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THE IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE INTENTION

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ABSTRACT

Environmental sustainability has emerged as a major global political concern and a key force behind innovation in recent years. As customers' interest in eco-friendly items increases, green product firms are expanding quickly. This study examines how environmental information influences the link between green marketing's effect on consumers' purchase intentions. Marketers and businesses may create successful sustainability-focused marketing strategies by knowing how consumers' environmental awareness affects how they react to green marketing. It's unclear how green marketing and environmental information affect consumers' intentions to buy. This study looks at how consumers' purchasing intentions are impacted by environmental information and green marketing. Using a quantitative research approach, the study gathered information from 251 green product users.

The findings indicate that green purchasing intention (GPI) is positively and significantly impacted by social influence, perceived green control, environmental concern, and subjective norms. Furthermore, the findings show that the association between GPI and GPB is moderated by environmental knowledge. By examining the relationship between environmental awareness, green marketing, and consumer purchase intention, this study offers useful insights for green marketers and businesses. In order to assist marketers better understand sustainability-focused marketing, it looks at the intricate link between green marketing, environmental awareness, and consumer behavior.

1. Introduction

Launches of environmentally friendly products have been prompted by consumer awareness of sustainability and climate change. Businesses adopted green marketing as a result of the practice to highlight the environmental advantages of their products (Cherian et al., 2012; Kar et al., 2022). Morality is used in green marketing to change customer behavior (Dangelico et al., 2017). Green marketing promotes sustainable materials, energy efficiency, and packaging recycling (Machová et al., 2022). The objective is to draw in environmentally conscious customers and sway their purchases by highlighting the environmental advantages of the product (Giantari et al., 2021). However, the impact of green marketing on consumer purchase intention is determined by environmental consciousness and green concern (Nekmahmud et al., 2022). Consumer preferences for eco-friendly goods and procedures have changed as environmental concerns and sustainability awareness have increased.

Companies use "green marketing" to highlight their products' environmental benefits (Cherian et al., 2012; Kar et al., 2022). Green marketing uses moral and ethical principles to influence customer behavior (Dangelico et al., 2017). Customers are increasingly seeking products and services that reflect their values and environmental conscience, as climate change and sustainability become more essential. Customer behavior is driving the rise of "green marketing," which includes energy efficiency, recycling packaging, and sustainable materials. Stressing a product's environmental benefits appeals to environmentally concerned customers and influences their purchasing decisions. Giantari et al. (2021). Green marketing promotes environmentally friendly products and services to increase sales. However, environmental understanding and concern can limit green marketing's impact on client purchasing intention (Nekmahmud et al., 2022).

Sustainable purchasing has gained social relevance due to environmental concerns, sustainability, and increased consumer knowledge (Sharma et al., 2019). GPB research and customer attitudes towards eco-friendly products can help firms develop sustainable marketing strategies (Carrete et al., 2012; Thøgersen et al., 2012). Emerging economies monitor behavior to promote sustainability, green consumption, and conservation. Green consumers may buy green products to reduce pollution and benefit the environment (Tseng et al., 2021).

Green customers focus long-term benefits for people and the environment, while conventional consumers prioritize personal gain. (White et al. 2019). Environmentally conscious consumers can support green development and global sustainability by purchasing recycled or remanufactured products (Li et al., 2021).

Research on emerging market consumers' GPB focuses on environmental awareness, knowledge, concern, PCE, willingness to pay, lifestyle, susceptibility, and "green attitude" (Kautish, 2019, Paul, Modi & Patel, 2016; Jaiswal and Kant, 2018; Khare, 2015; Sharma et al., 2023; Singh and Gupta, 2012). Few research have explored the impact of environmental awareness and recycling on the GPB of customers in underdeveloped economies (Rana and Paul, 2017). Kumar and Ghodeswar (2015) found that environmental protection, responsible behavior, product engagement, corporate environmental friendliness, and social attractiveness all had a significant impact on green product sales. According to TPB, green purchasing intention is linked to green attitudes and purchases.

