



Relationship Between Green Marketing Determinants and Consumer Buying Behavior: Mediating Role of Environmental Awareness



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Abstract

Global warming is indeed one of the significant problems the planet is currently facing. In order to cope with global warming concerns the green practices are introduced around the globe that is associated with waste reduction, resource conservation and healthy living are considered to be important. Therefore, consumers are more intended to purchase the green-products. Researchers reported that the principles of green marketing and environmental consumer behavior have not been explored in a collaborative way. The targeted population is the consumers of the shopping malls of urban areas of Pakistan. The data were collected via questionnaire and collected data was analyzed through hierarchical regression. The findings exhibited that the green marketing practices, i.e. (green ads, eco-labeling, green-branding) has positive, substantial effect on environmental awareness and CBB, and environmental awareness partially intermediates in an association between green-marketing facets i.e. (green-ads, eco-labeling, green-branding) and CBB. The study concluded that the creation of an efficient green product and marketing strategy is extremely essential for marketers, which can contribute to higher profits and customer patronage..

Pages: 38 – 52

Vol. VI, No. I (Winter 2021)

Key Words:

Green-Marketing,
Environmental-Awareness, Consumer Buying Behaviour

JEL Classification:

Introduction

In this era of stiff marketing rivalry, companies are striving hard to maintain and retain the buying behavior of the consumers. The consumer buying behavior (CBB) is very vital for a company's productivity, because marketers can consider and recognize about the consumer preferences and make those products that are needed to the consumers ([Palalic, Ramadani, Gilani,](#)

[Gërguri-Rashiti & Dana, 2020](#)). The CBB is defined by [Hoyer, MacInnis, Pieters, Chan Northey \(2020\)](#) as the actions or activities taken by the consumers formerly buying a product or service. There are some psychological factors, including (motivation, learning, attitude and perception) that influence the green CBB ([Joshi & Rahman, 2019](#)). The green consumer is someone who avoids the use

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of any product that has been manufactured using a large amount of non-renewable energy ([Gilal, Chandani, Gilal & Channa, 2020](#)). The green consumer avoids using those products that cause harm to the nature or the living thing through the manufacturing process ([Gilal, Chandani, Gilal & Channa, 2020](#)). [Mostafa \(2007\)](#) defined green buying behavior is the "consumption of products that are useful and favorable to the environment, biodegradable or recyclable, sensitive / responsive to environmental concerns", which means the use of goods that are valuable and suitable for the environment, can be used repetitive or conserved, responsive to environment. The green buying behavior is a means that purposes to minimize adverse impacts on the environmental and social factors from purchasing and using products that are beneficial to the environment ([Zheng, Siddik, Masukujaman, Alam & Akter, 2020](#)). On the other side, [Shabbir, Sulaiman, Al-Kumain, Mahmood & Abbas \(2020\)](#) stated that the green marketing practices influences the CBB. The green marketing is defined as [Dangelico & Vocalelli \(2017\)](#) as the selling of goods that are believed to be environmentally friendly. In addition, [Shrestha \(2016\)](#) reported that the green advertising (a promotional message that attracts the environmental needs and desires of consumers ([Rizqiyana & Wahyono, 2020](#)), eco-labeling (is the food and consumer's product labeling schemes that have been shown to be environmentally preferable products ([Khan et al., 2020](#)), and green branding (is a way for businesses to move beyond conventional marketing by fostering the fundamental values of the environment ([Gong, Sheng, Peverelli & Dai, 2020](#)). In the current era environmental awareness has not only become a common interest, as well as a

serious issue in academic research. Environmental awareness is the sum of information people have about ecological challenges and their ability to consider and measure their effect on the environment and the community ([Alamsyah, Othman & Mohammed 2020](#)). Recent studies reported that the environmental awareness also puts substantial influence on the consumer purchase intent ([Xu, Wang, Yu, 2020](#)). The researcher like ([Chaudhary & Bisai, 2018](#)) noted that comprehensive studies were carried out in western countries on green marketing, while in developing countries, limited research was carried out on green marketing, environmental awareness and green CBB ([Adrita & Mohiuddin, 2020](#)). In addition, [Hayat, Raza, Bilal & Farooq \(2019\)](#) stated that it is necessary to explore the factors of green purchase intention in Pakistan, with understanding how to frame an acceptable solution that is socially decided and leads to the overall and subsequent well-being of society. To this end, it is important to decide the factors influencing the green purchasing intention of Pakistani consumers. Moreover, the principles of green marketing and environmental consumer behavior have not been explored in a collaborative way. Therefore, to overcome the existing gap, the objectives of the study are a) to analyze the effect of green marketing practices i.e. (green ads, eco-labeling, green-branding) on environmental awareness and CBB and b) to investigate the mediating effect of environmental awareness on green marketing and CBB. This study is useful in supporting green marketing ideas for organizations and advertisers in developing countries to improve their goodwill. The consumers would be motivated to recognize the value of environmental friendly products.

