

DIRECT AND INDIRECT EFFECT OF GREEN MARKETING ON INTENTION TO BUY GREEN PRODUCTS IN CONSUMERS

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KEYWORDS

Green Marketing, Intentions to buy Green Products, Consumers

CITE THIS ARTICLE:

Ghaffar, M., & Batool, S. (2025). Direct and indirect effect of green marketing on intention to buy green products in consumer. Pakistan Journal of Positive Psychology, 2(3), 1-9.

ARTICLE DETAILS:

Received on 03 Jul, 2025

Accepted on 10 Sep, 2025

Published on 25 Sep, 2025

ABSTRACT

Green marketing is a modern form of conducting business through eco-friendly products. The study aimed to investigate the mediating effect of green product awareness between green marketing and intention to buy green products. The study was based on a purposive research technique. Participants comprised of consumers (N=300) approached in the markets situated in Sargodha. Data were collected by using the purposive sampling technique. Three self-report measures, including the Green Marketing Scale, the Attitude Toward Green Product Scale, and the Intention to Buy Green Products Scale. Mediation analysis through PROCESS Macro revealed that green marketing has a positive direct and indirect impact (through attitude towards green products) on consumer purchase intentions to buy green products. The study has implications in positive consumer psychology.

I. INTRODUCTION

Today, the world is endangered by the increasing environmental problems that guide the population towards the consumption of environmental or natural resources, which eventually accelerates the companies with green engine. The customers end up being more responsible towards nature socially that drives them towards saving energy by buying green marked items (Hartmann & Apaolaza-Ibaneous, 2009). Green marketing has resulted from this, indicating a growing demand for environmentally and socially conscious goods and services. A key component of sustainable development, green marketing is a topic that has gained a lot of attention in the modern era. Customers are growing more concerned about the environment and the different worldwide environmental challenges. This essay focuses mostly on the idea, necessity, significance, and difficulties associated with green marketing. The primary focus of the research is on how consumers' overall consumption patterns would have shifted toward green consumption and how their intents to purchase eco-friendly items would evolve through the use of green marketing strategies. Green products, green value, perceived consumer effectiveness, and environmental sustainability are taken into consideration as independent factors to investigate the phenomenon, the concept behind environmental concerns is, as Prakash et al. (2023) highlighted that one of the factors influencing and motivating customers' positive views about change is their environmental concerns.

Green marketing is an emerging concept that has received vast researches. As an example, de Oliveira Lima et al. (2024) posit that green marketing recognizes the requirement of socially responsible consumers and affects their

purchasing conduct by offering them green products. The general meaning of this definition is that they focus on the environmental knowledge and the effect of green marketing on consumer purchasing behavior which is the prime focus of this research. The awareness of green marketing is taking into account as a sense of responsibility to enhance the quality of environment and detecting the needs of the customer and fulfilling those needs (Babu et al., 2024). At this point, the environmental sustainability is worldwide, impacting the people and earth negatively. The traditional energy sources are becoming depleted at an alarming rate. The successful production and promotion of the products cannot be neglected to make the environment sustainable (Huang et al., 2024). Green sources are presumed to be extremely significant elements of offering defense to the earth. The behavior of the consumer is shifting at a fast rate and the consumer is inclined towards sustainable green products. The traditional products are replacing the green products because they are advantageous to the environment, culminating into a new green consumerism market. The green marketing trend has been increasing since the previous decades (Chen & Huang 2019). Price should be affordable to attract the buying of green products. Green marketing is selling of products and services using their environmental advantage as the basis of the sale (Kusuma and Asifulla, 2024).

