range of ethical decision-making practices (Joshi and Rahman, 2015). Based on that, perceived behavioral issues, environmental knowledge, environmental concerns and green trust are the four factors that affect customers' willingness to buy green products. (Mahichum et al. (2016) Therefore, the probability of customers choosing to buy environmentally friendly products is positively influenced by their purchase intention. It may be determined. It provides a more or less sustainable consumption model. Increasing the probability of purchasing with Stronger purchase is indicated. To predict consumer behavior, researchers may use "purchase intention" as a key indicator: when purchase intention is sufficient, it motivates strong interaction with the product and actual purchase behavior (Wu et al., 2011).

## **Theory Of Planned Behavior (TBP)**

It has been shown that the TBP model is very valuable in assessing a person's propensity for environmentally friendly behavior. Eco-friendly behavior is behavior that does not harm the environment. (Steg and Vlek 2009), these behaviors include a wide range of activities such as using environmentally friendly items, buying natural products, managing waste for recycling and consuming environmentally friendly goods and services (Park and Ha, 2014). This study examines consumer attitudes and behaviors towards the use of green products. In the literature so far, sufficient attention has been paid to a variety of environmentally friendly goods and services, such as energy-saving goods (Ha & Janda, 2012) and green service industries (Kun-Shan & Teng, 2011). Provided. on its availability and predictability to calculate purchase intention and purchase behavior of environmentally friendly products. Explain the components of the theory of planned action. Attitudes, personal characteristics and behaviors apply. However, theories of intentional behavior factors (Kim et al., 2013) have rarely fully or partially supported consumer intentions and attitudes. This explains why customers' intention to purchase green products is primarily assessed by TBP variables attitude, subjective norms and perceived behavioral control (Yadav and Pathak, 2016)

## **Attitude**

Attitude phenomena have emerged as a crucial aspect of both behavioral intention and actual behavior in the field of green psychology research. The idea of attitude holds significant importance as it is linked with several theoretical frameworks, including Fishbein's consumer expectancy-value model, Ajzen and Fishbein's reasoned action model, Ajzen's planned behavior model, Homer and Kahle's value-attitude-behavior model, and Han and Kim's expanded planned behavior theory. The development of attitudes is a gradual process and often poses difficulties in terms of alteration, albeit subject to modification through the fulfillment of psychological needs (Rawlings, 2020). The perspectives of individuals may undergo changes over time as they encounter novel concepts pertaining to the subject or object in question (Wilson et al., 2018). The researchers found that the inclination of consumers to purchase green products is significantly influenced by their attitudes towards such items. As per the argument made by

(Sethi,19) attitude can be defined as a favorable or unfavorable evaluation of a particular object, action, issue, or individual. Attitudes refer to a set of beliefs or opinions held towards a particular object or action, which may subsequently influence the individual's tendency to engage in the associated behavior. Attitudes have a significant impact on intentions, whereby a favorable attitude towards a behavior increases the likelihood of its execution. Attitudes have been found to be a significant predictor of purchasing intentions and subsequent purchasing behavior, as reported in previous research (Awan, 2021).

## **Relationships Of Variables**

### **Green Product Effect on Purchase Intentions**

Consumers characterize "green" products, as having a smaller environmental effect due to their energy efficiency, recyclable nature, and organic or natural origin (Tseng and Hung 2013),. healthy ingredients and environmentally friendly manufacturing practices are used to make green products (Kumar and Ghodeswar 2015). Ecological development goals call for lower energy usage, lower heat emissions, and lower pollutant emissions to promote the sustainability of scarce resources. Green products eliminate waste, emissions, and the use of hazardous materials in their manufacture to the greatest extent possible (Ottman et al., 2006). They also help to preserve and safeguard the ecosystem. Environmentally-friendly products have been found to have no adverse effects on human health and the environment. This is due to their ability to minimize air pollution, promote recycling, and facilitate the preservation of natural resources for the benefit of future generations. According to a prominent definition, green products are characterized by superior environmental and societal performance compared to their non-green counterparts throughout all stages of their life cycle, including production, consumption, and disposal (Tang et al., 2017) Hence, it would be inaccurate to claim that these products possess a negligible ecological footprint. Nevertheless, these commodities aim to preserve the environment and safeguard nature by restricting the usage of chemicals and other harmful substances (Ottman et al., 2006). It has been observed by manufacturers and marketers that the eco-friendly attributes of products and services are influencing the purchasing decisions of consumers. There has been a notable shift in consumer choice and preference from traditional non-environmentally friendly products to those that are considered green. The awareness of the detrimental effects of chemically formulated products on the environment has led to a notable influence of green

products on the purchasing behavior of consumers in Bangladesh (Hossain & Khan 2018). In the realm of green marketing strategies, it has been observed that the promotion of green products has a positive influence on consumer purchasing intentions and behavior, as evidenced by various studies ((Boztepe, 2012, Pomeroy & Dolnicar, 2009). The study revealed that green products have an important impact on the green purchasing intentions of consumers in Sri Lankan supermarkets. This finding is documented in reference (Karunaratna et al. 2020). Green products have been found to have a positive impact on the intention of green consumers as a component of green marketing strategies. This has been established in previous research (Hisham Rahahleh et al., 2019). As a result, first hypothesis is created

**H1:** Green Product has positive relationship with Purchase Intentions

### **Green Price Effect on Purchase Intentions**

Green pricing is an essential element of the green marketing mix, which aims to promote environmentally friendly products. When customers have increased confidence in a product's green attributes, they are often willing to pay a higher price (Hashem and Al-Rifai, 2011). Green pricing takes into account the costs associated with an organization's compliance with environmental regulations and corporate directives to maintain its environmental friendliness.

Lower prices for eco-friendly products can encourage consumers to purchase them more frequently, as price plays a significant role in maximizing income (Awan, 2011). Favorable pricing perceptions among consumers can contribute to customer loyalty, as they perceive the supermarket's prices to be more competitive compared to rival stores while still receiving quality goods and services (Pappu and Quester, 2006). However, it is important to note that the willingness to recycle or choose organic products does not necessarily imply a willingness to pay higher prices. A consumer might support recycling or repairing durable goods but may not be willing to pay a premium for these practices (Hansla et al., 2008). To encourage ecologically responsible product design, companies should consider incorporating customers' social and environmental costs into pricing decisions and assess consumers' willingness to pay for those attributes. Failing to do so can lead to misinterpreting customer preferences and overcharging customers. It is crucial for green prices to be competitive and reasonable (Soonthonsmai, 2007).

