

Major Research Project

**Impact of Green Marketing on Green Products
Purchase Intention in India**

Submitted By

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CERTIFICATE

This is to certify that the Project Report titled “Impact of Green Marketing on Green Products purchase intention in India” is a work carried out by Ms. Veena Rawat who is a student of MBA 2022-24 batch at Delhi School of Management, DTU, Delhi. The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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DECLARATION

I hereby declare that the work titled 'Impact of Green Marketing on Green Products Purchase Intention in India' submitted by me as the Major research project for 4th Semester in MBA (DSM, DTU) during January – May, 2024 under the guidance of Mr. Yashdeep Singh, is my original work to the best of my knowledge and has not been submitted anywhere else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not original has been duly and appropriately referred/ cited/ acknowledged.

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ACKNOWLEDGEMENT

It is a great pleasure for me to acknowledge the kind of help and guidance received during the research work. The project provided me with an excellent opportunity to explore the area of Green Marketing.

I am highly indebted to Delhi School of Management, Delhi Technological University for giving me this opportunity to work on this project.

I would like to express my gratitude to all those who gave me the strength and possibility to complete this innovative work. I would particularly like to thank Mr. Yashdeep Singh (Assistant Professor, DTU), for giving me the freedom to work unbounded and innovatively.

Veena Rawat

EXECUTIVE SUMMARY

Humanity's exponentially increasing use of natural resources has been the root cause of numerous environmental issues globally in recent decades, especially since the industrial revolution. These issues have a serious impact on biodiversity and pose a threat to human well-being. Since we are each individually responsible for some of the severity of these environmental issues, our behaviour as consumers is not environmentally benign. However, the growing awareness among people that pollution levels on Earth are already extremely high has aided in the emergence of a movement for environmental protection. Additionally, businesses and consumers alike—especially those in more developed economies—are realizing how urgent it is to switch to more green production methods and consumer behaviours.

Buying green products for everyday use is a great way to reduce and mitigate many of the environmental problems that exist today. It has also become more and more popular among businesses and consumers in recent years. Along with altering their consumption habits, consumers who are going greener also expect businesses to take a more sustainable and ecologically conscious stance. These play a crucial role in shaping demand and the ensuing environmental effects by creating and promoting the goods we use. The importance of sustainability in business has grown over the past few decades, and a number of businesses have made substantial contributions to the cause of encouraging sustainable consumption. Stronger sustainability regulations and the adoption of new technologies targeted at enhancing the environmental, social, and economic business impacts have also caused companies to modify their operations in a more sustainable manner. Environmentally responsible marketing, or "green marketing," is unquestionably a crucial tool for businesses looking to take on a "greener" stance, demonstrate to customers their dedication to making the world a more sustainable place, and gain a competitive edge over rivals.

It is now more crucial than ever to comprehend green purchase intention because of developments in environmental, scientific, and networking technologies, such as the internet, as well as heightened public awareness of and concern for ecological challenges, such as the world's warming and population growth.

This study revolves around the impact of Green marketing on consumer purchase intention for green products. Through the examination of ten hypotheses, including green perceived value, environmental concern, green packaging, eco-labelling, attitude toward buying green

products, green trust, green satisfaction, and social media influence, this study explores the nuances of consumer behaviour towards green products in India. The results show a strong correlation between green perceived value and green trust and satisfaction, highlighting the significance of highlighting green benefits to foster trust and satisfaction. Consumer attitudes regarding buying green products are influenced by environmental concerns, highlighting the significance of values in motivating eco-conscious behaviour. Furthermore, it has been observed that eco-labelling and sustainable packaging have a positive impact on consumer attitudes and green trust. This implies that credible eco-labels and sustainable packaging improve consumer perception.

The study has used quantitative approach of over 273 sample size, in which 246 are valid responses, with the remaining 27 being deemed invalid from India. The targeted population is all those individuals that purchase green products. People of age group from 18 to 34 years responded. Data is collected through a questionnaire which consists of questions with demographic profile and questions with 5 points Likert scale.