Literature Review

Eco-Labeling & Buying Behavior

[Waheed, Zhang, Rashid, Tahir & Zafar \(2020\)](#) conducted a study based on stakeholder theory, in China to examine the influence of the green manufacturing on the ecological behavior of consumer by taking 850 consumers. The outcome confirmed the constructive linkage exist between green production and customer ecological behavior. The researcher further identified the gap as no empirically established study exists that found the associations among green manufacturing, green eco-innovation and consumer ecological behavior ([Waheed et al., 2020](#)). Moreover, [Gutierrez, Chiu & Seva \(2020\)](#) conducted a study, in Philippine to assess how customers who diverge in terms of the environment vary eco-labels reaction to the consumer behaviour by taking 100 consumers. The study implies that customers' environmental knowledge is important for them all to seek for this eco-label on a brand. These ecological labels must be capable of attracting customer interest and thereby creating optimistic feelings and contributing to the buying of even an eco-product. The researcher further identified the gap as there exists a confusion about how eco-labels impact upon the consumers' affection ([Gutierrez, Chiu & Seva, 2020](#)). [Jin, Zhao & Santibanez-Gonzalez \(2020\)](#) conducted a study founded on planned behavior theory, in China to assess how Chinese customers buying intent impacted by eco-labelled goods by taking 336 consumers. The study outcome revealed that the Chinese customers buying intent are positively impacted by eco-labelled goods.

H₁: Eco-Labeling has a Positive Relationship with Consumer Buying Behavior for Green Products

Green Branding & Buying Behavior

[Bempong \(2017\)](#) conducted a study in Africa, to examine the influence of the green branding on CBB by taking 117 consumers. The findings have shown that while there is a right extent of health and wellbeing and a positive attitude toward green product purchase. The researcher further identified the gap as little studies exist for measuring the impact of green product branding on CBB ([Bempong, 2017](#)). In Mauritius, [Juwaheer, Pudaruth & Noyaux \(2012\)](#), conducted the study based on planned behavior theory to analyze the persuasion of green marketing tactics on purchase pattern of consumer by taking 150 respondents. The findings found an increased positive association between successful green marketing campaigns and the purchase habits of green goods for consumers. There is a strong desire for businesses to encourage green branding, eco-labelling and green product strategies in an effort to enhance an environment friendly consumption trend among Mauritian consumers. [Zubair \(2014\)](#) conducted a study in Pakistan, to measure the influence of green branding on green satisfaction and CBB by taking 207 customers. The findings indicate an overall strong correlation and effect between green ads, green brand recognition and customer trust. Moreover, the [Papista & Dimitriadis \(2019\)](#) conducted a study in Greece on green branding and consumer outcomes by taking 269 customers. The results suggest that the advantage of the trust has the greatest effect on quality, relationships and green product loyalty have a major influence on behavioral results.

H₂: Green branding has a positive relationship with consumer buying behavior for green products.

Green Advertising & Buying Behavior

The third most important determinant of green marketing is green advertising. Green ads influence the human attitudes towards the advertisement and their ability to be environmentally friendly ([Kim, Malek, & Roberts, 2019](#)). It includes advertising eco-friendly content and sustainability of the environment. The concept was first used in the late 1960s, but gained momentum in the 2000s after development in international legislation for green products (Yin & Ma, 2009). Advertising is an important factor to convert consumer purchase decisions. It helps to translate consumers' perceptions of green products into making their purchases ([Maheshwari & Malhotra, 2011](#)). The previous study confirmed that green advertising can enhance the intention of the consumer to buy and create value for the company (Hasan et al., 2012). The studies found a direct effect of green promotion on customer purchasing intention and their level of satisfaction in the Pakistani context ([Tariq, 2014](#); Hasan et al., 2012). However, not all consumers were influenced by green marketing. In general, researchers agreed that green advertising plays a vital role in marketing; nevertheless, the communication strategies remain unclear regarding the effectiveness of green requirements in advertising, and there is no comprehensive theory of green requirements (Kong & Zhang, 2014). The development of a demand for green goods has been promoted by the growing environmental interest of consumers across the globe. Consequently, in the last two decades, green advertising has expanded rapidly (Atkinson & Kim, 2015).