Interestingly, certain customers may perceive a higher price for eco-friendly products as a signal of superior quality and environmental friendliness, as price often serves as an indicator of product quality in consumers' minds (Boztepe, 2012; Bloom and Novelli, 1981). The concept of green pricing involves the establishment of fixed prices for environmentally-friendly products. These prices may be higher than those of conventional, non-green products due to the utilization of more expensive raw materials to ensure high quality, the substitution of chemicals and other toxic substances with safer alternatives, and increased production costs resulting from heightened regulatory restrictions (Soonthonsmai, 2007). The term of green price encompasses the triple bottom line of people, planet, and profit, along with considerations for human health and sustainability (Mahmoud, 2018). The phrase "premium price" is commonly utilized by scholars in the context of green products. This is because adopting environmentally-friendly practices in the areas of production, consumption, and disposal entails additional costs, which ultimately leads to a higher cost of production compared to conventional non-green products. Furthermore, the implementation expenses associated with environmental policy measures contribute to the overall production costs, consequently elevating the market value of eco-friendly products (Mahmoud, 2018). In developed European countries, purchasers of environmentally conscious products exhibit a willingness to pay a higher price for said products, as a result of the presence of eco-friendly attributes within them (Dangelico & Vocalelli, 2017). According to research, a higher price point is often associated with superior quality and environmentally-friendly attributes of products (Boztepe, 2012). The purchasing decisions of consumers are significantly influenced by the cost of environmentally friendly products, as indicated by research findings (Dangelico & Vocalelli, 2017). Prior research indicates that consumers who purchase environmentally friendly products show no reluctance towards paying a premium price for such products. Based on the above insights, the second research hypothesis can be formulated

**H2:** Green Price has positive relationship with Purchase Intentions.

### **Green Place Effect on Purchase Intentions**

To ensure sustainable and cost-competitive operations, businesses need to ensure that their distributors prioritize environmental responsibility and have an effective green distribution plan



in place (Boztepe, 2012). There are both internal and external strategies for implementing renewable energy sources. Internally, researchers assess the firm's internal environment, focusing on identifying environmental issues within the company's operations and evaluating the effectiveness of internal processes in managing products. Additionally, customers are attracted to businesses with friendly staff and a pleasant atmosphere. Authors often select environmentally friendly locations for production and service delivery to minimize ecological impact (Vlosky et al., 1999). Green Place implements reverse logistics strategies aimed at minimizing carbon footprint through the reduction of transportation emissions (Shil. P. 2012). The marketing techniques utilized by professionals to ensure the timely and appropriate availability of environmentally friendly products are commonly known as "green place," which constitutes a fundamental aspect of the green marketing mix. According to (Lee & Lam, 2012), the implementation of green practices in inventory management can result in improved inventory management, decreased inventory expenses, cost and time savings, and improved customer service. In order to remain competitive and uphold the principles of sustainability in marketing, distributors are required to develop a distribution strategy that is environmentally conscious. This strategy should aim to minimize the negative impact of distribution activities on the environment. It is unlikely that consumers will exert additional effort to locate and obtain environmentally friendly products that are sourced from distant locations. Hence, it is incumbent upon the marketer to ensure the widespread availability of environmentally-friendly products. As a result, the convenient and consistent accessibility of environmentally friendly products has a substantial impact on the propensity of consumers to engage in eco-friendly purchasing behaviors. It is important to choose distribution locations that are pollution-free and provide a safe environment, which should be supported by well-established marketing networks. The "green distribution" approach is highly influenced by various factors. A well-designed environment can influence customers to make environmentally responsible purchases even if they had no prior intentions to do so (Solomon et al., 2010). Based on these considerations, third hypothesis of this study can be formulated as follows.

**H3:** Green Place has positive relationship with Purchase Intentions

## **Green Promotion Effect on Purchase Intentions**

Green advertising requires a significant advertising strategy to effectively communicate information that serves the customer's goals and needs. The goal of sustainable communication is to increase awareness of the importance of companies and their products from an environmental and social perspective. They focused on building strong bonds with their consumers. Typically, this is done by distributing the company's marketing messages or working with social or environmental groups. Advertising cannot change consumer behavior unless it emphasizes the benefits of environmentally friendly products. According to Wang et al. (1996), there are three different types of green advertising. An advertisement that describes how a product or service affects the environment. It encourages sustainable lifestyles by highlighting the environmental benefits of goods and services. Some draw attention to the environmental responsibility of the company. The goal of green advertising is to convince consumers to choose products that do not harm the environment by emphasizing the benefits of their purchase decisions for themselves and the environment (Rehbar and Vahid, 20). The implementation of green promotional strategies is a crucial factor in the effective adoption of environmentally-friendly products by consumers. This adoption is contingent upon the utilization of appropriate communication techniques by marketers. As per the literature, effective communication plays a crucial role in achieving excellence in green marketing (Papadas & Avlonitis, 2014). The promotion of eco-friendly products through various means serves as a crucial factor in enhancing consumer awareness, knowledge, concern, and consciousness. This, in turn, motivates individuals to adopt a green consumer lifestyle by exclusively opting for environmentally sustainable products to fulfill their daily and luxury requirements. The field of advertising and sales promotion has experienced important alterations as a result of shifts in environmental factors such as raw materials, production techniques, and distribution methodologies (Testa et al., 2011). According to research, consumers have exhibited a favorable disposition towards advertisements promoting environmentally conscious products, which is indicative of their purchasing intentions (Dangelico & Vocalelli, 2017). The promotion of green products serves to bolster their environmental image and encourages consumers to adopt sustainable lifestyles by emphasizing their ecological advantages (D'Souza et al., 2007). Prior research has demonstrated through empirical evidence that the implementation of green promotional strategies can effectively

incentivize consumers to alter their traditional purchasing behaviors and change towards environmentally-friendly products and services.

This results in the development of the fourth research hypothesis.

**H4:** Green Promotion has positive relationship with Purchase Intention

### **Mediating Role of Customer's Environmental Attitude Towards Green Marketing Mix and Purchase Intentions**

Previous studies have demonstrated the impact of the marketing mix on customer attitudes (Bhal and Chandra, 2018; Jain and Kaur, 2006). Environmental consciousness is reflected in the support for environmental protection. Increased environmental awareness has led to the development of environmentally friendly products that are recyclable, do not harm ecosystems, and do not emit hazardous gases (Ramaiah et al., 2010). There is a growing consumer desire to purchase environmentally friendly products (Mahichum et al., 2016). Consumer attitudes towards environmental protection have positively influenced the demand for eco-friendly food products. The global awareness of environmental responsibility is on the rise, contributing to the increased desire to purchase environmentally friendly products (Tanner and Kast, 2003). The inclination of an individual towards purchasing eco-friendly products is highly influenced by their attitude and is observed to have a positive correlation with their behavior. The term "it" refers to the evaluation process by which individuals assess their behavior as either positive or negative, as stated in reference (Lin & Niu, 2018). In a study on food safety knowledge and behavior, (Barrett & Feng, 2021) found that customer food safety behavior was influenced by their attitude towards the environment. As per prior research, the purchasing decisions of customers have a significant impact on their environmental attitudes (Gupta, 2009) as evidenced by the findings. According to research, customers' attitudes and their intention to purchase green products are primarily influenced by the consequences of positive feelings and a favorable image. (Wilson et al., 2018) Previous research in green marketing has shown that consumer attitudes towards eco-friendly behavior have a significant impact on their environmental knowledge and intention to purchase green products (Straughan & Roberts, 1999). Based on these findings, the following hypotheses have been proposed:

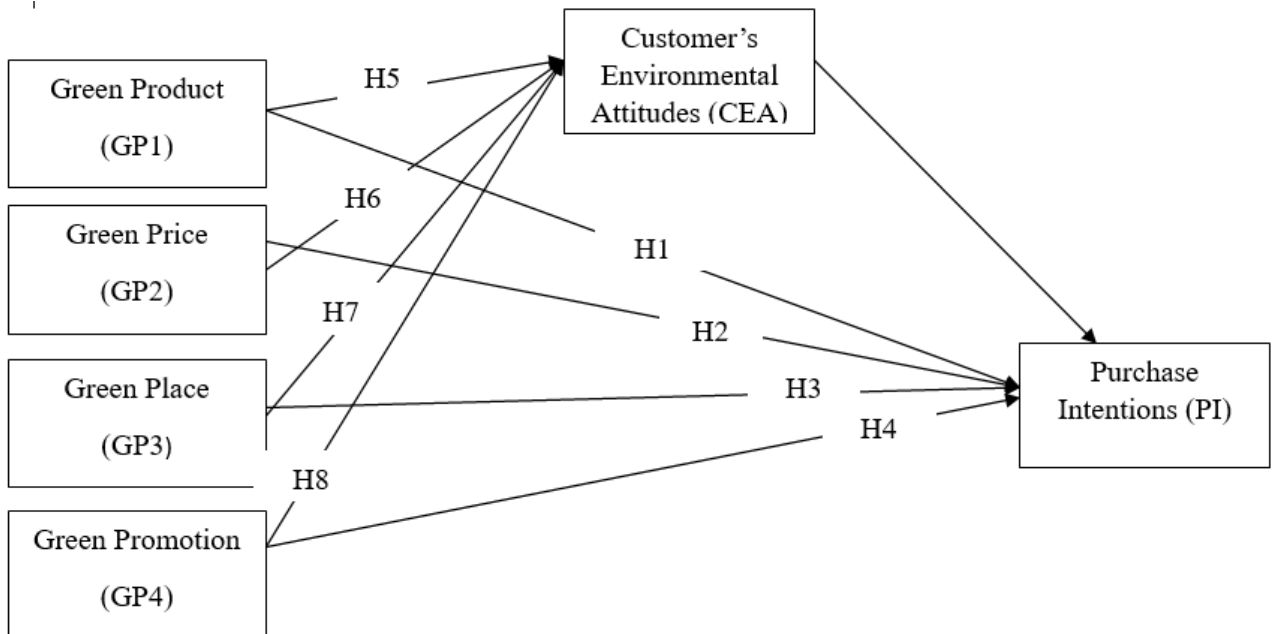
**H5:** Customer Environmental Attitude mediates the relationship between Green Product and Purchase Intention.

**H6:** Customer Environmental Attitude mediates the relationship between Green Price and Purchase Intention.

**H7:** Customer Environmental Attitude mediates the relationship between Green Place and Purchase Intention.

**H8:** Customer Environmental Attitude mediates the relationship between Green Promotion and Purchase Intention.

### Theoretical Framework



*Theoretical Framework*

## **CHAPTER 3**

### **METHODOLOGY**

#### **Introduction**

This chapter of the research discuss the procedures that are used to conduct the study. The design of the study, research strategy, unit of analysis, population, data collection, sampling method, questionnaire, and statistical analysis are all covered in this chapter.

#### **Research Design**

The research design is a comprehensive framework outlining the systematic process of data collection, analysis, and interpretation. It serves as a roadmap for conducting a study and encompasses various decisions related to the research topic, target population, sampling methodology, data collection strategies, and data analysis techniques. To ensure the integrity of the research, it is essential for the researcher to carefully consider and deliberate on the above-mentioned choices, including the research methodology, level of researcher involvement, study setting, unit of analysis, and temporal factors. In the subsequent sections, we will delve into the considerations and rationale behind these decisions. (Sekaran, U., & Bougie, n.d.)

#### **Research Approach**

In this research adopts a quantitative research methodology, aiming to collect data from a substantial and representative sample of respondents in which hypothetical data (hypotheses) is produced utilizing previous investigations and used to construct the research strategy and evaluate hypotheses to establish well-founded research findings (Wilson, 2014). The data collection process employs structured questions. By quantifying the data samples, this approach enables drawing conclusions that can be applied to the entire population under investigation. Furthermore, this quantitative method facilitates the formulation of hypotheses and the identification of correlations between specific variables, making it an effective means of testing theories. The choice to employ a quantitative approach is driven by its effectiveness and efficiency. It allows for the rapid collection of accurate responses, swift distribution of questionnaires, and efficient analysis of the gathered data. The effectiveness lies in the researcher's ability to generate generalized findings that hold relevance to a large population and

can serve as references in various contexts. The nature of this research is quantitative nature. This research approach assisted in my objective of my research's goals and improved my understanding of this topic.

The researcher collected secondary data from various sources, including general and book references, as well as online resources such as the e-library and Google Scholar, among others.

### **Research Strategy**

Common research strategies include surveys, experiments, case studies, action research and grounded theory, (Sekaran, U., & Bougie, n.d.). This research uses a one-time survey or questionnaire approach to gather data. This research collects data via a questionnaire. The questionnaire used a Likert scale with the following options: (strongly disagree, disagree, neutral, agree, and agree strongly) increasing the relevance of the findings and the value of the study. Online surveying online using Google Forms makes them more available to a wider audience and improves the efficiency of data collecting.

### **Unit Of Analysis**

Data collecting units include individuals, groups, organizations, etc. (Sekaran, U., & Bougie, n.d.). The unit of analysis of this research includes all the customers from Islamabad and Rawalpindi who purchase FMCG products from markets or online platform.

### **Time Horizon**

This analysis was conducted applying a cross-sectional research design, whereby data was collected from a sample at a single point in time, specifically during the distribution of the questionnaire.

### **Population And Sample Size**

The first stage in the sampling process is to choose the sample from the population, (Bryman & Bell, 2011). According to the Pakistan Bureau of Statistics (2021), the entire urban population of Rawalpindi and Islamabad is 2.6 million people in general. In this manner, for this research twin cities of Pakistan were selected as the locations for data collection. These urban areas were chosen due to their high population density, which facilitated the inclusion of a large number of participants, to ensure the representativeness of the results across a broader community, The objective of the study was to gather information from a population that was diverse, comprising

individuals aged between 18 and 45 years, possessing a minimum of an intermediate degree, earning a monthly income of at least 10k to 20k, and having some familiarity with green or environmentally friendly products.