Driven by government initiatives promoting sustainability and rising consumer awareness of environmental issues, green marketing has experienced significant growth and acceptance in India in recent years. Several important conclusions come from this research, such as the fact that consumer attitudes, environmental concern, green packaging, eco-labelling, and perceived value all positively affect consumers' intentions to buy green products. But problems like the denying of hypotheses about environmental knowledge and social media influencers point out where communication and consumer education need to improve. Regardless these obstacles, there are plenty of opportunities for companies to take advantage of the rising demand for green products in India, making the country's green marketing prospects generally bright.

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1. INTRODUCTION

1.1 Green Marketing

Unfavourable environmental degradation has been brought on by rapid economic growth. Global environmental changes impacting not only living organisms but also people's social and economic standing include. India is one of Asia's most important commercial and economic centers. The overuse and consumption of natural resources brought about by rapid industrial development has had a detrimental effect on the environment. Because of these effects, customers are concerned about their surroundings. Purchasing the appropriate products is one of the many ways they can reduce their environmental impact. It is anticipated by several studies that heightened interest and knowledge in sustainable consumption will influence purchase decisions.

Globally, the idea of "green marketing" is becoming more and more significant. Advertising that focuses on "green" themes because of its association with environmental responsibility. The global economy now has a new market opportunity due to the recent rise in green customers.



Figure 1 Green Marketing.

The practice of supporting products, services, and brands that have a positive environmental impact is sometimes referred to as environmental marketing, sustainable marketing, or green

marketing. It comprises integrating environmental issues and sustainability into a variety of marketing strategy components, including pricing, distribution, and product development, packaging, and promotion. Encouraging consumers and businesses to adopt eco-friendly practices while promoting social responsibility and economic growth is the main objective of green marketing. The following fundamental ideas are usually highlighted in green marketing strategies:

- **Environmental Responsibilities:** Green marketing companies pledge to reduce their environmental impact throughout the whole product lifecycle, from the acquisition of raw materials to the final disposal of those materials. This could entail employing eco-friendly production techniques, cutting back on energy use, minimizing waste production, and utilizing renewable resources.
- **Product Innovation:** Creating environmentally friendly products that outperform traditional alternatives in terms of environmental performance is a common aspect of green marketing. These products might have characteristics like lower carbon emissions, non-toxic materials, biodegradability, recycling, and energy efficiency.
- **Education of the Consumer:** Green marketing campaigns seek to increase consumer knowledge of environmental issues and the significance of making sustainable purchasing decisions. By launching educational campaigns, businesses inform consumers about the eco-friendly aspects of products, empowering them to make choices that reflect their principles and beliefs.
- **Credibility and Transparency:** It is anticipated of businesses to offer precise and trustworthy details regarding the environmental features of their goods, such as third-party verification, eco-labels, and certifications.
- **Corporate Social Responsibility (CSR):** As a way for businesses to show their dedication to ethical business practices, community involvement, and environmental stewardship, green marketing is frequently combined with larger CSR initiatives. Firms can improve their standing and goodwill with stakeholders and customers by coordinating their marketing efforts with CSR goals.

Green marketing has developed over time from a specialized idea to a common strategy used by businesses all over the world. Businesses use green marketing to set themselves apart from the competition, improve their reputation, and win over environmentally sensitive customers.

Environmental concerns have gained global traction in recent years, leading to a shift in various industries toward sustainable practices. Green marketing is one of these strategies that has become popular for promoting eco-friendly products and raising consumer awareness of sustainability. This study, focusing on India, seeks to explore the intricate connection between consumer intentions to purchase environmentally-friendly or green products and the impact of green marketing strategies.