According to Joshi et al. (2021), the GPI is critical to environmental sustainability. Customers' purchasing behaviors and attitudes toward green products must change to lessen environmental effect (Rahman et al., 2020). Understanding the GPI (Prakash et al., 2017) can help lessen the negative effects of using more chemicals. Customers become increasingly environmentally concerned by purchasing green products to safeguard themselves against global warming (Yue et al., 2020). Green consumption can help customers combat global warming and raise environmental awareness (Thøgersen & Noblet., 2012). According to Heo and Muralidharan (2019), modern customers view eco-friendly items as a means of protecting the environment.

Businesses must use green production methods to promote their ethical and environmentally friendly practices due to client demand (Fernando et al., 2019). Popularity has made green consumption a top trend in academic and policy debate on consumption's environmental impacts (Rahman et al., 2020). Green marketing supports sustainable or ethical goods and services. Multiple factors can affect customer buying intention. Awareness and understanding of environmental issues and solutions can govern green marketing and purchasing intention (Govender et al., 2016).

2. Literature Review

2.1 Theoretical Background

Human behavior is predicted and analyzed by the theory of planned behavior (TPB) and the theory of reasoned action (TRA) (Ajzen and Fishbein, 1980). According to Madden et al. (1992), information drives rational judgment and conduct in both theories. Ajzen and Fishbein (2018) assert that conduct is guided by concepts, attitudes, and intentions. TRA holds that behavioral intentions are influenced by attitude and subjective norms (Madden et al., 1992).

Humans use volition to make decisions and commit to activities (Zhuang et al., 2021). One crucial psychological function that can be either conscious or habitual is volitional control, or deliberate effort (Linser and Goschke, 2007). According to Ajzen (1991), TPB uses control or regulation to forecast intention and behavior from nonvolitional actions.

According to Ajzen (1985, 1991), the Theory of Planned Behavior (TPB) suggests that purpose drives behavior. TPB investigates attitudes, subjective norms, and perceived behavioural control. Ajzen (1991, 2002) defines attitude as an individual's positive or negative judgment of an action, subjective norm as felt social pressure or acceptance, and performance and control ease (PBC). The classical behavior model occasionally employs the Theory of Planned Behavior (TPB), whereas the TRA incorporates Perceived Behavioral Control. In 1986, Ajzen and Madden analyzed green marketing behavior and intention using TPB and TRA models.

2.2 Social Influence and Green Purchase Intention

The social identity theory (Fontesr et al., 2021) states that a person's choice to be a member of a certain social group shapes their self-concept. It suggests that people's self-descriptions are influenced by both social and personal traits (Wang, 2014). The person makes an effort to emulate the standards and ideals of his or her important organization. The need for self-actualization, social and self-valuation, and making a good impression on one's reference group are only a few of the reasons why having a social connection is essential (Fontesr et al., 2021; Saleem et al., 2021). According to Gifford and Nilsson (2014), social influence is the process by which people modify their attitudes, sentiments, and actions to fit their surroundings or society.

Chen-Yu & Seock (2002) suggest that individuals may adapt their views and activities to fit in with other groups or society. According to Ryan (2001), homophily is a social dynamic where individuals demonstrate similar behaviors to associate with others.

Consumers seek social evidence before adopting new items (Thøgersen & Zhou, 2012), making it an important part of behavior studies.

Literature presents a variety of viewpoints on societal impact. Recent study in industrialized nations with individualistic cultures indicates that social influence has a significant impact on GPB (Costa et al., 2014; Salazar et al., 2013). Research in collectivist cultures (Gasawneh & Al-Adamat, 2020; Chan & Lau, 2001) found that conformity is more essential in these economies, leading to comparable outcomes. The studies focused on well-established products or services. The purchase of these goods or services has become commonplace in society.

Thøgersen & Zhou (2012) found that purchasers in collectivist China were not impacted by social norms during the introduction stage of a phenomena.

This might be attributed to customers' individualistic conduct in collectivist cultures without clear regulations. Yamagishi et al. (2008) pioneered the idea that social norms influence collective cultures.

Few studies have focused on the influence of social norms in collectivist cultures during the early phases of product creation. Organic clothes, currently in its early stages in India (Varshneya et al., 2013), is expected to have comparable consumer behavior and low social effect.