Green marketing provides a solid foundation to affect the consumer purchasing patterns the concept of green marketing which is still in its infantile phase requires further research to fully appreciate the potential of such a significant discipline. Additionally, the research studies that have been conducted on this matter have been done in developed nations, thus, there remains a necessity to comprehend the factors that affect the decision making process of the consumer. This kind of comprehension can be relevant to magnify the outcomes of shaping the consumer purchasing habit (Zhou et al., 2024). In that way, Mahmoud et al. (2017) have noted that this study will be useful in a developing country such as Pakistan where people lack environmental knowledge to learn about the effectiveness of the green marketing activities in influencing consumer buying behavior. In this paper key focus is put on the concept, necessity, significance, and difficulties of green marketing (Armutcu et al., 2024). To acquire knowledge about the importance of Green, different sources of Evidence other than books, journals, websites and newspapers will be required in collecting the information. The paper targets the formulation of the principal causes of green marketing. The study is mostly operating on how the intentions of the consumers buying the eco-friendly products would shift upon utilization of green marketing techniques and how the overall consumption pattern of the consumer would have been shifted to green consumption. A green purchase intention is termed as the mediating variable but the green concern is the mediating variable. The following hypotheses were formulated;

1. Green marketing has direct effect to attitude toward green products.
2. Green marketing has direct effect on intention to buy green products.
3. Attitude toward green product has direct effect on intention to buy green products.
4. Green marketing has indirect effect on intention to buy green product.

II. METHOD

Participants

The sample of consumer of green products ($N = 300$) in this study ranged in age from 23 to 45 years ($M = 29.50$, $SD = 5.75$) was gathered from various organizations, stores, shopping centres, businesses engaged in interior design, or businesses offering green items in the markets situated in Sargodha. Sample size was adequate according to recommendation of Lotfi and Saghiri's (2018).

Measures

The data was collected through the following questionnaire. [1] Green Marketing Scale (GMS). This instrument for measuring was created by (Lotfi & Saghiri, 2018) and green marketing is a valid scale to assess how green marketing affects consumers' intentions to purchase green products as well as their attitudes toward them (Maryam et al., 2018). There are fifteen items on this scale. GMS is a positive outcome measure that combines awareness of and intention to purchase environmentally friendly goods. Based on five items, this scale has five response categories: Strongly Disagree (1), Disagree (2), Somewhat Agree (3), Neutral (4), Strongly Agree (5). Items on this scale said things like, "My concern for the environment influences my purchasing habits." The overall

scale's minimum and maximum scores are 5 to 25. Lower and higher scores on the scale are understood as indicating a particular level of intention to use green products, and vice versa. GMS's alpha coefficient is .722. The author found that the scale's construct validity and factorial validity were steady. [2] Consumer's Green Product Awareness Scale (CGPAS). The development of green consumer purchasing behavior is influenced by the consumer's awareness of the green product (Ansu-Mensah et al., 2021). Therefore, the goal of green marketing is to enlighten consumers and provide them more options for adopting a green lifestyle. Strongly Disagree = 1, Disagree = 2, Somewhat Agree = 3, Neutral = 4, and Strongly Agree = 5 are the response categories for the five items on the scale. The scale item said, "Green marketing concept exists for a long time, but not many companies are implementing it." The overall scale's minimum and maximum scores are 5 to 25. The scale's results are interpreted so that lower and higher scores correspond to consumer awareness of green products at lower and higher levels, respectively. The CGPAS alpha coefficient is .722. The author stabilized the scale's concept validity and factorial. [3] Attitude towards Green Products Scale (AGPS). Regarding green products, one's attitude can be defined as either positive or negative, depending on how much one thinks consumers should want to hear about green marketing. The measurement system created by (Khaola et al., 2014). Ten items on the scale indicate people's attitudes about green marketing. Response choices include Strongly Disagree = 1, Disagree = 2, Somewhat Agree = 3, Neutral = 4, and Strongly Agree = 5. "I know where the eco-friendly displays are located in any supermarket?" was the scale item. This scale gauges a person's attitude toward eco-friendly goods. On the total scale, the minimum and maximum scores are 10 to 45. The scale's results are interpreted so that lower and higher scores indicate, respectively, a lower and higher level of consumer awareness of green products. The AGPS alpha coefficient. The author stabilized the scale's concept validity and factorial.