H₃: Green advertising has a positive relationship with consumer buying behavior for green products.

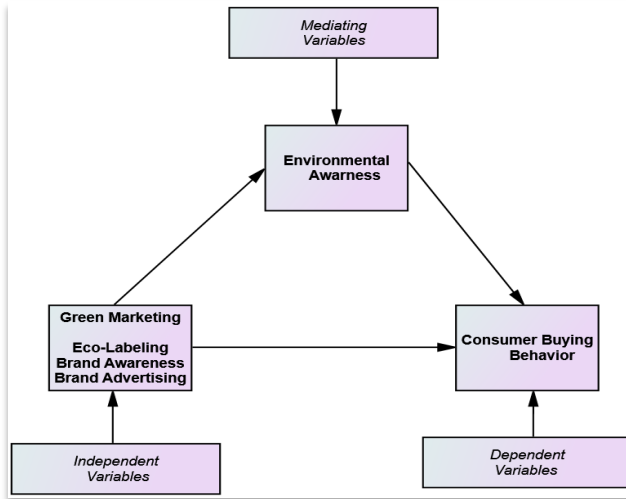
Mediating Influence of Environmental Awareness

[Matthes and Wonneberger \(2014\)](#) a study conducted on US and Austrian consumers found that consumers who possess more environmental awareness tend to behave in a more pro-environmental way. The relationship between consumer buying behavior and environmental awareness has been further examined by [Kianpour et al. \(2014\)](#) in the Indian context. They concluded that environmental awareness contributes positively in shaping consumer buying behavior to buy green products. [Pickett-Baker and Ozaki \(2008\)](#) have, however, argued that unlike Western consumers, Asian and Arab consumers have just reached the awakening stage of environmental issues so they usually do not yet behave in an environmental friendly way. Thus, in developing countries usually a low level of environmental awareness has been found, but it was observed that even the low level of environmental concerns has a direct impact on consumers buying behavior. In order to further validate the results presented in [Pickett-Baker and Ozaki \(2008\)](#), [Singh and Pandey \(2012\)](#) conducted research in the Pakistani and Indian market and found low levels of environmental knowledge among Indian consumers; however, they prefer buying green products. The results of a study by [Han & Kim \(2010\)](#) have also suggested that the positive attitude of consumers towards green marketing of hotels is further influenced by increased knowledge on environmental issues and green products. Comparatively, in developed countries, the situation seems to be different. For developed countries, it has been observed that people have higher environmental knowledge, but their purchase decisions have even further variation (Dahlstorm, 2011).

H₄: Environmental Awareness partially mediates the relationship between green marketing and consumer buying behavior

Theoretical Framework

Following is the framework.



Source: (A S M Saifur Rahman, Adita Barua et al., 2017; Grace K. Dagher & Omar Itani, 2014)

Methodology

Population & Sampling

The targeted population is the consumers of the shopping malls of urban areas of the country, including Lahore, Faisalabad, Islamabad, Rawalpindi and Peshawar. The magnitude of the sample was premeditated by utilizing Yamane (1967) formulae. In order to have a manageable sample at hand, 400 consumers were

randomly selected as sample from City Mart, Hyper Mall, Giga Mall, Macdowlance, Avon Super Store, D.Mart, Emporium Mall etc. Lahore, Faisalabad, Islamabad, Rawalpindi and Peshawar respectively by using proportional allocation techniques (Cochran, 2007). Following is the list of population.

Table 1. Population

Area of the Study	Location City	Population	Sample
Pakistan	Lahore	6,310,888	203
	Faisalabad	2,506,595	81
	Peshawar	1,218,773	40
	Rawalpindi	1,743,101	56
	Islamabad	601,600	20
Total		12,380,957	400

Measurement

Underneath table depicts the detail of measurement.