2.3 Environmental Concern and Green Purchase Intention

Green buying intention refers to a person's readiness and intention to purchase sustainable or eco-friendly goods, whereas environmental concern refers to their awareness, care, and obligation for the environment. Initiatives to combat pollution, resource depletion, and global climate change depend on this link (Cruz et al., 2020; Hou, 2020). Consumer perceptions of environmental relevance to the country form the basis of environmental concern (Hartmann et al., 2012). Environmental concern encompasses awareness, attitudes, and emotional reactions to environmental problems such as pollution, climate change, resource depletion, and habitat destruction. This worry might be anything from a broad awareness to a strong emotional attachment to protecting the environment (Schaffrin et al., 2011). "Green purchase intention" refers to a person's readiness and desire to acquire ecologically friendly products and services.

Compared to traditional alternatives, these products are often created, manufactured, and packaged with less environmental effect (Moslehpour et al., 2023; Iqbal, 2023).

2.4 Subjective Norms and Green Purchase Intention

How social expectations impact conduct is explained by subjective norms (Rausch & Kopplin, 2021). Under societal pressure, consumers will either support or reject green products based on their perceived environmental friendliness (Ruangkanjanases et al., 2020). In sustainability research, which examines how people make decisions and how their social environment affects them, subjective standards are an essential variable. Since they indirectly injure other people, environmentally hazardous actions can be avoided in social situations or substituted with more environmentally friendly options (Rausch & Kopplin, 2021).

Previous study has examined how subjective norms impact our purchasing intentions (Park & Lin, 2020). According to Jung et al. (2021), the inclination to buy recycled things was favorably influenced by subjective standards. Kumar et al. (2017) found that subjective standards did not significantly effect customers' intentions to buy eco-friendly goods or shopping behaviors in collectivist societies. According to Rausch and Kopplin (2021), subjective standards have a minor influence on GPI. There is less research on the elements that influence the relationship between perceived norms and intention to buy green.

2.5 Green Perceived Control and Green Purchase Intention

Green Purchase Intention refers to a consumer's desire to purchase eco-friendly or sustainable items, while Green Perceived Control refers to their awareness of how their choices impact the environment. This connection encourages environmentally conscientious customer behavior. Green Perceived Control promotes empowerment and accountability. Consumers who believe their actions benefit the environment have a greater sense of control over their environmental impact. Feeling in charge may impact their greener purchasing decisions.

Complete product environmental impact data is necessary. Environmentally friendly products provide consumers with more control. Consumers that are aware of environmental values tend to make more environmentally conscious purchases, leading to an increase in GPI (Sreen et al., 2018).

The impression of green products' environmental advantages is inextricably linked to Green.

Consumers who feel their purchases benefit the environment are more inclined to choose eco-friendly items. Business influences Green Perceived Control. According to Joshi et al. (2021), emphasizing a product's environmental effect might boost Green Perceived Control and GPI. Green Perceived Control has the potential to influence behavior. Having control over consumption and environmental effect promotes eco-friendly product purchasing. Restrictions such as restricted green product availability, high pricing, or difficult access might negatively impact Green Perceived Control and GPI. Shoppers may avoid green items due to perceived limitations. Social considerations matter. Customers' Green Perceived Control and GPI may rise if they believe their peers or social networks support eco-friendly items and choices. Social norms and influences strengthen collective responsibility.

Green Perceived Control increases with sustainable firms. Seeing companies being environmentally responsible boosts GPI by showing that their purchases matter (Nekmahmud, & Fekete-Farkas, 2020).

2.6 Green Purchase Intention and Green Purchase Behavior

Generally speaking, intention describes a person's readiness or desire to participate in the conduct in question (Han & Kim, 2010; Ajzen, 1985). Accordingly, consumers' inclination to acquire environmentally friendly products or support green substitutes may be characterized as green buying intention (Paul et al., 2016; Chan, 2000). Green buying intentions are driven by two factors, according to Burhanudin and Ferguson (2018): a desire to contribute to environmental betterment and the need to prevent any loss.

Ajzen (2002) The best indicator of conduct and its predecessor was thought to be intention.