The sample size is consisted of population of almost 385-400 respondents is thought to be suitable for this kind of study since it enables for the collection and analysis of an acceptable amount of data. Although a bigger sample size would have been desirable, doing so would be more expensive and time consuming. This sample size finds a balance between the practicality of the investigation and the requirement for a sizable sample to derive statistically meaningful findings

### **Data Sampling Method and Data Collection**

The study was conducted with a sample size of 387 individuals, drawn from the population residing in Rawalpindi and Islamabad. The study's margin of acceptable sampling error was 5%. The study implemented convenience sampling and snowball sampling techniques to obtain the sample, The questionnaire utilized in this research was generated through Google Forms and subsequently shared via various social media channels (Facebook, Instagram, LinkedIn, WhatsApp) to individuals residing in Rawalpindi and Islamabad. Initially, the survey was circulated among the researcher's personal network, which subsequently led to a chain reaction of survey sharing. The URL leading to the questionnaire was circulated among Facebook and LinkedIn groups that comprised the intended demographic. The sampling techniques utilized in this study involved selecting participants based solely on their voluntary participation in the research. By employing this sampling methods, the study aimed to enhance the representativeness of the sample and minimize bias.

### **Questionnaire**

Our supervisor evaluated the questionnaire and gave us beneficial recommendations. The questionnaire was modified to fit the needs of the research following the conversation. The scales' measurements were taken from earlier studies. To gather the primary data, an extensive and thorough research survey was designed. The questionnaire was divided into 4 sections. The questionnaire's initial section collected information on demographics including gender, income, and level of education. The research's variables for "green product (GP1), green price (GP2), green place (GP3), green promotion (GP4), customer's environmental attitude (CEA), and

purchase intentions (PI) were then all determined using the data from the second to fourth sections. (GP1), (GP2), (GP3), (GP4) are based on the paper (Hossain & Khan 2018). (CEA) is based on research paper from (Fisher, Bashyal & Bachman 2012; Morel, Magali, & Francis Oppong Kwakye 2012.) Lastly (PI) is based on the research paper from (Mahmoud et al., 2017). The questionnaire is attached to the Appendix A. All the questions of the section second to fourth were used Likert Scale ranging from Strongly Disagree to Strongly Agree. Items included in the survey are mentioned in Table 2.

<b>Variable</b>	<b>Instrument Adopted</b>	<b>Likert Scale</b>	<b>Items</b>
<b>From</b>			
<b><u>Dependent Variable</u></b>			
<b>PI</b>	(Mahmoud et al., 2017)	Five-Point Likert Scale	3
<b><u>Independent Variable</u></b>			
<b>Green Product</b>	(Hossain & Khan 2018)	Five-Point Likert Scale	5
<b>Green Price</b>	(Hossain & Khan 2018)	Five-Point Likert Scale	4
<b>Green Place</b>	(Hossain & Khan 2018)	Five-Point Likert Scale	5
<b>Green Promotion</b>	(Hossain & Khan 2018)	Five-Point Likert Scale	3
<b><u>Mediator</u></b>			
<b>Customer Environmental Attitude</b>	(Fisher, Bashyal & Bachman 2012; Morel, Magali, & Francis Oppong Kwakye 2012.)	Five-Point Likert Scale	5

*Table 2 Questionnaire*



## **CHAPTER 4**

### **DATA ANALYSIS AND FINDINGS**

#### **Data Analysis**

The objective of the data analysis approach employed in this study was to provide a comprehensive examination of the relationships between the variables under investigation. Descriptive statistics were utilized to provide a summary of the data. These encompassed measures of variability, such as standard deviation and range, as well as measures of central tendency, including mean and median. These statistical measures offered a general understanding of the data distribution and may be used to identify exceptions or other odd occurrences. IBM's Statistical Package for Social Sciences (SPSS Statistics, version 25) and SmartPLS 4 were used in the study's data analysis.

To test the hypothesis, frequencies were drawn out from SPSS. It is an easy approach to determine how frequently a given response or result appears in the dataset. It gives an overview of the data and draws attention to any patterns or trends.

To find the link between the independent and dependent variables as well as the impact of any moderating variables were then investigated using SmartPLS 4 (Partial Least Square). PLS is a statistical method for examining whether the means of various groups of data differ from one another. It enables us to investigate if there is an interaction effect between the independent and moderating factors as well as whether there is a difference in significance between the levels of the independent variable and the means of the dependent variable.

Finally, in order to further explore the correlations between the variables and find any potential mediating processes, additional approaches for mediation analysis, such as bootstrapping and PLS-SEM algorithm in PLS, were applied. Variance-based partial least squares (PLS-SEM) is distinct methods for applying the SEM (Kaplan, 2009). Bootstrapping is a resampling method that enables assessment of the sampling distribution of the estimated parameters. This method is especially helpful when the sample size is small and the data fails to correspond to the assumptions of normality and consistency. The purpose of this study, which focused on predicting or identifying important factors for explaining purchase intentions of customers as a

result of green marketing mix while taking into account customer environmental attitude, was to apply PLS-SEM.

## Demographic Data:

### Gender:

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1	Male	164	42.4	42.4	42.4
2	Female	223	57.6	57.6	100.0
	Total	387	100.0	100.0	

*Table 3 Gender*

The gender distribution of a sample population of 387 people is shown in the table, where 1 denotes men and 2 denotes females. A 387-person sample is used. The "Frequency" column displays the number of people in each category, the "Percent" column displays the proportion of people in the sample who fit into each category, and the "Valid Percent" and "Cumulative Percent" columns display the proportion of people in the sample who fit into the current category and all previous ones, respectively. 164 people (42.4% of 387) are represented by the first group, "1," who identify as men. 223 people (57.6% of 300) are represented by category "2" in this list who identify as female. All persons are included in one of the two groups, as shown by the "Total" row. The table clearly shows a sample population of 387 people, with 42.4% of them being male, 57.6% being female, and a total percent of 100%.

**Education:**

	<b>Valid</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>1</b>	Intermediate	9	2.3	2.3	2.3
<b>2</b>	Bachelors	152	39.3	39.3	41.6
<b>3</b>	Master	209	54.0	54.0	95.6
<b>4</b>	PhD	13	3.4	3.4	99.0
<b>5</b>	Others	4	1.0	1.0	100.0
	Total	387	100.0	100.0	

*Table 4 Education*

The table 3 shows the distribution of levels of education for a sample of 387 people, where 1 denotes Intermediate, 2 indicates a bachelor's degree, 3 indicates a master's degree, 4 indicates PHD whereas 5 indicates others. The "Frequency" column displays how many people fall into each category, the "Percent" column displays how many people in the sample fall into each category as a percentage, and the "Valid Percent" and "Cumulative Percent" columns display how many people in the sample fall into that category as well as all previous ones. 9 respondents (2.3% of the total of 387) fall into the first group, who have education level intermediate which is represented by the number "1". Out of the 387 respondents. In the second group, "2," 152 (39.3%) hold a bachelor's degree. 209 respondents (or 54.0% of 387) fall within the "3" group, which stands for those with a master's degree. 13 respondents or (3.4% of 387) falls into the "4" group which stands for PHD degree. Lastly, the "5" group out of 387 only 4 respondents or (1.0% of 387) falls into the category of others. The "Total" row demonstrates that each person falls under one of the five groups. Overall, it appears that the majority of the respondents in this sample group own a Bachelor's degree or Master's degree.