1.1.1 Evolution of green marketing

- As environmental awareness grew, problems like pollution, deforestation, resource depletion, and habitat destruction received a lot of attention. This raised public, activist, and policymakers' awareness of the pressing need to address environmental issues.
- As environmental concerns grew, governments all over the world passed laws to safeguard the environment and the general public's health. Businesses were forced to implement more environmentally friendly practices as a result of these regulations, which placed limits on pollution, waste disposal, and hazardous substances.
- Customers started to give environmental factors more weight when making purchases, looking for goods and companies that shared their ideals. Businesses were prompted to adapt as a result of the change in consumer attitudes regarding sustainability, which created a market demand for eco-friendly products.
- Green marketing has emerged largely as a result of technological advancements. Innovations in sustainable agriculture, green building materials, waste management, renewable energy, and green building have made it possible for companies to create and market environmentally friendly goods more successfully.
- As businesses realized how important it was to incorporate social and environmental concerns into their operations, the idea of CSR began to take off. In an attempt to improve stakeholder trust and brand reputation, many businesses started integrating sustainability principles into their corporate strategies, which included marketing initiatives.
- Companies realized that catering to consumers who care about the environment and entering new, sustainable market segments could be profitable. Through product

differentiation, customer acquisition, and brand loyalty, green marketing gave businesses a competitive edge.

- As markets and supply chains became more interconnected, there was a worldwide consciousness of environmental concerns. Businesses were under growing pressure from investors, consumers, and advocacy groups to address the environmental effects of their supply chains, which resulted in a greater focus on sustainability in marketing strategies.

1.1.2 Reasons for Using Green Marketing

- **Environmental Responsibilities:** A lot of companies understand how important it is to reduce their environmental effect and support sustainability initiatives. Businesses show their dedication to environmental responsibility and work to reduce their carbon footprint, preserve natural resources, and safeguard ecosystems by implementing green marketing strategies.
- **Competitive Advantage:** By setting their products and brands apart in the market, green marketing can give companies a competitive advantage. Businesses that provide green alternatives have the opportunity to increase market share, draw in environmentally conscious customers, and establish a positive reputation for sustainability as consumer awareness and demand for eco-friendly products grow.
- **Enhancement of Brand Reputation and Image:** By portraying a business as a socially and environmentally conscious entity, green marketing campaigns can improve a company's reputation and image. Companies can create long-term brand loyalty and favorable associations by giving sustainability top priority in their marketing strategies. This can be achieved by cultivating consumer, investor, and stakeholder trust, credibility, and goodwill.
- **Market Expansion and Opportunity:** Green marketing helps companies to enter new markets and reach consumers who are becoming more conscious of sustainability. Businesses can reach environmentally conscious consumers who are willing to pay more for products that reflect their values and beliefs by providing eco-friendly goods and services. Additionally, green marketing makes it easier for businesses to grow into environmentally conscious areas and demographics.

- **Regulatory Compliance and Risk Management:** Organizations must manage risks in the face of growing legal and regulatory demands pertaining to sustainability and environmental protection. Businesses can reduce regulatory risks, comply with environmental regulations, and avoid potential penalties or fines associated with non-compliance by implementing green marketing practices. Active participation in sustainability programs can improve corporate governance and reduce reputational risks.
- **Cost Savings and Efficiency Gains:** Green marketing campaigns frequently result in cost savings and efficiency gains in a variety of company operations. Businesses can minimize waste, increase profitability, and improve overall performance by adopting sustainable practices, optimizing resource utilization, cutting energy consumption, and minimizing waste generation.
- **Employee Engagement and Morale:** By bringing organizational values into line with employees' personal values, green marketing can promote employee engagement, morale, and satisfaction. Businesses that place a high priority on sustainability and environmental stewardship tend to attract and retain more loyal and productive employees. Green marketing campaigns have the power to draw in and keep outstanding talent who have a strong commitment to sustainability.
- **Long-Term Sustainability and Resilience:** Companies are better able to adjust to changing consumer tastes, market trends, and legal requirements when they incorporate sustainability principles into their fundamental business plans. Green marketing encourages ethical business conduct, stimulates creativity, and cultivates enduring connections with stakeholders in order to promote long-term sustainability and resilience.

1.1.3 Traditional Marketing VS Green Marketing

Green marketing and traditional marketing share many common goals and strategies, but they also differ significantly in key areas, including focus, audience, messaging, and objectives.

Focus

Promoting goods or services is the main goal of traditional marketing in order to increase sales and profitability. It frequently places emphasis on elements like price, convenience, brand image, and product features in order to draw clients and obtain a competitive edge in

the marketplace. In contrast, green marketing places equal emphasis on social responsibility and environmental sustainability as it does on promoting goods and services. It seeks to reduce harmful effects on the environment, support eco-friendly substitutes, and motivate customers to use resources sustainably.