Additionally, green behavior is defined as pro-environmental behavior, which denotes a collection of practices that lessen environmental harm by cutting back on waste, conserving water, reducing energy use, and avoiding activities deemed to be climate-damaging (Foster et al., 2022; Latif et al., 2022). Therefore, purchasing ecologically friendly products is referred to as "green purchasing behavior." Punyatoya (2015) discovered that although negative intentions reduce the chance of making a green purchase, positive intentions enhance the likelihood of doing so. Studies have indicated a high correlation between green shopping behavior and intention. (Thøgersen, 2017; Rahmi, 2017; Sharma et al., 2020).

According to other researches, GPB is not caused by the goal to purchase green products (Chan, 2001; Crane, 2000; Wong et al., 1996). Buying ecologically friendly and beneficial items is known as "green purchasing behavior" (Yue et al., 2020). Young consumers may purchase organic food because of health and environmental concerns, and they are encouraged to purchase green products (Yadav & Pathak, 2017). In addition to the advantages of green buying for both people and society as a whole, the study recommended that governments boost environmental literacy and word-of-mouth marketing to encourage green purchasing practices (Nekmahmud & Fekete-Farkas, 2020).

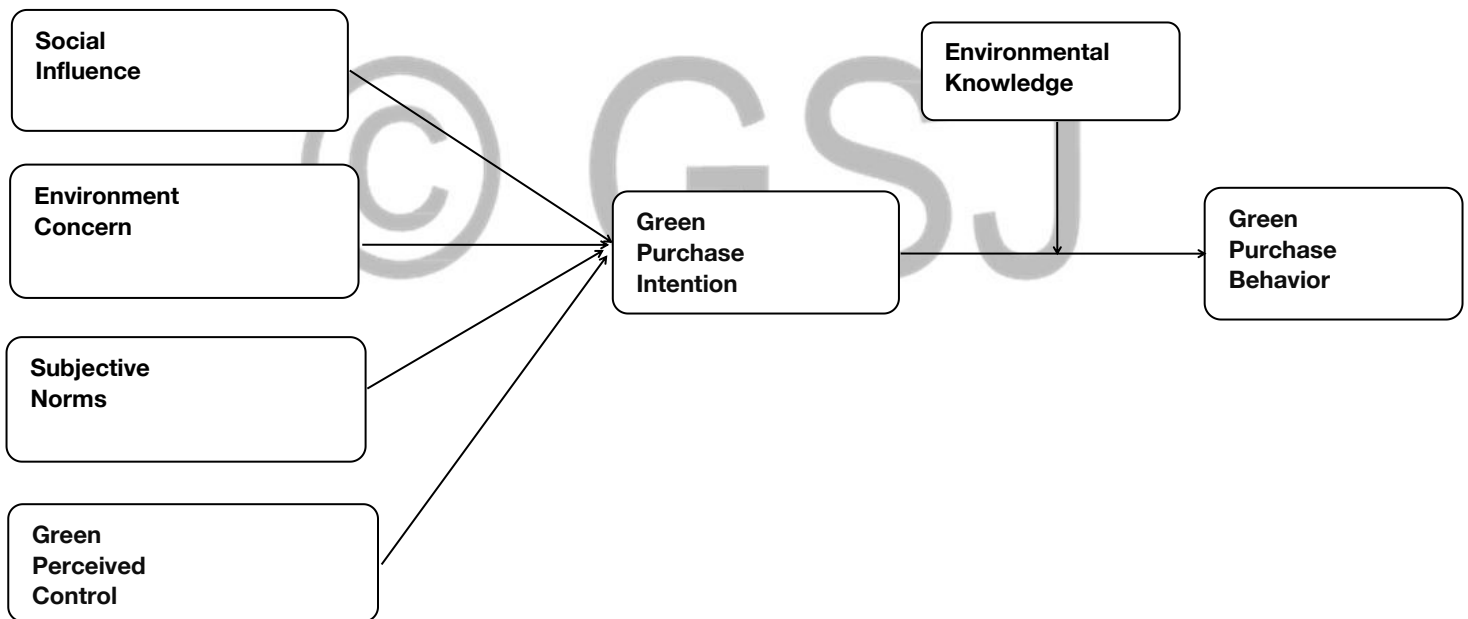
2.7 Environmental Knowledge as a moderator

According to consumers, environmental knowledge is the capacity to identify and evaluate environmental problems associated with human activity and consumption (Haron et al., 2005).