## Income

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1	10-50k	50	12.9	12.9	12.9
2	51-100k	118	30.5	30.5	43.4
3	101-150k	143	37	37	80.4
4	Above 150k	76	19.6	19.6	100
	Total	387	100	100	

*Table 5 Income*

The table 4 displays the monthly income distribution for a sample group of 387 people. The categories of income are as follows: 10,000– 50,000 PKR (represented by 1), 51,000–100,000 PKR (represented by 2), 101,000–150,000 PKR (represented by 3), and more than 150,000 PKR (represented by 4). The "Frequency" column displays how many people fall into each category, the "Percent" column displays how many people in the sample fall into each category as a percentage, and the "Valid Percent" and "Cumulative Percent" columns display how many people in the sample fall into that category as well as all previous ones. 50 respondents (12.9 percent of 387) who make between Rs 10,000 to Rs 50,000 per month are represented by category "1" in total. 118 people (30.5% of 387) who fall into group "2" have monthly incomes of between Rs 51,000 to Rs 100,000. 143 people (37% of 387) in the third group "3" have monthly incomes of Rs 101,000 to Rs 150,000. In the fourth group, "4", there are 76 people (or 19.6 % of 387) who make more than Rs150,000 a month. The "Total" row demonstrates that each person falls under one of the four groups. Overall, it appears that the majority of the people in this sample population or around 37% of the population have monthly incomes between Rs 101,000 to Rs 150,000. The percentages of the other income groups are lower.

## Measurement Model

The initial stage of the measurement model assessment involves the scrutiny and appraisal of the external PLS model. The study involves an examination of the primary components that comprise the central framework. There exist two primary dimensions of the phenomenon. The outer Partial Least Squares (PLS) model. The aforementioned dimensions pertain to reliability and validity, correspondingly. The evaluation criteria for the measurement model involve assessing the internal consistency reliability among the construct items using Cronbach's Alpha and composite reliability (CR), as well as examining the convergent validity, average variance extracted (AVE) and discriminant validity.

### Factor Loadings

The table 5 presented below illustrates the factor loadings of the variables utilized to measure the responses of the respondents. According to (LamberWildt and Durand's 1991) proposition, it is recommended to employ multiple items for the assessment of a specific construct. The factor loadings are indicative of the respective contributions made by individual items. (Shevlin and Miles 1998) have classified the factor loading values into three primary categories. Factor loadings below 0.30 considered inadequate, while those exceeding 0.50 are regarded as favorable. Loadings exceeding 0.70 considered highly desirable. In the context of this research, loadings exceeding 0.50 were considered significant

Variables	Factor Loadings
CEA1	0.780
CEA2	0.862
CEA3	0.657
CEA4	0.878
CEA5	0.842
GP1.1	0.851
GP1.2	0.908
GP1.3	0.842
GP1.4	0.872
GP1.5	0.913

GP2.1	0.833
GP2.2	0.787
GP2.3	0.809
GP2.4	0.731
GP3.1	0.824
GP3.2	0.874
GP3.3	0.866
GP3.4	0.835
GP3.5	0.507
GP4.1	0.970
GP4.2	0.951
GP4.3	0.806
PI1	0.916
PI2	0.800
PI3	0.903

---

*Table 6 Factor Loadings*

The table 5 mentioned above demonstrates that each of the factor loadings exceeds the least limit of 0.50. Therefore, it can be inferred that each individual component has provided a valuable and noteworthy contribution. The study conducted by (Urbach and Ahlemann 2010) indicates that all factor loadings exceeded 0.50, suggesting that discriminant validity was not a significant issue in this research.

The present research measurement model was determined to possess sufficient levels of validity and reliability. Consequently, the method used scales utilized for evaluating the variables have been considered valid and appropriate for the structural model.

### **Cronbach's Alpha**

Cronbach's Alpha is a metric utilized to assess the level of internal consistency among the items comprising the study constructs. As per (Santos' 1999) findings, a Cronbach's Alpha value of 0.70 is considered to be an acceptable limit

<b>Variables</b>	<b>Cronbach's Alpha</b>
CEA	0.865
GP1.	0.925
GP2.	0.709
GP3.	0.841
GP4.	0.744
PI	0.847

*Table 7 Cronbach's Alpha*

The table 6 above displays the Cronbach Alpha values for each of the variable. The internal consistency reliability values exhibit an important observation, as they are higher with the limit of 0.70. Therefore, it can be asserted that the methodologies implemented for this research exhibit a high degree of reliability.

### **Composite Reliability (CR)**

In contrast to Cronbach's Alpha, composite reliability (CR) does not incorporate an even loading of a specific construct. Composite reliability values are bounded within the interval of 0 and 1. A CR value that is considered acceptable and satisfactory must exceed the threshold of 0.60. A composite reliability score within the range of 0.60 to 0.70 is deemed to be acceptable, while a score within the range of 0.70 to 0.90 is considered highly desirable and acceptable. The following table illustrates the CR (rho\_a) and CR (rho\_c) scores for each construct examined in the study.

<b>Variables</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>
CEA	0.883	0.903
GP1.	0.932	0.944
GP2.	0.796	0.813
GP3.	0.833	0.892
GP4.	0.962	0.779
PI	0.881	0.907

*Table 8 Composite Reliability (CR)*

The table 7 presented above indicates that the Composite Reliability (rho\_a) and composite reliability (rho\_c) scores for each construct exceeding 0.70. Therefore, it can be inferred that the measurement model utilized in this study exhibits a high degree of reliability, thereby rendering it suitable for conducting subsequent statistical analyses.

#### **Average Variance Extracted (AVE)**

Following the evaluation of internal consistency reliability and composite reliability, the subsequent step involves examining the existence of convergent validity. Convergent validity pertains to the degree to which the constructs under investigation exhibit a specific theoretical association with one another. The AVE metric quantifies the level of convergence among the variables being analyzed. A value of at least 0.50 is considered both acceptable and desirable for the AVE

<b>Variables</b>	<b>Average Variance Extracted (AVE)</b>
CEA	0.652
GP1.	0.771
GP2.	0.530
GP3.	0.629
GP4.	0.571
PI	0.765

*Table 9 Average Variance Extracted (AVE)*



The above-mentioned table 8 provides insight into the AVE values that have been acquired for each construct. The AVE values exhibit a range spanning from 0.530 to 0.771. Thus, it can be inferred that the constructs exhibit convergent validity.

**Discriminant Validity**

	<b>CEA</b>	<b>GP1</b>	<b>GP2</b>	<b>GP3</b>	<b>GP4</b>	<b>PI</b>
<b>CEA</b>						
<b>GP1.</b>	0.096					
<b>GP2.</b>	0.695	0.302				
<b>GP3.</b>	0.317	0.549	0.616			
<b>GP4.</b>	0.179	0.488	0.344	0.769		
<b>PI</b>	0.458	0.602	0.401	0.452	0.392	

*Table 10 Hetrotrait Monotrait ratio (HTMT)*

The present thesis study evaluated the discriminant validity of the measurement model through the utilization of the Hetrotrait Monotrait ratio (HTMT). To establish discriminant validity in the measurement model, it is necessary for the cut-off values to have a score below 0.90. The results indicate that the values are below 0.9, thus demonstrating sufficient discriminant validity

**R Square:**

Following to the evaluation of the measurement model, the structural model was analyzed to investigate the predictive associations among the variables. In order to achieve the objective, the R square-values were analyzed, as presented in the table, which were obtained through the utilization of the algorithm function in SmartPLS.