Audience

Conventional marketing focuses on a large consumer base according to behavioural, psychographic, geographic, or demographic traits. By concentrating on mass-market appeal and reaching as many potential customers as possible, it aims to appeal to the preferences and desires of mainstream consumers. Green marketing appeals to customers who value sustainability and morality above all else when making decisions about what to buy. It targets a unique segment of consumers who are prepared to spend more on products that reflect their ethical values and environmental awareness.

Messaging

Value propositions, features, and benefits of products are usually highlighted in traditional marketing messaging in an effort to satisfy customer needs and desires. To entice customers to buy, it frequently highlights attributes like affordability, performance, quality, and dependability. Green marketing messaging highlights the advantages that products and services have for the environment, their sustainability, and their eco-friendliness. It informs customers about the beneficial effects that their purchases have on the environment and motivates them to select eco-friendly options that support social responsibility and environmental preservation.

Objectives

Drives sales, gain market share, and optimize business profitability are the main goals of traditional marketing. It is centred on short-term objectives like increasing sales, reaching a wider audience, and outperforming rivals in the market. Beyond just making money, green marketing aims to promote long-term sustainability, corporate social responsibility, and environmental stewardship. Green marketing attempts to increase environmental awareness, encourage sustainable consumption habits, and establish a positive brand reputation for the company in addition to increasing sales and profitability.

Strategies

In order to reach target audiences through a variety of channels, including print, radio, television, and digital platforms, traditional marketing strategies may include advertising, promotions, sales, and public relations. The integration of sustainability principles into various marketing activities such as product development, packaging, distribution, communication, and customer engagement is a hallmark of green marketing strategies. It frequently entails environmentally beneficial activities including utilizing renewable resources, cutting waste, recycling materials, and lending support to environmental causes.

1.2 Green Products



Figure 2 Green Products.

Green products are designed, produced, and distributed with the least amount of negative environmental impact possible throughout their life cycles. They are also referred to as eco-friendly or environmentally friendly products. These goods are designed to protect the environment, lower emissions and pollution, and encourage environmentally friendly consumer behaviour.

- **Environmentally Sustainable Materials:** In order to reduce resource depletion and environmental degradation, green products are usually made of recyclable, biodegradable, or renewable materials. Bamboo, recycled paper, organic cotton, and bio plastics made from plant matter are a few examples.
- **Energy Efficiency:** Green products are made with as little energy as possible used in their manufacture, use, and disposal. To cut down on carbon emissions and preserve energy, they frequently include energy-efficient features like low-power electronics, energy-star appliances, and LED lighting.
- **Water Conservation:** By reducing water usage in manufacturing processes and promoting water-saving features in consumer goods, green products place a high priority on water efficiency and conservation. Low-flow faucets, water-efficient toilets, and environmentally friendly laundry detergents that use less water for cleaning are a few examples.
- **Non-Toxic and Chemical-Free:** Green products stay away from dangerous chemicals, poisons, and pollutants that could endanger the environment and human health. They replace the traditional chemical compounds found in many household products, like cleaning supplies, personal care items, and pesticides, with eco-friendly alternatives and natural, non-toxic ingredients.
- **Minimal Packaging and Waste:** Green products are made with the intention of reducing packaging waste and promoting the use of sustainable packaging materials, such as recyclable, compostable, or biodegradable materials. Their emphasis is on minimalism in product refills, bulk options, and packaging designs to cut down on landfill waste and lessen their environmental effect.
- **Eco-labels and certifications:** Green products frequently have eco-labels and certifications from respectable organizations that attest to their sustainability standards compliance and environmental credentials. Examples include the Forest Stewardship Council (FSC) for wood products sourced sustainably, USDA Organic for food and agriculture.

Examples of Green Products

- **Organic Food and Drinks:** By cultivating and manufacturing their products without relying on synthetic pesticides, fertilizers, or genetically modified organisms, organic

food products support soil health, biodiversity, and environmentally friendly farming methods.

