Exploring the Key Drivers of Green Marketing: Factors Influencing Consumer Behavior

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Abstract: *Globalization is progressively interconnecting the world, resulting in an ever-increased trade, economic and cultural exchange while also bringing in environmental problems negatively affecting mankind. Consumers and manufacturers are both becoming increasingly sensitive towards the need to switch to more eco-friendly alternatives. Marketers and policymakers cannot remain unresponsive to the environmental awareness that is shaping consumer buying behaviour. Green marketing offers customers eco-friendly products through various strategies implemented by organizations. Companies are adopting green policies in their product, pricing, distribution and promotional activities, termed 'green marketing' strategies. The current study examines how respondents' attitudes towards green marketing are impacted by means of environmental awareness level. The study also examined how respondent's attitudes towards green marketing and environmental awareness influenced their desire to make sustainable purchases. The route model study provides statistical evidence those respondents attitudes towards the Green Market are positively impacted by environmental awareness. The study also confirms those respondents' attitudes towards green marketing and environmental awareness is beneficial to create impact on customer's intentions to purchase sustainable products.*

Keywords: *Green Marketing, environmental awareness, green purchase, measurement model and path model*

Introduction

Globalization is progressively interconnecting the world, resulting in an ever-increased trade, and economic and cultural exchange. Production of goods and services has increased manifolds as a result of globalization, while it has also brought a lot of environmental problems that are negatively affecting mankind (Boztepe, 2017). As a result, consumers and manufacturers are both becoming increasingly sensitive towards the need to switch to more eco-friendly alternatives. Consumers are becoming aware of these negativities and as a result, preferring to use environmentally friendly products over conventional products. Marketers and policymakers cannot remain unresponsive to the environmental awareness that is shaping consumer buying behaviour. Several international organizations and NGOs are widely discussing these negative impacts on different platforms (Mahmoud et al., 2017).

The environmental impact of manufacturing activities can be reduced by designing and producing sustainable products and services thus promoting cleaner production. Marketing forms the base of this development subsequently marketing research efforts are essential to delineate product concepts and design. Marketing also plays a crucial role since it plays a fundamental role in identifying or creating a market (Rex & Baumann, 2007). Marketing is essential to communicate with customers and intensification their awareness towards eco-friendly products and the benefits of sustainable consumption. By implementing green marketing, marketers can share the benefits of using green products (e.g., effect on the environment, society, health, and future) with consumers, thus facilitating their shift from intention to actual purchase (Litvine & Wüstenhagen, 2011). Green marketing offers customers eco-friendly products through various strategies implemented by organizations. Thus, green marketing offers more protection to the environment as compared to general marketing techniques (Gail, 2010).

Theoretical Background

Environmental Awareness:

Environmental awareness and concern positively impact consumers' green purchase intention, with green marketing practices playing a moderating role. However, consumers' purchase choices are not significantly subjective by environmental awareness when unsure about claims made by green product manufacturers (Haq et al., 2021). Environmental awareness supports the relationship between green marketing initiatives and purchase intention, with environmentally aware consumers more likely to purchase green products. The market is expanding due to increased environmental awareness and concern. Social media campaigns can further enhance environmental awareness, as consumers showing increased concern for environmental degradation display a positive green purchase intention. Environmental awareness and knowledge are essential for influencing customers' attitudes and behaviour towards green products.(Abdolvand et al.,2016)

Attitude towards Green Marketing:

Customers are more likely to purchase green products if the price and quality are competitive. Environmental knowledge, altruism, and social influence significantly influence consumer attitudes, which in turn affect green purchase behaviour. Prosocial attitudes, which involve empathy towards others and a focus on their well-being, directly influence green consumption values (Do Paco et al., 2019). Green consumption value, which evaluates self-purchase and consumption behaviour to identify environmental protection, directly and indirectly, influences green brand attitude. Eco-label knowledge positively impacts consumer green attitude, which in turn affects green purchasing behaviour. Green awareness, consciousness, environmental concern, and situational factors like product availability, accessibility, and socioeconomic status also positively influence attitude (Sharma 2021).