Customers that care about the environment are better able to assess green marketing claims, discern between true environmental commitments and greenwashing, and make more educated judgments about what to buy. However, without properly evaluating the environmental promises made in the advertising, less environmentally concerned customers can respond more favorably to green marketing initiatives (Kumar et al., 2017). Environmental consciousness is a prerequisite for consumer green marketing behavior.

Knowledge of the environment includes knowledge of ecology, sustainability, and the effects of decisions. With this information, consumers can assess green marketing claims and make wise choices. Green marketing and customer purchase intention are moderated by environmental awareness (Hamzah et al., 2021).

Figure No 1: The Conceptual Framework



3. Methodology

3.1 Data Collection and Sampling

The study utilized a structured survey to gather data on Social Influence, Environmental Concern, Subjective Norms, Perceived Green Control, Green Purchase Intention (GPI), GPB, and Green Concern as a moderating variable. To guarantee demographic representation, the survey was administered to 251 different individuals by purposive selection. A Likert scale was used to score statements related to social influence, environmental concern, subjective norms, and perceived green control. These factors were tested for their beneficial impact on GPI and GPB. Green Concern was also investigated as a mediator for Green Purchase Intention and Behavior. To increase clarity and comprehensibility, the survey underwent pilot testing. The data will be evaluated using regression models to identify correlations and moderating effects in environmentally conscious consumer behaviors.

4. Results and Discussion

Table No 1: Respondent Profile

	Individual Characteristics	Frequency	Percentage
Gender	Male	132	52.60%
	Female	119	47.40%
	Total	251	100%
Age	18-25 year	76	30.30%
	26-33 year	53	21.10%
	34-41 year	50	19.90%
	42-49 year	25	10%
	50-57 year	25	10%
	Above 57 years	21	8.40%
	Total	251	100%
Income	25000-50000	68	27.10%
	50001-75000	57	22.70%
	75001-100000	62	24.70%
	100001-125000	39	15.50%
	Above 125000	24	9.60%
	Total	251	100%
Education	Matric/O-level	29	11.60%
	Intermediate/A-level	65	25.90%
	Graduate	82	32.70%
	Master	58	23.10%
	Other	16	6.40%
	Total	251	100%
Occupation	Students	84	33.50%
	Public Sector Employee	48	19.10%
	Private Sector Employee	60	23.90%
	Other	59	23.50%
	Total	251	100%

Table 1 shows the study's respondent profile, which includes gender, age, income, education, and employment. Both perspectives are represented by 52.60% male and 47.40% female respondents. The sample is diverse, with a significant concentration in the 18-25 age group (30.30%) and a gradual decrease in older brackets, indicating a range of life phases. Most people (27.10%) earn between 25,000 and \$50,000, with few earning more. In addition to graduates (32.70%), many people have intermediate or A-level qualifications (25.90%). The population includes 33.50% students, 19.10% public sector employees, 23.90% private sector employees, and 23.50% undetermined employment. This diverse respondent profile enables a study-wide analysis of demographic disparities in answers and behaviors.

Table 2 shows the study's measurement model's factor loadings, internal consistency (Cronbach's alpha), composite reliability (CR), and average variance extracted (AVE) for each.

Table No 2: Measurement model

Construct	Items	loading	Cronbach's alpha	CR	AVE
Social influence	SIQ 1	0.904	0.853	0.911	0.774
	SIQ 2	0.887			
	SIQ 3	0.847			
Environmental Concern	ECQ 1	0.857	0.876	0.915	0.729
	ECQ 2	0.838			
	ECQ 3	0.861			
	ECQ 4	0.858			