- **Reusable and Eco-Friendly Household Products:** Products that can be reused, like cloth diapers, reusable grocery bags, and stainless steel water bottles, contribute to the decrease of single-use plastic waste and the promotion of sustainable living practices.
- **Sustainable Textiles and Fashion:** Sustainable fashion labels create clothes, shoes, and accessories with low impact on environment by using eco-friendly materials like hemp, organic cotton, and recycled fibres.
- **Green Building Materials:** When it comes to building and renovation projects, green building materials like energy efficiency, and sustainable construction methods.
- **Renewable Energy Products:** In order to lessen dependency on fossil fuels and slow down global warming, renewable energy products like solar panels, wind turbines, and hydroelectric generators harness clean, renewable energy sources.

1.3 Significance of the Study

It is crucial to comprehend the variables affecting consumers' intentions to purchase green goods in India's current market. Consumer interest in eco-friendly and health-conscious products is growing as a result of the market for green products expanding exponentially, fuelled by corporate initiatives in green marketing to promote environmental protection and wellness. Even with this trend, there is still a significant obstacle to more widespread adoption: consumers' unwillingness to replace mainstream products with eco-friendly ones. Therefore, it is imperative for businesses looking to boost sales of environmentally friendly products to look into the reasons behind this reluctance. This study has important business implications because it provides information on how to create green marketing strategies that work better and take advantage of the market's rising demand for healthy and green products.

1.4 Research Gap

Despite corporate efforts to promote wellness programs and environmental protection through green marketing, the market for green products has grown significantly. However, a notable obstacle remains: consumers' reluctance to switch from mainstream products to those labeled as green. Despite consumers' growing awareness of environmental and health issues,

resistance to green products keeps them from being widely adopted. The disparity between the actual intention to purchase and the growing market potential for green products indicates the significance of comprehending the factors that shape consumer attitudes and behaviours regarding green products.

Few studies have a specific focus on India, despite the country's growing significance as a consumer market. Numerous studies have looked at consumer behaviour and green marketing in a variety of settings. India has a unique sociocultural, economic, and environmental environment, which may influence how customers feel and behave. Thus, researching how green marketing affects Indian consumers' intentions to buy green products is important from an academic and practical standpoint.

1.5 Problem Statement

To examine the causes of consumers' reluctance to buy environmentally friendly products and assess how purchase intention is impacted by consumers' attitude, perceived value, trust, satisfaction, social media influencer, and green products packaging and labelling.

1.6 Research Objectives

This study aims to understand the importance of green marketing and determine the impact of green marketing on consumers' purchase intentions.

1.7 Research Hypothesis

H1. When it comes to green products, green perceived value positively affects green trust.

H2. Green satisfaction with regard to green products is positively impacted by perceived green value.

H3. Consumer attitudes regarding buying green products are positively impacted by environmental concerns.

H4. An awareness of the environment positively affects consumers' attitudes toward buying eco-friendly products.

H5. Consumer attitudes about buying green products are positively impacted by green packaging.

H6. When it comes to green products, eco-labelling has a positive impact on green trust.

H7. Intention to buy green products is positively influenced by attitude toward doing so.

H8. The intention to purchase green products is positively influenced by green trust.

H9. The intention to purchase green products is positively influenced by green satisfaction.

H10. The intention to buy green products is positively influenced by social media influencers.

2. LITERATURE REVIEW

The essence of strategic green marketing lies in fostering social responsibility and adapting marketing strategies to meet the demands of stakeholders, both now and in the future. Long-term, company-wide environmental sustainability initiatives are the outcome of sustainable marketing decisions. A green marketing strategy calls for a change in the client-company dynamic. To meet the needs of environmentally conscious consumers, businesses must design products with both functional and emotional aspects. People's demands for environmental sustainability, which deviate from a conventional marketing strategy, comprise the majority of environmental issues. Green marketing is regarded as a proactive strategy and a long-term, sustainable objective of the company (Szabo, et al., 2021).