Green Purchase Intention:

Purchase intention refers to a consumer's future intention to buy a product or service. Positive purchase intention drives consumers to buy, while negative intention restricts their purchase. Factors influencing green purchasing decisions include product quality, transparency, ingredients, eco-labelling, and user-friendliness (Tseng & Hung, 2013). Green purchase intention is the preference for eco-friendly products over conventional ones. Attitude, subjective norms, and perceived behavioural control positively impact green purchase intention. Consumer willingness to buy green is a significant predictor of green purchase intention. Green product attributes like low environmental impact and cruelty-free products are crucial drivers of purchase intention at low prices. (Schuitema & De Groot, 2015)

Objective of study

1. To analyse **environmental awareness** positively affects **attitudes toward green marketing.**
2. To examine the direct impact of **environmental awareness** on **green purchase intention.**
3. To study the influence of **attitudes toward green marketing** on **green purchase intention.**

Hypothesis of study

H1: The environmental awareness positively affect attitude towards Green Marketing.

H2: The environmental awareness positively affect green purchase intention.

H3: The attitude towards Green Marketing positively affect cream purchase intention

Research Methodology

The cause and effect research methodology approach has been implemented to achieve the state objective of this research. Initially, the observed variable has been analyzed and validated through secondary data analytics. Later the measurement model runs the help of an AMOS. Three latent variables were considered to test the measurement model newly, environmental awareness attitude towards green marketing and green purchase intention. Later the path model was texted in which the research observed the effect of environmental awareness and attitude towards Green Marketing on green purchase intention. The 260 sample data were used to run the dimension model and path model. The dimension model's validity and reliability statistics are also confirmed by critical reliability (CV), Average Variance Extracted (AVE) and Maximum Shared Variance (MSV). The following assumptions have been made based on secondary Data Analytics.

Data Analysis and Findings

Structural equation modeling's (SEM) measurement model analysis and path model analysis were used to perform data analysis.

Measurement Model Statistics

Table: 1. Measurement Model with Factor Loadings

Unobserved Variables	Observed Variables	Code	Standardized Regression Weights
Environmental Awareness (based on Kaiser et al., 2003 and Bertell et al., 1995)	I am aware of the influence that human activities have on the environment.	EA3	.844
	I understand how my actions contribute to environmental problems.	EA2	.876
	I actively seek information about environmental issues such as climate change, pollution, and deforestation.	EA1	.852
	I feel concerned about the future of the environment.	EA4	.862

Attitude towards Green Marketing Chan, 2001; Peattie 2001)	I believe that companies should promote their environmental efforts through marketing.	AGM4	.870
	I trust eco-friendly claims made by companies.	AGM3	.868
	I am expected to buy from firms that market their products as environmentally friendly.	AGM2	.859
	I think green marketing is a real way for firms to promote sustainability.	AGM1	.880
Green Purchase Intention (Ajzen, 1991; Chen, 2009):	I intend to purchase ecologically sociable products in the future."	GPI4	.854
	I am willing to pay more for environmentally friendly products.	GPI3	.891
	When shopping, I often consider the environmental effect of the products.	GPI2	.880
	I plan to buy green goods, even if they are priced higher than non-green products.	GPI5	.886
	I would prefer to purchase eco-friendly products over conventional ones.	GPI1	.886
N = 260, CMIN = 68.465, DF = 62, CMIN/DF = 1.104, GFI = .964, AGFI = .947, PGFI = .657, NFI = .977, RFI = .971, IFI = .998 TLI = .997, CFI = .998, RMSEA = .020			

Source: Field Survey

The above table shows the output of the measuring model analysis. It has been observed that the factor loadings for the measurement model lie between .844 to .891. The factor loadings for Environmental Awareness are between .844 to .876 and for Attitude towards Green Marketing is .859 to .880. The factor loadings for Green Purchase Intention are .854 to .891. All the unobserved variables factor loadings are greater than .800 which indicates good factor loadings.