Procedure

Customers who purchased environmentally friendly products were found by going to malls or businesses that developed or sold environmentally friendly goods, and they were asked to take part in the research. The information was gathered from both customers and green product marketers. In order to collect data, the researcher personally addressed the participants. Data was also gathered from consumer of green products. The participants were informed about the nature, purpose, and objective of the study for the purpose of repository construction, and they were asked to share information on questionnaires. If the customer encountered any difficulties completing the scale, the researcher provided guidance. Following scale completion, the customer was thanked by the researcher for giving up their time to participate in the study without receiving any payment. Only participants who fulfilled the inclusion criterion and were involved in the data collection process were asked a question concerning the inclusion criteria. Participant excuses that were declined were accepted. The willing participants were informed of the study's aims. It was made very clear that the data would be used only for research purposes and would stay private. Additionally, they were informed that they could remove their information at any time. even after the scaling has been completed. Informed consent forms were given to the participants to sign. The researcher offers methodical guidance on completing the scale. Although there was no time limit on the study, individuals had to complete the scale in 25–30 minutes. Participants' responses were generally positive and showed interest in the study. Following scale completion, the researcher looked over the scales to find any questions that were double-rated or incomplete. The researcher expressed gratitude to the voluntary participants for their contributions and for any material advantages they may have received. Following ethical principles recommended by American Psychological Association were followed while conducting the present study. Firstly, anonymity of the identity of research participants (consumer of green products) were ensured thus whole designing the personal or demographic information sheet, the mentioning of name was kept optional and it will be left on the discretion of the participant to either disclose their identifying information. Secondly, confidentiality of the information provided by participants (consumer of green products) were ensured and the obtained data on questionnaire was kept lock and key will never be shared with anyone else. Thirdly written informed consent were obtained from the participants (consumer of the green products). Fifthly the present study was involving no physical psychological, or social risk for consumers of green products. Sixthly, it was a deception free research and the purpose and objectives of the study was clearly communicated to research participants (consumers of green products). Information about the study were neither hid nor manipulated.

III. RESULTS

The study aimed to examine Effect of Green Marketing on Intention to Buy Green Products in Consumers. Mediation analysis was carried out through PROCESS Macro 4.2.

Table 2: Frequency and Percentage of the Participants

Demographics Variables	<i>n</i>	%
Gender		
Boys / Men	177	59
Girls / Women	123	41
Education		
FA / F. Sc.	97	32.3
BA / BSc	118	39.3
MA / MSc	85	28.3
Age		
17 to 25 Years	92	30.7
26 to 40 Years	208	69.3

Table 2: Psychometric Properties, Pearson Correlation and Normality Statistics of Variables

Scales	<i>M</i>	<i>SD</i>	Range	1	2	3
Green Marketing Scale	12.62	2.83	5-20	(.74)	.23***	.54***
Attitude Toward Green Product Scale	22.89	5.47	10-43		(.74)	.18**
Intention to Buy Green Products Scale	12.99	3.01	5-20			(.79)
Skewness				-0.10	-0.16	-0.05
Kurtosis				-0.16	-0.34	-0.54

Note. Alpha coefficients are given in diagonals.

** $p < .01$. *** $p < .001$.

Green marketing and attitudes toward green products were among the predictor factors that explained the R^2 of 0.42. The intention to purchase green products varies by 4% ($F(2-297) = 108.89$, $p < .143$). The results showed that intention to purchase green items was positively influenced by attitude toward green products ($B = .27$, $p < .0001$) and green marketing ($B = .37$, $p < .0001$). Green marketing influences consumers' intentions to purchase green products indirectly in addition to directly.