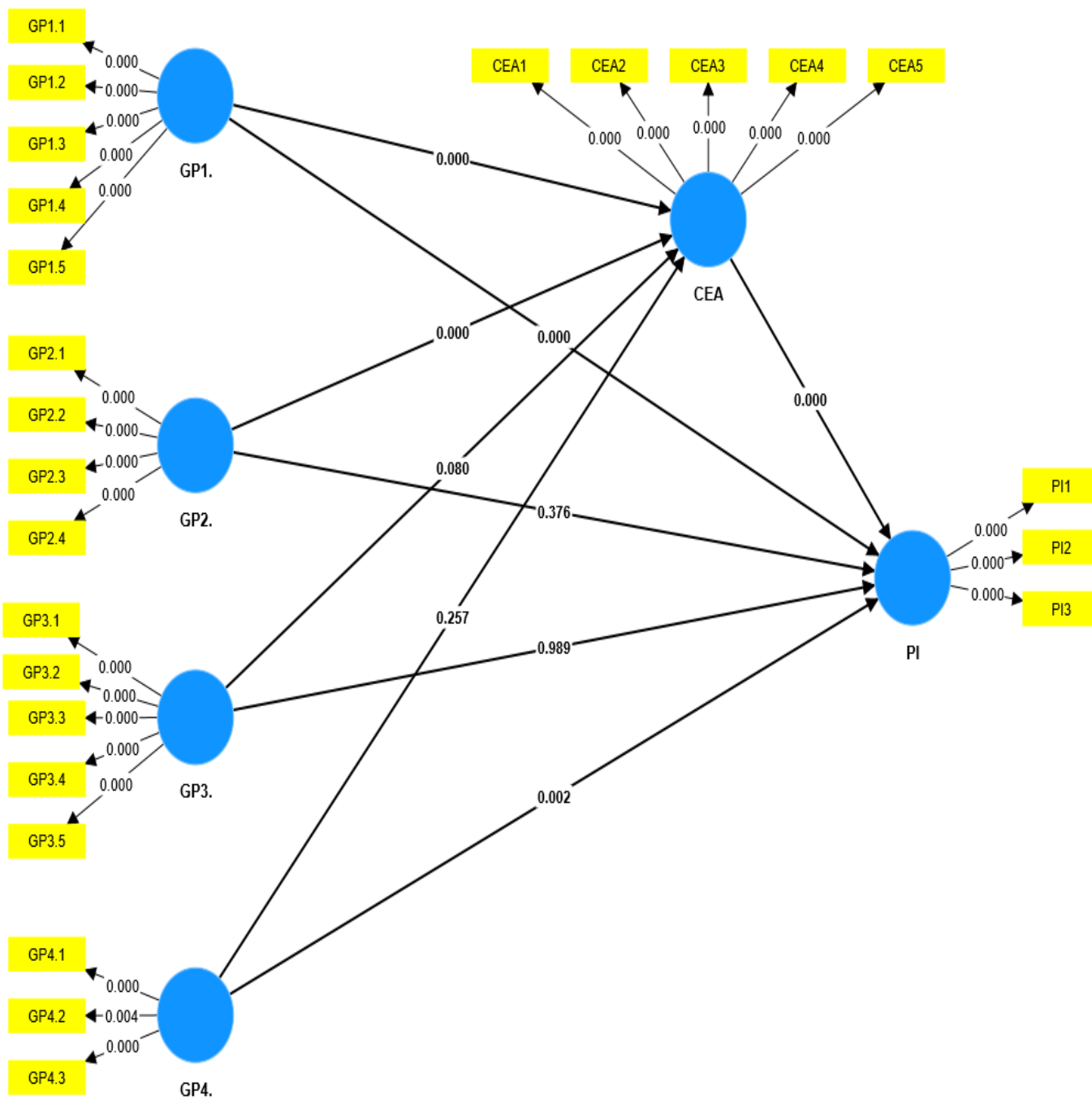
	<b>R-square</b>	<b>R-square adjusted</b>
<b>CEA</b>	0.394	0.387
<b>PI</b>	0.490	0.483

*Table 11 R-square*

The coefficient of determination, denoted as  $R^2$ , represents the proportion of variability in the dependent variable that can be accounted for by the independent variables. A larger value of the correlation coefficient ( $R$ ) can facilitate a more comprehensive elucidation of the variability exhibited by the dependent variable. The results presented in Table indicate that the  $R^2$  values for Customer Environmental Attitude and Purchase Intentions were 39.4% and 49%, respectively. This suggests that the model has a substantial capacity to provide explanations

### **Structural Model Analysis**

The structural model analysis comes after a comprehensive investigation of the measurement model. The structural model was thoroughly examined in this study. The 95% bias-corrected bootstrap intervals, which contained 387 samples, were used in the bootstrapping resampling operation. This was done to see how four independent variables—GP1, GP2, GP3, GP4 would affect the outcome variable, PI with the mediating effect of CEA. The validity of the presented hypotheses was also evaluated by analysis of the standard errors, path coefficients, and  $t$ -statistics. The connection between the study's components was determined using the PLS-SEM technique and bootstrapping direct relationship models, as shown in the diagrams below



## Direct Relationship Model

Hypothesis	Relationship	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Decision
H1	Green Product -> Purchase Intentions	0.098	0.032	2.986	0.003	Supported
H2	Green Price -> Purchase Intentions	0.259	0.047	5.404	0.000	Supported
H3	Green Place -> Purchase Intentions	0.051	0.030	1.643	0.100	Not Supported
H4	Green Promotion -> Purchase Intentions	0.030	0.025	1.042	0.297	Not Supported

*Table 12 Direct Relationship Model*

The outcomes from using a PLS-SEM algorithm and the bootstrapping direct relationship approach are shown in the table above. The table 11 above provides a detailed study of the inner model. Important parameters of the analysis include the standard deviation, t-statistics, and p-values. As shown by (t value=2.986 and p-value=0.003), the results show that the initial hypothesis, H1, has been supported because there is a strong correlation between Green Product (GP1) and Purchase Intentions (PI). According to (t= 5.404; p= 0.000), the second hypothesis H2 has also been confirmed. It may be inferred that Green Price (GP2) and the Purchase Intentions (PI) have a favorable relationship. The relationship between Green Place on Purchase Intentions in H3 with (t= 1.643; p = 0.100) was not supported. The hypothesis H4 which shows the

relationship between Green Promotion on Purchase Intentions with (( $t= 1.042$ ;  $p=0.297$ ), which exceeds the conventional alpha level of 0.05 therefore this hypothesis was also not supported.