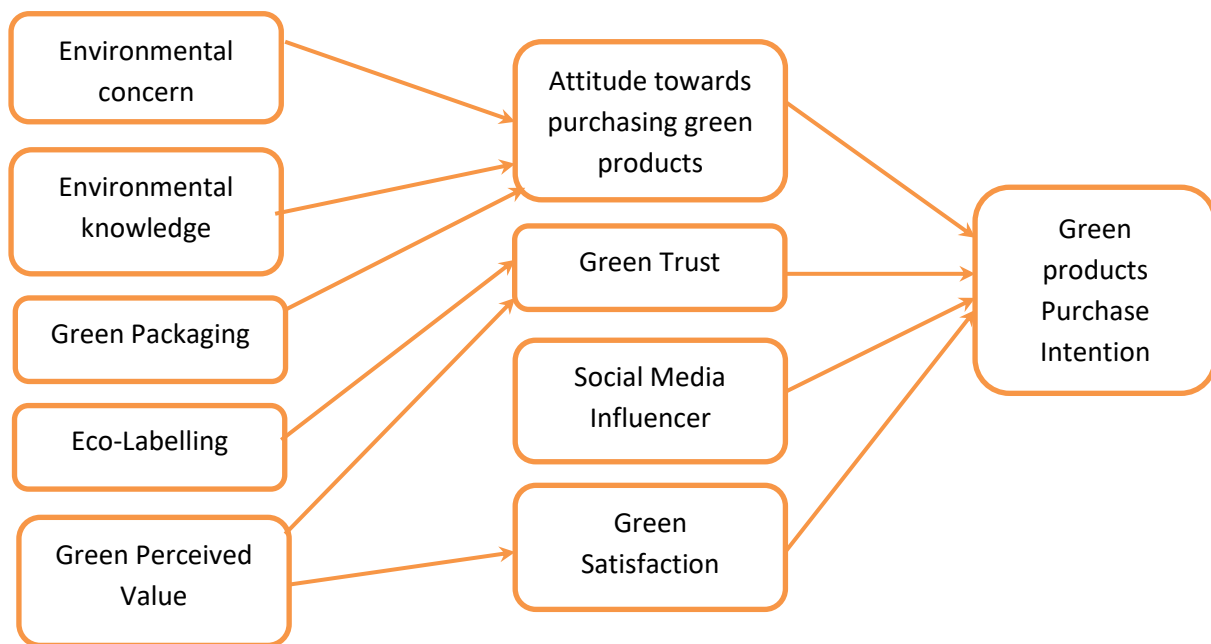


Figure 3 Research model.

The corporate world's efforts to provide better environmental protection and wellness schemes under the concept of green marketing (Zhang, et al., 2020), which includes a wide range of activities related to production, sales, brand image creation, and consumer communication, have resulted in a significant growth in the market for green products, which are understood to be ecological, natural, organic, and healthy goods.

(Garvey, et al., 2017) Claim that these green marketing techniques have raised mainstream consumers' awareness of environmental issues, creating a lucrative market niche where companies are continuously making investments. Due to these tactics, businesses and consumers alike are becoming more concerned about the environment and public health, which is driving a global surge in green consumption (Amoako, et al., 2020).

2.1 Eco-Labeling (EL)

Customers with more environmentally conscious lifestyles are more likely to purchase green products (Thøgersen, 2000). Research shows that when consumers use eco-labels and take more environmentally friendly actions, they become more involved. Therefore, in order for consumers to become more involved with products that bear the eco-label, they must have a positive attitude toward environmental issues. The information about green products that consumers will assess and take into consideration is greatly influenced by their attitudes.

2.2 Attitude towards purchasing green products (ATT)

As stated by (Tsen, et al., 2006), attitude is the result of an interaction that takes place in memory between an object and a brief assessment of it. Customers' attitudes are likely to reflect how they feel psychologically about a product. More precisely, the relationship between intentions, behaviour, and attitudes has been the subject of previous research. Consumers' opinions about the environment affect their purchasing intentions. Attitude plays a significant role in forecasting whether consumers would like to spend extra on green products. Across various cultures, there's a strong correlation between attitudes. It is obvious that a person's attitude influences whether or not they approve of a particular conduct. The literature review indicates that consumer decisions to purchase green products will be influenced by attitudes.