Table 2. Measurement

S. No	Variables	Items	Source	Scale
1	Green Advertisement	5	Tariq (2014)	5-points-Likert
2	Eco-Labeling	5	Jarvi (2010)	5-points-Likert
3	Green Branding	5	Huang et al. (2014)	5-points-Likert
4	Environmental-Awareness	5	Joshi (2016)	5-points-Likert
5	Consumer-Buying-Behavior	8	Tariq (2014)	5-points-Likert
	Total	28		

Reliability

Following table depicts the reliability.

Table 3. Reliability

Variables	Cronbah@	Elements
Green Advertisement	.72	5
Eco-Labeling	.71	5
Green Branding	.72	5
Environmental-Awareness	.73	5
Consumer-Buying-Behavior	.71	8

Data Collection

In the data collection phase, total 400 questionnaires were distributed amongst consumers of the aforesaid shopping malls and (370) usable questionnaire were returned, depicting 92.5% response rate.

Data Analysis

Following is the respondent's demographic detail.

Table 4. Demographics

Gender	Frequ	Percentile
Male	279	75.4
Female	91	24.6
Total	370	100.0
Ages	Frequ	Percentile
18-25	82	22.2
26-55	176	47.6
36-45	100	27.0
56-65	7	1.9
Above 65	5	1.4
Total	370	100.0

Confirmatory Factor Analysis (CFA)

The CFA for green advertisement, eco-labeling, green-branding, consumer buying behavior and environmental

awareness is calculated and mentioned in the following figure.

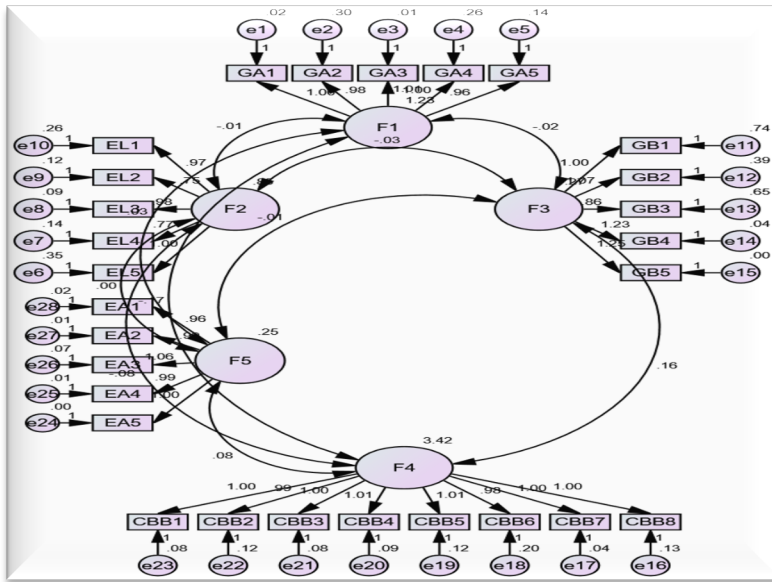


Figure 1: F1=Green Ads, F2=Eco-Labeling, F3=Green-Branding, F4=Consumer-Buying-Behavior, F5= Environmental Awareness

Table 5. CFA-Validity-Outcome

S. No	Fit. Indx	CFA Outcome Values	Factors	Convergence			Divergence					
				CR	AVE	MSV	GA	EL	GB	CBB	EA	
1	RMSEA	.07	Green Advertisement	0.778	0.687	0.007	0.748					
2	GFI	1.3	Eco-Labeling	0.749	0.639	0.002	-0.014	0.789				
3	SRMR	.03	Green Branding	0.731	0.698	0.006	-0.015	-	0.027	0.723		
4	X ² /df	2.9	Consumer Buying Behavior	0.761	0.721	0.007	-0.082	-	0.044	0.077	0.984	
5	NFI	1.1	Environmental Awareness	0.789	0.731	0.007	0.046	0.006	-	0.012	0.082	0.765
6	AGFI	1.2										
7	CFI	.96										
8	TLI	.98										