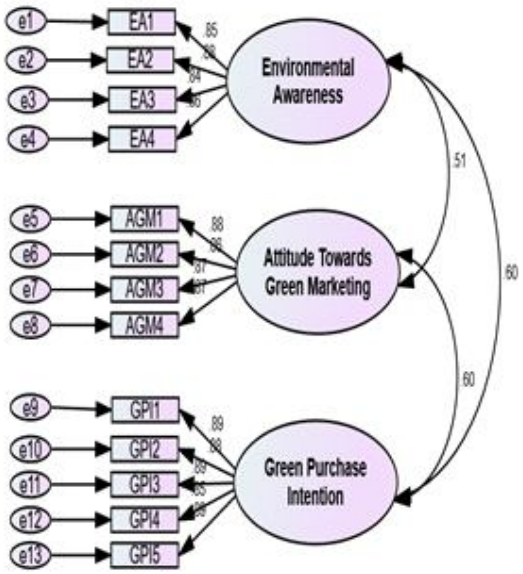

Figure 1: Measurement Model (Structural Equation Modeling)

CMIN/DF is 1.104, the values is well below the accepted level, indicating a good model fit. A GFI (Goodness of Fit Index) value above 0.90 suggests a good fit for the model. AGFI (Adjusted Goodness of Fit Index) value above 0.90 is considered acceptable, meaning the model fits well. PGFI (Parsimonious Goodness of Fit Index) values above 0.50 indicate that the model is parsimonious, meaning it achieves a good fit without unnecessary complexity.

NFI (Normed Fit Index) and RFI (Relative Fit Index), both indices compare the proposed model to a null model. Values above 0.90 suggest a good model fit, and since both values are near 1.0, this indicates an excellent fit. IFI (Incremental Fit Index) and TLI (Tucker-Lewis Index), both indices should be e"0.90 for a good fit. Since these values are close to 1, the model demonstrates excellent incremental fit. CFI (Comparative Fit Index) values above 0.95 indicate a very good fit, and 0.998 suggests an almost perfect fit. RMSEA (Root Mean Square Error of Approximation) is 0.020 is outstanding, meaning the model has a minimal error. The measurement model exhibits excellent fit across all indices. Reliability and validity are well-supported. The model is parsimonious, meaning it is neither too simple nor overly complex. The error (RMSEA) is very low, indicating minimal discrepancies between the model and actual data. The measurement model is well-fitted and statistically sound.

Table 2: Measurement Model Validity and Reliability

	CR	**AVE**	**MSV**	**MaxR(H)**	Attitude towards Green Marketing	Environmental Awareness	Green Purchase Intention
Attitude towards Green Marketing	0.925	0.756	0.360	0.925	**0.869**		
Environmental Awareness	0.918	0.737	0.365	0.919	0.506	**0.859**	
Green Purchase Intention	0.945	0.774	0.365	0.945	0.600	0.604	**0.879**

The table presents the measurement model's validity and reliability statistics using the following indicators: CR (Composite Reliability) – Measures internal consistency reliability. AVE (Average Variance Extracted) – Assesses convergent validity. MSV (Maximum Shared Variance)– Checks discriminant validity. MaxR(H) – Another measure of construct reliability.

Reliability is high as (CR & MaxR(H)), all constructs (AGM, EA, and GPI) have CR values above 0.7, indicating high reliability. MaxR(H) values are also high, further confirming reliability. Convergent Validity (AVE) is also high as AVE values for all constructs exceed 0.5, indicating sufficient convergent validity. The Discriminant Validity (MSV & Correlations) is high as MSV values are lower than AVE values, supporting discriminant validity. The diagonal values (bold) in the lower triangle represent the square root of AVE for each construct. Off-diagonal values represent inter-construct correlations. The highest correlation (0.604 between EA and GPI) is lower than their AVE square roots (0.859 and 0.879), supporting discriminant validity. The model shows strong reliability and validity, meaning the constructs AGM, EA, and GPI are well-measured and distinct from one another.

Path Model Analysis

The path model analysis was run to identify the influence of Environmental Awareness on respondents' Attitudes towards Green Marketing. The path model analysis also analyses the influence of Environmental Awareness and respondents Attitude towards Green Marketing on Green Purchase Intention.

Table 3: Path Model Statistics

Path			Estimate	S.E.	C.R.	P
Environmental Awareness	→	Attitude towards Green Marketing	.506	.071	7.806	***
Environmental Awareness	→	Green Purchase Intention	.405	.070	6.365	***
Attitude towards Green Marketing	→	Green Purchase Intention	.395	.064	6.293	***
N = 260, CMIN = 68.465, DF = 62, CMIN/DF = 1.104, GFI = .964, AGFI = .947, PGFI = .657, NFI = .977, RFI = .971, IFI = .998 TLI = .997, CFI = .998, RMSEA = .020						