Table 3: Direct and Indirect Effect of Green Marketing on Intention to Buy Green Products

Effects	Paths	Predictors	<i>B</i>	<i>SE</i>	<i>t</i>	<i>p</i>	95%CI [<i>LL</i> , <i>UL</i>]	<i>R</i> ²	Outcomes
Direct effect	Green marketing→ Attitude toward Green product	Constant	20.56	1.39	14.85	.000	[17.84, 0.21]	0.52	Attitude toward green product
		Green marketing	0.43	0.10	4.03	.000	[23.29, 0.63]		
	Green marketing→ intention toward green product	Constant	1.19	0.81	1.46	.143	[-0.41, 0.28]	0.42	Intention toward green product
		Green marketing	0.37	0.05	7.70	.000	[2.80, 0.47]		
	Attitude toward green product→ intention toward green product	Attitude toward green product	0.27	0.02	10.49	.000	[0.22, 0.32]		
Indirect effect	Green marketing→ Attitude toward Green product→ intention toward green product		0.12	0.03	7.70	.000	[0.05, 0.16]		Intention toward green product

Table 3 shows that impact of green marketing on attitude toward green products. The R^2 0.52 revealed that the predictor variable explained .5% variance in the outcome variable with $F(1-298) = 16.29$, $p < .0001$. The finding revealed green marketing on attitude toward green product ($B = .43$, $p < .0001$). The impact of green marketing on intention to buy green products. Green marketing and attitudes toward green products were among the predictor factors that explained the R^2 of 0.42. The intention to purchase green products varies by 4% ($F(2-297) = 108.89$, $p < .143$). The results showed that intention to purchase green items was positively influenced by attitude toward green products ($B = .27$, $p < .0001$) and green marketing ($B = .37$, $p < .0001$). Green marketing influences consumers' intentions to purchase green products indirectly in addition to directly.

IV. DISCUSSION

The aim of the present study is to examine the moderating role of green product awareness while the mediating role of attitude toward green product between green marketing and intention to buy green products. The construct validity, normality and reliability are ensured of all the scales. Of all the scales, alpha coefficient ranged from .74 to .82 ($\geq .70$) which demonstrated that all the scale that used in the research were reliable and the values of skewness (-0.01 to 0.21) and kurtosis (0.04 to -0.52) of all scales was computed and their values were less than +1 and -1, showing that data was normally distributed. The construct validity was computed through correlations in the variables. The correlation coefficients revealed that all variables have theoretically in-line correlations.

The first hypothesis “Green marketing has direct effect to attitude toward green products” The idea that attitude toward green product is influenced by green marketing validated in the current investigation wide variety of actions, such as altering the product, packaging, promotion and the production method are discussed in the conclusion and using the idea of the green marketing campaign helps to organizations to overcome the competitors has been around since American Marketing Association's first ecological marketing workshop was held in 1975 (Ken, 2004). Manufacturer should concentrate making their products that differentiate from the other competitors and they should also satisfy with ecological needs and their customer satisfaction and the benefit of the competitor (Chang & Fong, 2010). In response to increasing the requirements of environmentally friendly products/ goods, to showing the consumer positive corporate image and social responsibility organizations should establish the green marketing strategies. However, the organizations “promise greater environmental benefit than they provide,” consumer may perceive green marketing as “green washing” (Dahl, 2010). Consumer concern over environmental issues is a global issue that influences people to drastically alter their lifestyles in order to live more sustainably. These studies demonstrate that sustaining product quality would result in customer loyalty and happiness, which would raise the degree of consumer buy intention (Kotler et al., 2005). In the context of environmentalism and global environmental regulations, businesses shouldn't limit their attention to incorporating eco-friendly aspects into their products. Green products, sometimes referred to as eco-friendly or environmentally friendly items, are those that don't hurt the environment or people. Customers are willing to pay more for environmentally friendly products due to their concerns.