The CFA result confirmed with regard to the arithmetical values which was lying in a fair range of the five factors, i.e. (green-advertisement, eco-labeling, green-branding, consumer-buying-behavior and environmental-awareness). The eight indices are satisfactory enough (Hu & Bentler, 1995). As a result, none of the items are omitted. The validity concern, i.e. (divergent / convergent) was measured on a green-advertisement, eco-labeling, green-branding, consumer-buying-behavior and environmental-awareness. The value calculated for CR as p=.778 for green ads, p=.749 for an eco-labeling, p=.731 for green-branding, p=.731 for consumer-buying-behavior and p=.789 for environmental awareness. The AVE recorded consequences (p=.687) for green ads, (p=.639) for eco-labeling, (p=.698) for green-branding, (p=.761) for consumer-buying-behavior and (p=.731) for

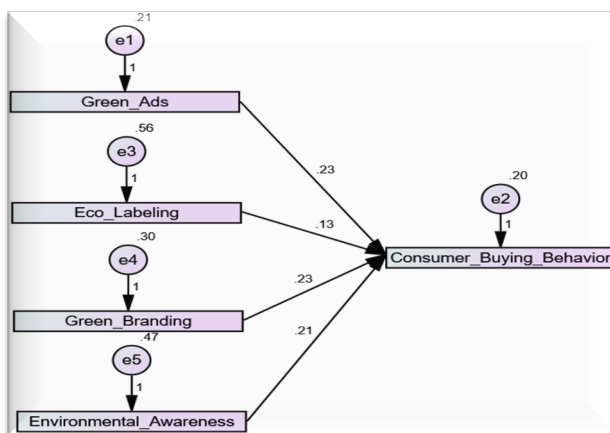
environmental awareness. There is no validity problem of the arithmetical consequences of five variables, i.e. green-advertisement, eco-labeling, green-branding, consumer-buying-behavior and environmental awareness. The five variables (green-advertising, eco-labeling, green-branding, consumer-buying-behavior and environmental awareness) were instigated to suit as indicated by standard statistics (Gaskin & Lim, 2016).

Regression Estimation-1

The subsequent table and figure depict the multiple regression estimation of all green-marketing facets i.e. (green-ads, eco-labeling, green-branding) and environmental awareness on consumer-buying-behavior.

Table 6. Regression

Effect		Ustd β	SE	CR	P
Consumer_Buying_Behavior	<--- Green_Branding	.232	.043	5.432	***
Consumer_Buying_Behavior	<--- Eco_Labeling	.130	.031	4.127	***
Consumer_Buying_Behavior	<--- Green_Ads	.227	.052	4.400	***
Consumer_Buying_Behavior	<--- Environmental_Awarenesss	.214	.034	6.224	***



The green-marketing facets i.e. (green-ads, eco-labeling, green-branding) and environmental awareness were regressed on consumer-buying-behavior

via multiple regression. The outcome revealed that the green-ads has significantly put a positive influence on the consumer-buying-behavior portraying the value ($\beta=.232, t=5.4, p<.05$). The eco-labeling has significantly put a positive influence on the consumer-buying-behavior portraying the value ($\beta=.130, t=4.1, p<.05$). The green-branding has significantly put a positive influence on the consumer-buying-behavior portraying the value ($\beta=.227, t=4.4, p<.05$) and environmental awareness has significantly put a positive influence on

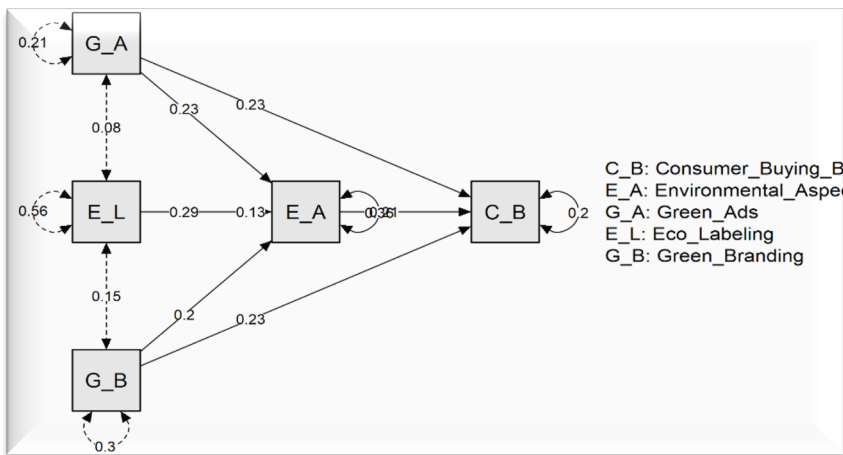
the consumer-buying-behavior portraying the value ($\beta=.214, t=6.2, p<.05$) respectively.