Source: Field survey

The Environmental Awareness '! Attitude towards Green Marketing shows the Estimate: 0.506, Standard Error value is 0.071, Critical Ratio value is 7.806 and the test value is less than 0.001, which indicates a strong and statistically significant positive relationship exists between environmental awareness and attitude towards green marketing. This suggests that as environmental awareness increases, attitudes towards green marketing improve. The association between Environmental Awareness and Green Purchase Intention shows an Estimate: of 0.405, a Standard Error value is 0.070, a Critical Ratio value is 6.365 and a p-value less than 0.001, which indicates an Environmental awareness also has a significant positive influence on green purchase intention. People who are more ecologically aware are more promising to intend to make sustainable purchases. Considering the impact of Attitude towards Green Marketing on Green Purchase Intention the output is Estimate: 0.395, Standard Error (S.E.): 0.064, Critical Ratio (C.R.): 6.293 and p-value: *** ($p < 0.001$), which indicates that the Attitudes towards green marketing significantly influence green purchase intentions. A more positive attitude towards green marketing leads to a higher likelihood of intending to purchase green products.

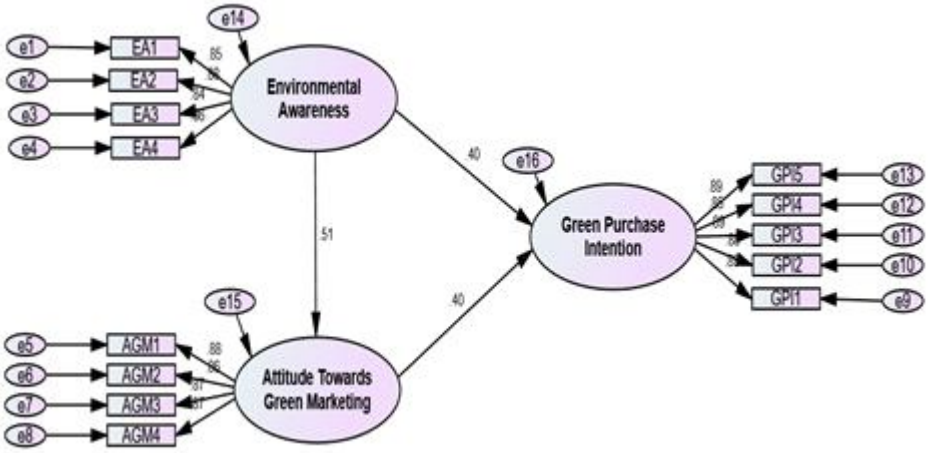

Figure 1: Path Model (Structural Equation Modeling)

All relationships in the model are positive and statistically significant, with p-values less than 0.001. Environmental awareness has both a direct effect on green purchase intention and an indirect effect through attitude towards green marketing. This suggests that companies promoting green marketing should focus on increasing environmental awareness. Attitude towards green

marketing plays a mediating role, meaning it helps explain how environmental awareness influences purchase intention. CMIN/DF is well below the accepted threshold, GFI value above 0.90, AGFI adjusts for model complexity, and a value above 0.90 is considered acceptable, PGFI values above 0.50. NFI and RFI Values above 0.90, IFI and TLI are greater than .90. and CFI values above 0.95. The RMSEA is 0.020. The path model exhibits excellent fit across all indices.

Discussion and Conclusion

The measurement model shows that it's statistically fit considering all model fitting indices. All the values of factor loading are more significant than 0.8 which also indicates the acceptability of the observed variable in the context of the concerned latent variable that is an observed variable. The effect of environmental consciousness on respondents' attitudes towards Green Marketing is greater than the outcome of environmental consciousness and attitudes towards the green market on respondents' intentions to make green purchases.

This study offers a statistically valid measurement scale to assess the variables related to Green Marketing, specifically environmental awareness, attitudes towards green marketing, and intentions for green purchasing. Utilising the path model analysis output, green marketers can develop their marketing strategies, as it has been demonstrated that environmental consciousness has a constructive impact on attitudes towards green marketing and the purpose to make green product purchases.

The research may be limited by its focus on only two variables: environmental awareness and attitude towards Green Marketing, by taking into account additional variables, such as consumer views of Sustainable Marketing, the influence of economic factors on Sustainable Marketing, and the demographic characteristics of consumers, a more comprehensive analysis within the context of Sustainable Marketing may be conducted.

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