### Mediation Analysis (Indirect Relationship Model)

A mediation analysis is conducted in cases where the conceptual model includes a mediator. A mediator is a variable that facilitates the understanding of the association between two constructs. This study examines the mediating function of Customer Environmental Attitude (CEA) in the correlation between four Independent Variable (GP1, GP2, GP3 and GP4) and a dependent variable of Purchase Intentions (PI). To determine the indirect effects of CEA on the correlation between GP1, GP2, GP3, GP4, and PI, a bootstrapping technique was utilized. As per (Santos' 1999) findings, the bootstrapping method is deemed as the most efficient and favored approach for conducting a mediation analysis.

Hypothesis	Relationships	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Decision
H5	Green Product. -> Customer Environmental Attitude -> Purchase Intentions	0.098	0.032	2.986	0.003	Supported
H6	Green Price -> Customer Environmental Attitude -> Purchase Intentions	0.259	0.047	5.404	0.000	Supported
H7	Green Place. -> Customer Environmental Attitude -> Purchase Intentions	0.051	0.030	1.643	0.100	Not Supported

	Green Promotion. ->					
	Customer					
H8	Environmental	0.030	0.025	1.042	0.297	Not Supported
	Attitude -> Purchase					
	Intentions					

*Table 13 Mediation Analysis (Indirect Model)*

The table 12 mentioned above presents the outcomes derived from the implementation of a PLS-SEM algorithm and the bootstrapping method. The table 12 provided above presents a comprehensive examination of the inner model. The analysis comprises essential metrics, namely, the standard deviation, t-statistics, and p-values and the decision whether it is accepted or not. The findings indicate that the initial hypothesis H5 has been accepted as evidenced by a (t-value=2.986 and a p-value of 0.003). The findings indicate a significant correlation between Green Product with the mediating effect of Customer Environmental Attitude on Purchase Intentions. The acceptance of the second hypothesis H6 is evidenced by the statistical values of (t= 5.404; p= 0.000). It can be inferred that there is a positive correlation between Green Price with the mediating effect of Customer Environmental Attitude on Purchase Intentions. The relationship between Green Place with the mediating effect of Customer Environmental Attitude on Purchase Intentions in H7 with (t= 1.643; p = 0.100) was not supported. The hypothesis H8 which shows the relationship between Green Promotion with the mediating effect of Customer Environmental Attitude on Purchase Intentions with ((t= 1.042; p=0.297). which exceeds the conventional alpha level of 0.05 therefore this hypothesis was also not supported.

Thus, the data obtained for this research provided support for all the hypotheses, with the exception of H3, H4, H7 and H8. The implications of the study's findings are significant for marketing managers and practitioners, as elaborated in the subsequent chapter.

## Summary Of Hypothesis

*Table 14 Summary of Hypothesis*

	<b>Hypothesis</b>	<b>Decision</b>
<b>H1</b>	Green Product has positive relationship with Purchase Intentions	Supported
<b>H2</b>	Green Price has positive relationship with Purchase Intentions	Supported
<b>H3</b>	Green Place has positive relationship with Purchase Intentions	Not Supported
<b>H4</b>	Green Promotion has positive relationship with Purchase Intentions	Not Supported
<b>H5</b>	Customer Environmental Attitude mediates the relationship between Green Product and Purchase Intention.	Supported
<b>H6</b>	Customer Environmental Attitude mediates the relationship between Green Price and Purchase Intention.	Supported
<b>H7</b>	Customer Environmental Attitude mediates the relationship between Green Place and Purchase Intention.	Not Supported
<b>H8</b>	Customer Environmental Attitude mediates the relationship between Green Promotion and Purchase Intention.	Not Supported

## **Summary of Results**

The analysis of the information gathered from people who buy items from the FMCG sector. In this work, the data were analyzed statistically and quantitatively using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Below is an overview of the analysis's findings. The internal and exterior models were both thoroughly examined using the current methods. The results of the data analysis indicate that there is a favorable correlation between purchase intentions and green products. Customer environmental attitude mediates the association between green product and purchase intention as well as the relationship between green price and purchase intention. Green price has also a favorable relationship with purchase intentions. The study also observed that there is no significant relationship between Green Place and Green Promotion with respect to purchase intentions. Furthermore, it was found that Customer Environmental Attitude does not act as a mediator in the relationship between Green Place and purchase intentions. Likewise, the absence of a relationship between Green Promotion and purchase intentions when customer environmental attitudes function as a mediating factor.



## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

This chapter aims to provide an overview of the objectives of the study, the research problem, the methods used to analyze with the research topic, the outcomes and key findings, and the study's contributions. Limitations and future research suggestions for the researchers are presented in the conclusion of the study.

#### **Discussion:**

The primary aim of this study was to ascertain the influence of the green marketing mix on the purchasing intention of customers within twin cities of Pakistan. A study was conducted to examine the impact of green marketing mix strategies on the green purchase intention of customers in FMCG industry of Pakistan. According to our research, it has been claimed that green products have significant impact on customers' purchase intention (Chen and Chai, 2010). Green products are likely to have a positive effect on customer's Purchase intentions in Pakistan. The research findings indicate that the attitude of customers towards environmental concerns plays a significant role in moderating the relationship between eco-friendly products and the Purchase intentions of the customers. The impact of attitudes on the purchase intentions of customers has been widely anticipated, as evidenced by previous research conducted by (Fazio and Zanna (1981) and Ajzen (1989).

The matter of price has been recognized as an important barrier to the implementation of environmentally-friendly consumption practices, (Gleim et al. 2013) and (Nasir and Karakaya 2014). In contrast to the above research approach, the results of this study demonstrate an important effect of green pricing on the purchase intentions of the customers of FMCG industry of Pakistan. The present investigation found that customer environmental attitudes serve as a partial mediator in the association between green price and customer purchase intentions. This is consistent with the prior research results reported by (Weisstein and colleagues in 2014). Furthermore, previous research has demonstrated that individuals exhibit a willingness to incur additional costs for environmentally friendly products. Individuals who possess a high level of environmental consciousness shows a decreased level of price sensitivity and demonstrate a

willingness to pay a premium, as evidenced by studies conducted by (Laroche et al. (2001), Tanner and Kast (2003), and Cronin et al. (2011).

According to the research conducted by (Wanninayake and Randiwela 2008), an important relationship exists between the green place and consumer buying behavior. The results of this study demonstrate a lack of consistency with previous research, as they do not support the concept of an important relationship between of green places and customer Purchase intention. The study also revealed that the environmental attitudes of customers do not act as a partial mediator in the relationship between green pricing and the purchase intentions of customers. Hence, it is imperative to ensure that the concept of any sustainable places is done in a manner that effectively influences customer attitudes. According to (Jeevandas et al. 2019), it is important for Green Place to possess the ability to persuade its customers of its environmental responsibility.