Regression Estimation-2

The subsequent table and figure depict the hierarchal regression estimation to measure the mediating influence of environmental awareness in an association between green-marketing facets i.e. (green-ads, eco-labeling, green-branding) and consumer-buying-behavior.

Table 7. Regression Estimation-

Direct Effect			<i>Ustd β</i>	<i>SE</i>	<i>CR</i>	<i>P</i>
Green-Ads	Consumer-Buying-Behavior		0.227	0.057	3.97	***
Eco-Labeling	Consumer-Buying-Behavior		0.130	0.036	3.62	***
Green-Branding	Consumer-Buying-Behavior		0.232	0.049	4.69	***
Indirect Effect			<i>Ustd β</i>	<i>SE</i>	<i>CR</i>	<i>p</i>
Green-Ads	Environmental-Awareness	CBB	0.049	0.018	2.66	***
Eco-Labeling	Environmental-Awareness	CBB	0.061	0.015	4.14	***
Green-Branding	Environmental-Awareness	CBB	0.042	0.016	2.66	***
Total Effect			<i>Ustd β</i>	<i>SE</i>	<i>CR</i>	<i>P</i>
Green-Ads	Consumer-Buying-Behavior		0.276	0.059	4.70	***
Eco-Labeling	Consumer-Buying-Behavior		0.191	0.035	5.40	***
Green-Branding	Consumer-Buying-Behavior		0.275	0.051	5.41	***



The direct effect of green-marketing determinants i.e. (green-ads, eco-labeling, green-branding) were regressed on

consumer-buying-behavior. The outcome revealed that the green-ads puts has a positive and significant influence on the

consumer-buying-behavior portraying ($\beta=.227, t=3.9, p<.05$). The eco-labeling puts has a positive and significant influence on the consumer-buying-behavior portraying ($\beta=.130, t=3.6, p<.05$). The green-branding puts has a positive and significant influence on the consumer-buying-behavior portraying ($\beta=.232, t=4.6, p<.05$). Secondly, the indirect influence of environmental awareness was regressed and found environmental awareness partially intermediates in an association between green-marketing determinants i.e. (green-ads, eco-labeling, green-branding) and consumer-buying-behavior portraying ($\beta=.049, t=2.6, p<.05$) for green ads ($\beta=.061, t=4.1, p<.05$) and for eco-labeling, ($\beta=.042, t=2.6, p<.05$) for green-branding respectively. The total influence of green-marketing determinants i.e. (green-advertising, eco-labeling, green-branding) were regressed on consumer-buying-behavior and result depicted that the green-ads puts has a positive and significant influence on the consumer-buying-behavior portraying ($\beta=.276, t=4.7, p<.05$). The eco-labeling puts has a positive and significant influence on the consumer-buying-behavior portraying ($\beta=.191, t=5.4, p<.05$) and the green-branding puts has a positive and significant influence on the consumer-buying-behavior portraying ($\beta=.275, t=5.4, p<.05$).

Discussion

The statistical result revealed that the relationship between green marketing determinants i.e. (green-advertising, eco-labeling, green-branding), environmental awareness and consumer-buying-behavior is significant to each other. The green-advertisements has significantly put influence on the consumer-buying-behavior. The result was matched with (Felix & Braunsberger, 2016) as buying goods shows that the buyer feels

responsible for the environment. The results suggest that customers with optimistic attitudes towards green ads are likely to encourage a more positive behaviour and have a greater intention to purchase goods. The eco-labeling has significant influence on the consumer-buying-behavior portraying the value. The result was matched with (Chen & Peng, 2012) as during the decision-making process in the procurement of goods and in their green purchasing actions, eco-label and eco-brand products act as a guide to customer awareness of green brands. The green-branding has significantly put influence on the consumer-buying-behavior. The result was matched with (Huang et al., 2014; Norazah, 2013) as the positive impact of the positioning of the green brand is that the buying of green goods would be viewed as a required thing by customers. In this context, good positioning of the green brand can be seen as a benefit for marketers to differentiate their goods from available rivals, giving the perception that they are distinguishable, thus generating more demand and increasing the desire of customers to buy more green products. The environmental awareness has significantly put influence on the consumer-buying-behavior. The result was matched with (Babaogul and Ozgun, 2008; Aslan, 2007) as an ecologist who has understood his/her self-efficacy toward environmental degradation and how he/she has a sense of duty in his/her use of resources with respect to future generations and the whole of humanity. The indirect influence of environmental awareness was regressed and found environmental awareness partially intermediates in an association between green-marketing facets i.e. (green-ads, eco-labeling, green-branding) and consumer-buying-behavior.