Subjective Norms	SNQ 1	0.845	0.863	0.907	0.709
	SNQ 2	0.861			
	SNQ3	0.848			
	SN'Q 4	0.814			
Green Perceived Control	GPCQ 1	0.836	0.871	0.912	0.721
	GPCQ 2	0.839			
	GPCQ 3	0.87			
	GPCQ 4	0.85			
Environmental Knowledge	EKQ 1	0.82	0.871	0.912	0.721
	EKQ 2	0.846			
	EKQ 3	0.864			
	EKQ 4	0.866			
Green Purchase Behavior	GPBQ 1	0.81	0.849	0.898	0.688
	GPBQ 2	0.817			
	GPBQ 3	0.846			
	GPBQ 4	0.845			
Green Purchase Intention	GPIQ 1	0.803	0.859	0.905	0.704
	GPIQ 2	0.868			
	GPIQ 3	0.869			
	GPIQ 4	0.812			

Benchmark values of 0.7 or higher (Henseler et al., 2015) are consistent with the lowest criterion (Hair et al., 2017). The construct of Social Influence is robust, with high factor loadings (SIQ 1: 0.904, SIQ 2: 0.887, SIQ 3: 0.847), indicating substantial item-latent construct links. The Social Influence measure's reliability and convergent validity are demonstrated by its high Cronbach's alpha (0.853), CR (0.911), and AVE. Environmental Concern has strong psychometric properties, with high factor loadings (ECQ 1: 0.857, ECQ 2: 0.838, ECQ 3: 0.861, ECQ 4: 0.858) and internal consistency (Cronbach's alpha: 0.876, CR: 0.915, AVE: 0.729). Subjective Norms, Green Perceived Control, Environmental Knowledge, Green Purchase Behavior, and Green Purchase Intention all have significant factor loadings and are reliable and valid indicators.

4.1 Validity and Reliability Analysis

Table 3. Discriminant validity

Variable	ECQ	EKQ	GPBQ	GPCQ	GPIQ	SIQ	SNQ
ECQ	0.854						
EKQ	0.834	0.849					
GPBQ	0.828	0.871	0.83				
GPCQ	0.855	0.863	0.844	0.849			
GPIQ	0.829	0.828	0.85	0.831	0.839		
SIQ	0.795	0.804	0.821	0.795	0.819	0.88	
SNQ	0.804	0.828	0.817	0.816	0.826	0.822	0.842

Table 3 shows the discriminant validity of research variables using the square root of the average variance extracted (AVE) on the diagonal, as well as correlations below the diagonal. Discriminant validity is necessary for distinguishing between model constructs. The table displays construct correlations below the diagonal and the square root of the AVE for each construct on the diagonal. The square root of the AVE for each construct (diagonal components) exceeds its correlation coefficients with others. Discriminant validity is supported by the fact that each variable's indicators share greater variance than those of other variables. Environmental Concern (ECQ) has discriminant validity, since its correlation with other variables is less than the square root of the AVE.

Table 4. Hypotheses assessment summary

Variable	Original sample	Sample mean	S.D	T statistics	P values
ECQ -> GPIQ	0.244	0.245	0.064	3.819	0.008
Moderator EKQ -> GPBQ	0.532	0.535	0.085	6.248	0.005
GPCQ -> GPIQ	0.238	0.248	0.087	2.721	0.007
GPIQ -> GPBQ	0.408	0.406	0.081	5.04	0.000
SIQ -> GPIQ	0.239	0.235	0.074	3.253	0.001
SNQ -> GPIQ	0.239	0.232	0.081	2.963	0.003
EKQ x GPIQ -> GPBQ	0.002	0.001	0.02	2.103	0.018

4.2 Hypotheses testing

Table 4 summarizes the study's hypothesis assessment, revealing significant correlations between variables. The "Original sample" column shows each hypothesis's estimated coefficients, while the "Sample mean" and "S.D" columns show the sample's mean and standard deviation. The "T statistics" and "P values" columns show the calculated t-values and significance levels, respectively. The study results show significant relationships. Environmental concern affects green buying.

The dependent variables are impacted by the statistically significant relationships between Green Perceived Control (GPCQ) and Green Purchase Intention (GPIQ), GPIQ and Green Purchase Behavior (GPBQ), Social Influence (SIQ) and GPIQ, and Subjective Norms (SNQ) and GPIQ. In summary, the study's correlations are supported by the hypothesis evaluation, which is consistent with theoretical assumptions. These findings highlight the importance of environmental concern, knowledge, perceived control, social influence, and subjective standards in influencing sustainable purchasing intents and behaviors, and they aid in the explanation of green consumer behavior.