Previous research has indicated that applying innovative and strategic advertising and promotional campaigns can successfully convey the green attributes of a product or service, thereby increasing customers' intention to purchase (Ansar, 2013; Hartmann and Apaolaza-Ibanez, 2009). However, the results of this study demonstrate a lack of consistency with previous research, as they do not support the significant relationship of green marketing promotions and purchase intentions of the customers. But the results indicated that the relationship between the green place and purchase intentions is not influenced by customer environmental attitudes acting as a mediator in Pakistan. Promotional activities that are environmentally friendly may not be in accordance with the dominant cultural norms of Pakistan or may not effectively cater to the particular concerns of Pakistani customers. Furthermore, customers might show a certain level of doubt regarding the validity of environmentally-friendly claims made by corporations, especially in cases of greenwashing, whereby firms inaccurately portray their ecological initiatives. The effectiveness of green promotions may be compromised by lack of trust or a perceived lack of authenticity, resulting in decreased customer responsiveness towards such attempts. Therefore, it is crucial that advertising campaigns show appropriate effectiveness to influence customer environmental attitudes.

### **Practical Implications:**

The study results discussed in the above research enhance our knowledge on how customers environmental attitude affect the influence of the green marketing mix on customers purchase intentions. This research implemented the mediating variable of customer's environmental attitudes to investigate the effectiveness of a green marketing mix, comprising of green product, green price, green place, and green promotion, on influencing purchase intentions.

The results discussed in this research proposes innovative recommendations for professionals and experts. The research pointed out the level to which components of green marketing mix influence the willingness of customers to engage in environmentally conscious purchasing intentions as mediated by customer environmental attitudes. Moreover, establishing a standardized green price would enable a larger portion of consumers to attain the products. Moreover, enhancing the accessibility of green place by managing logistics through decrease transportation emissions, with a long-term objective of minimizing the carbon footprint. Furthermore, by encompass a wider range would result in an enhanced distribution of products in accordance with the preferences of consumers. The effectiveness of green promotion is dependent upon how effectively companies communicate the intended message to customers to increase their level of trust which ultimately influencing their attitudes and purchase decisions.

### **Conclusion**

Based on the prior conversation, it has been identified that the Purchase Intention (PI) is dependent upon the green marketing mix strategies such as Green Product, Green Price, Green Place and Green Promotion. It is recommended that companies prioritize the development and production of environmentally sustainable products. The implementation of various Green marketing mix strategies can potentially lead to an increase in purchases and purchase intentions of the customers. This study also examined the mediating role of Customer Environmental Attitude towards the Purchase Intentions. The impact of the mediator is comparatively lower on Green Place and Green Promotion, whereas the effectiveness of Green Product and Green Price increases in an indirect association with the mediator and Purchase Intention (PI).

Research has indicated that consumers exhibit a greater propensity to obtain products that have green marketing mix which enhance the ability to impact customer environmental attitudes and purchase intentions towards product excellence and worth. Studies have indicated that consumers exhibit a greater tendency to acquire product that is packaged and labeled in an eco-friendly manner, as well as the price of the product justifies its quality, green logistics has been follows to lower the carbon footprint and the promotion as it conveys the message to the customers according to the dominant cultural norms of Pakistan and build the trust of the customers that the organization is committed to sustainability and endeavors to curtail its ecological footprint so that it can increase the Purchase Intentions of the customers. Studies have indicated that the likelihood of consumers buying environmentally-friendly products is positively correlated with their perceived quality and comparable pricing to their non-green products.

### **Limitations And Future Research Direction**

It is important to keep the study's limitations in mind when evaluating the findings, because doing so will help the researchers make more effective recommendations for future research. The study's limitation may be attributed to its focus exclusively on the twin cities (i.e., Islamabad/Rawalpindi) of Pakistan. It is recommended that future research initiatives apply a more extensive participant pool that encompasses a broader geographic scope. It is advisable to perform cross-validation of the results obtained from this study by administering surveys in additional provinces or even in other nations. This would enable an examination of how customer behavior varies based on the setting or context, and facilitate comparisons across diverse cultures. The research was exclusively reliant on primary data obtained via the administration of questionnaires. Moreover, future studies may investigate the influence of cultural and societal variables on Green Purchase Intention (GPI). This has the potential to provide a more extensive knowledge of the ways in which cultural and societal norms impact consumer behavior with regards to eco-friendly products.

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# Appendix A

## Questionnaire

### GREEN MARKETING MIX'S IMPACT ON CONSUMERS' ATTITUDES AND PURCHASE INTENTIONS IN PAKISTAN'S (FMCG INDUSTRY)

Dear Respondents,

I am Sabeera Khaliq, pursuing my MBA degree in Marketing from Bahria Business School Islamabad. I am conducting research on **GREEN MARKETING MIX'S IMPACT ON CONSUMERS' ATTITUDES AND PURCHASE INTENTIONS IN PAKISTAN'S (FMCG INDUSTRY)**. To complete my research, I need your help to fill this survey form honestly. I would be grateful on your corporation for filling this questionnaire with your honest opinions.

Regards

*\* Indicates required question*

---

#### Demographics

1. Gender \*

*Mark only one oval.*

Male

Female

2. Educational Background \*

*Mark only one oval.*

Intermediate

Bachelors

Masters

PHD

Other



3. Income \*

*Mark only one oval.*

- Rs 10,000 - Rs 50,000
- Rs 50,000 - Rs 100,000
- Rs 100,000- Rs150,000
- Rs 150,000 and above

**Green Marketing mix**

The main goal of green marketing is to promote goods and services that are good for the environment. Its benefits include using eco-friendly goods, eco-friendly packaging, advertising the product's advantages to the environment, and embracing sustainable business practice's.

**Green Product**

4. The environment is less damaged by green products. \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

5. The quality of green product is high \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

6. The product that is eco-friendly is benefited for health \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

7. Green products are free of toxicity materials \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

8. The brand of Green product is credible \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

### **Green Price**

9. The price of green product is reasonable \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

10. I am willing to pay the green price \*

*Mark only one oval.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

11. Products are priced according to their quality. \*

*Mark only one oval.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12. Price of green and conventional products are same \*

*Mark only one oval.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

### **Green Place**

13. Green stores should honest and upfront about how they operate in an eco-friendly \* way.

*Mark only one oval.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

14. More choice of green products are available in market \*

*Mark only one oval.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

15. Green products are available in market \*

*Mark only one oval.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

16. The product is getting easy in locality \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Green Promotion**

17. Firms should devote a distinct a special day for the environment \*

*Mark only one oval.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

18. Firms should contribute to supporting the ecological centers \*

*Mark only one oval.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

19. Green advertisement motivated me to take purchase decisions \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

20. Companies should support green marketing initiatives such as seminars, conferences, and promotional campaigns. \*

*Mark only one oval.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Skip to question 21*

### **Attitude towards Green Products**

21. I appreciate the package/design of eco-friendly product \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

22. I understand the information on eco-friendly packaging \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

23. I use products that are eco-friendly. \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

24. I use recyclable bags or products that made from recyclable materials often \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

25. I separate my trash at home for recycling \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Future Purchase Intentions towards Green Products**



26. For future purchases, I plan to seek out environmental products. \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

27. For future purchases, I will take more time to search environmentally friendly alternatives to products that I typically buy. \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

28. I plan to continue to purchase eco-friendly products in the future. \*

*Mark only one oval.*

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

# Impact of Green Marketing Mix on Purchase Intentions

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