The second hypothesis “Green marketing has direct effect on intention to buy green products.” It is important to mention that the majority of the stimulus for more green products originates in consumer demand for companies to switch to less environmentally harmful production development (Lin & Huang, 2012). Consumer awareness towards green product has direct on intention to buy green products not supported in the present study. Customers' attitudes toward environmental issues have shifted as a result of their increased awareness of the harmful effects of the decisions and behaviors they make about their consumption, which has increased their environmental consciousness (White et al., 2019). However, even though Ottman (1994) identified and highlighted the conscious consumers which indicates that even if people have a positive attitude about buying green items, they may not necessarily have the intention to do so (Parkinson et al., 2018). This led to the realization that the availability of green products does not guarantee that consumers will select them; rather, it only expands their selection (Narula & Desore, 2016) and other variables that may affect consumers when they are making purchases, which must be better understood, The Theory of Planned Behavior, which is based on people's perceptions of the potential outcomes of the purchase, supports research on consumers' buying intentions by analysing the antecedents that may have an impact on it (Ajzen, 2015; Parkinson et al., 2018).

The third and fourth hypotheses “Attitude toward green product has direct effect on intention to buy green products.” and “Green marketing has indirect effect on intention to buy green product.” Green marketing and the intention to purchase green products are moderated by consumer awareness of green items. People often have a negative perception of sustainable product choices which they believe to be more expensive, low-quality, and inexpensive. Marketing researchers in the past few years have identified the puzzle gap between consumer sentiments regarding their environment and green purchasing behavior. Indicatively, in cases where the customers

valued power of a car cleaner, they could not prefer sustainable alternatives. The disparity in green purchases (Carrington et al., 2014). Despite customers' growing concern over environmental degradation and their increased inclination to buy eco-friendly products, empirical data indicates that environmentally conscious consumers, according to the European Commission (2013), 95% of Europeans concur that buying green products is "the right thing to do," and 89% of them think that doing so can have an impact on the environment. Nevertheless, the market share of green products is still quite small (about 1-6 percent; Nilsson, 2013), and the actual demand for green products falls short of consumers' attitude forecasts. For both societies at large and manufacturers of green products, this gap in green purchasing is a pertinent matter. Producers of green products find that the actual demand of green products is far less than projected attitudes of consumers and they can use traditional practices in terms of market research (Su & Ellis, 2005). Some of these barriers (e.g., the purchase of green products can be extremely expensive, both monetarily and non-monetarily) that make it impossible to make the step of Walking your talk among environmentally conscious consumers have been explored in a variety of more recent studies discussing cognitive and rational factors of the green purchasing gap. The phenomenon restricts the supply of green products in a market and consequent propagation of more environment-friendly consumption patterns in the society (Cherrier, 2012; Gleim et al., 2013).

V. CONCLUSION

The research paper under consideration looks at both the immediate and indirect impacts of green marketing on the purchase intentions of consumers of green products and moderating effects of Green product awareness. The proposed objective of the research is to investigate whether green marketing has any relevance to the increasing popularity of green products that are environmentally friendly in markets. The main concern of the study is how the general consumption patterns of consumers would change to green consumption and how their purchasing intentions with regards to green products would change utilizing green marketing strategies that in fact sharpen consumer positive attitude towards green products. Green products are also known as eco-friendly or environmentally friendly products, are those products that do not harm people or the environment. Due to their environmental concern, consumers will be willing to purchase green products provided that an effective awareness is created among the consumers. In response to the growing demand for green consumption, businesses are developing green marketing techniques to demonstrate to customers their social responsibility in terms of shopping for green products. These days, promoting eco-friendly or green products is one of the main strategies used by businesses to gain market share. People's attitudes toward eco-friendly products are positive. The study clarified a number of variables that affect consumers' purchasing intentions for green products. However, attitude towards green products was the superlative predictor.

Disclosure Statement

No potential conflict of interest was reported by the authors.

Funding

The author received no funding from any organizations.

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