4.3 Discussion

Comparing the present study's results to previous ones provides a complete understanding of the variables' changing environment. This study adds to the expanding body of research indicating that social influence, environmental concern, subjective norms, and perceived green control all have a beneficial impact on green purchase intentions. These aspects' consistency across research demonstrates their effectiveness in influencing individuals' environmental responsibility. This study found a substantial correlation between GPI and Green Purchase Behavior (GPB), which aligns with prior research indicating that strong intentions to buy green often result in pro-environmental behavior. Consistency in study enhances the generalizability of the GPI-GPB relationship, indicating a recurring trend in sustainable consumer decision-making. Environmental and demographic variables can influence observed patterns.

Comparing these relationships to previous research may reveal differences in strength and nature between groups or cultures. Changes in consumer attitudes toward sustainability, as well as advances in research methodology, may have an impact on outcomes. The current study suggests that social, environmental, and psychological aspects have a beneficial impact on green intentions and actions. However, additional research is needed to fully understand the complex dynamics that influence sustainable consumer decisions.

5. Conclusion and Policy Implication

Researchers and marketers have researched how green marketing affects client purchasing intentions. Green marketing has been shown to enhance customer purchase intention, however environmental understanding and concern can offset this benefit. This study evaluated how environmental knowledge affects green marketing and customer purchasing intention. Data indicates that environmental understanding influences green marketing and customer purchasing intention. The study found that green marketing methods, such as knowledge, attitude, environmental consciousness, and trust, favorably affect purchase intention.

The study found that brand image and trust influence green marketing and purchase intention. The findings are relevant for marketers and policymakers.

Marketers should develop effective green marketing tactics to enhance customer purchase intentions. This may include marketing product eco-friendliness, environmental advantages, and eco-friendly materials. To enhance client buy intentions, green marketers should focus on building brand image and trust. This might involve developing a strong brand identity, lobbying for environmental responsibility, and emphasizing eco-friendly product components. Policymakers should improve consumer environmental awareness in order to increase the influence of green marketing on purchase intention. This involves alerting customers about the environmental benefits of their products, promoting eco-friendly materials, and encouraging environmentally responsible behavior.

The study stresses the role of environmental knowledge in influencing green marketing and client purchasing intentions. Green marketing approaches should consider the target audience's environmental expertise. This study investigates how environmental knowledge influences the impact of green marketing on customer purchase intentions. The study identifies green marketing methods that increase customer purchase intention and enhance company image and trust. The study also underlines the need of environmental education in increasing green marketing's influence on customer purchasing intentions. This study's findings can help marketers and legislators develop green marketing strategies to promote environmentally responsible behavior among customers.

5.1 Implication of Research

This study is aimed to help marketers identify attitudinal aspects that will undoubtedly influence customers' purchasing intentions. The study's findings may help green hotel marketers make more informed decisions. The PLS findings have practical implications in our inquiry. The study found that the behavioural model may be applied to environmental information, which had previously been overlooked in studies examining green buying behaviors. The integrated behavior model theory better explains the impact of social influence, environmental concern, subjective standards, and perceived control on green behavior compared to the planned behavior model hypothesis. In this study, these factors are given greater weight than in earlier studies. The study reveals characteristics that have a substantial impact on green purchase intentions. Green marketers should always keep these issues in mind when doing business.

5.2 Future Research and limitation

There were deadlines because the research needed to be completed in less than a year. The current analysis focuses entirely on the online retail part of the business; no other sectors were included. This study was only quantitative, thus it was limited to that. Another drawback of the study was that the longitudinal research design was not employed owing to time and financial constraints. Alternatively, more study might be conducted in various nations where green products are of interest. The assessment items in this study were modified from existing literature. The survey is based on a sample of Pakistani consumers. Future study should assess the model's relevance to other cultures and if brand hate is culturally dependent.

Furthermore, Future researchers should investigate, such as the development of new assessment techniques that reflect contemporary customer perceptions and behaviors.

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