Conclusion

The study concluded that the creation of an efficient green product and marketing strategy is extremely essential for marketers, which can contribute to higher profits and customer patronage. The business will gain the consumer's respect and loyalty in exchange. The advertisers must, use eco-labeling as one of their marketing tactics and to provide the eco-labelled items in the store with sufficient shelf space to ensure the availability of eco-labelled products. Managers should ensure that simple understanding and comprehension of the symbols or signs or environment used as eco-label is well simplified for customers. Different advertising media should be made available and open to the public, as customers in rural areas have limited means of communication. Moreover, the companies should ensure that the product truly represents what they represent in the advertising so that customers post product use experience would be optimistic to continue with the product or service. In order to preserve and develop the quality of packaging, technological changes are required. The solidity of any ecological content used to produce packaging must be ensured. The strength of the substance is directly related to the ability to protect and avoid pollution and harm during transport. Manufacturers should note that instead of choosing a solid traditional packaging, buyers will definitely not repurchase goods packaged with low-quality materials with added green advantage.

Recommendations

The creation of an efficient green product and marketing strategy is extremely essential for marketers, which can contribute to higher profits and customer patronage. The business will gain the consumer's respect and loyalty in

exchange. For better execution of Green Marketing practice inside organization, it's best to be honest with yourself and your workers from which your materials, equipment and staff. And if you feel that your values are contradicted by facts, don't omit it. Recognize it, warn the workers of the discrepancies, and actually try to correct it. In the process of becoming radically transparent, you'll win both their respect and loyalty. It is highly recommended for advertisers, use eco-labeling as one of their marketing tactics and to provide the eco-labelled items in the store with sufficient shelf space to ensure the availability of eco-labelled products. The presentation of eco-labelled goods in supermarkets will attract customer attention or interest, and this interest can be changed to buying by other instruments (e.g. accurate communication and pricing strategies). While shelf space does not have a large enough impact compared to eco-motivation, it can be considered by marketers for the company's future growth. Thus, exhibits, workshops and advertisements of eco-labelled goods will play a critical role. These elements contribute to interest in the production of eco-labelled goods.

Theoretical Implication

The study discusses the different factors affecting green purchases and presents potential explanations for the observed inconsistency in the conduct of green purchases. In addition, it offers a detailed view of current literature as it is based on the findings of different studies previously performed. It introduces key constructs that in future studies can be considered independent variables to examine their effect on consumer-buying behavior (dependent variable) of green goods. In this paper, the identification of various factors (drivers and barriers) was done on the basis of the results of multiple

studies performed in different contexts and cultures, and in future research, the suitability of these factors should be empirically tested. Researchers may also suggest various frameworks and models based on their own observations, taking as a basis the findings of the current research. Theoretically, this study give detailed knowledge of the green-marketing facets i.e. (green-ads, eco-labeling, green-branding) and environmental awareness/awareness and consumer-buying-behavior of green-products in Pakistan.

Limitation

First the study, including consumers from Pakistan, was carried out from a cross-sectional perspective. In Pakistan as a whole, it would also be interesting to enact it and compare the outcomes to counter cultural and economic disparities. Secondly, to measure green marketing and consumer-buying conduct, self-

assessment or valuation steps have been taken. Therefore more effort is needed to analyze the background of green ads that affect the intention to purchase objectively and empirically. Third, the findings are limited to factual and empirical generalizability, as the researchers did not use all the statistics when analyzing and assembling the dissertation.

Forthcoming Area

In the future, the researcher will minimize the weaknesses of contemporary research, i.e. the analysis will be performed on the longitudinal foundation in Pakistan as a whole to examine the persuasion of green-marketing on CBB. Second, in order to objectively and empirically determine the antecedents of green-marketing, the forthcoming research will concentrate more on the green-marketing and green-environment dimension. Finally, the investigator can minimize the problems of factual and analytical generalizability in the future.

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