2.3 Environmental concerns (EC)

According to (Hanson, 2013), attitudes toward green consumers are positively impacted by environmental concerns. In Canada, environmental concerns positively affect consumers' perceptions of green products, which in turn affects their propensity to make green purchases.

According to a study, having strong environmental concerns means preserving the environment. Essentially, environmental concern plays a role in shaping people's attitudes, which in turn influences their intention to buy green products.

2.4 Environmental knowledge (EK)

Customers who are aware of environmental issues are more likely to have a positive opinion of green products. According to (Bradley, et al., 2010), students with lower knowledge scores had less positive attitudes toward the environment than students with higher knowledge scores. Customers' intentions to make a purchase are further influenced by the positive correlation between EK and ATT.

2.5 Green Packaging (GP)

Green packaging defined as eco-friendly packaging, not only breaks down quickly and is recyclable, but it's also made exclusively from natural materials. This type of packaging supports environmental sustainability throughout its entire lifecycle. Furthermore, green packaging is secure and beneficial to human and animal health as well as the environment (Gong, et al., 2020). However, as environmental concerns rise, customers are becoming increasingly aware of green packaging. The way customers view eco-friendly products is often influenced by a brand's packaging, as a strong green position requires a distinct value proposition.

2.6 Green Perceived Value (GPV)

Green perceived value impacts more than just purchase intentions; it also forms the foundation for lasting customer relationships through green trust. This is particularly true given that consumers initially have a hard time believing in green products (Lam, et al., 2016) because businesses occasionally exaggerate the perceived value of green products through their use of green marketing and communication strategies.

However, (Lam, et al., 2016) has demonstrated that both green satisfaction and green perceived value are effective indicators of consumer behaviour, indicating a positive

correlation between the two, with green satisfaction being influenced by green perceived value.

2.7 Green Trust (GT)

Since consumers prefer to buy trusted green products, studies in the green product category have shown a positive relationship between green trust and green purchase intention (Guerreiro, et al., 2021). Green trust is a crucial component of green marketing because it can affect targeted consumers' intentions to make green purchases because green trust is important in influencing green behaviour.

2.8 Green Satisfaction (GS)

Previous research has demonstrated a positive correlation between consumers of a green brand's green satisfaction, green brand image, and green trust with green purchase intention (Chen, 2010), or more simply put, between green satisfaction and green purchase intention.

2.9 Social Media Influencer (SMI)

Influencers are people who lead with their opinions on social media and provide Generation Z with resources. According to research, Generation Z spends more than ten hours a day on digital devices, with more than two thirds of that time spent on social media sites like Facebook, Instagram, Snapchat, YouTube, and Twitter and watching videos (Slideshare, 2019). Influencers must engage with Generation Z and incorporate them into user-generated content based on the extent to which the group is affected by them and exposed to their stories. Social media networks are often used by consumers to learn more about their intentions to make green purchases, which is a step in the decision-making process.

2.10 Green Products Purchase Intention (GPI)

Green products are less detrimental to the environment and public health. Growing concerns about local and global pollution, resource depletion, global warming, and waste overflow have led to the evolution of green products. Customers' strong commitment to buying eco-

friendly products is a direct result of their concerns about the environment. The term "green" or "sustainable" consumption describes a broad shift in consumer behaviour aimed at minimizing the negative effects of consumption on the environment (Roman, et al., 2015). Fostering a sense of shared responsibility for the environment is key to motivating consumers to buy green products and, ultimately, live in more green conscious ways.

3. RESEARCH METHODOLOGY

3.1 Research Approach

Considering the reasons behind and consequences of the connections between the proposed concepts, this study is definitive in nature. The study population comprised Indian consumers of eco-friendly products. Out of the 273 individuals in the sample, 246 provided valid responses, with the remaining 27 being deemed invalid. Based on the ages and genders of respondents, quotas were used to create a convenience sample (a non-probabilistic sampling procedure). For one month (March, 2024), data were gathered using a self-administered online questionnaire. Strict ethical guidelines were followed during the data collection process to ensure the confidentiality of the respondents and the accuracy of their responses.

A filter question regarding the intention to purchase green goods was also included. The first section of the questionnaire asked questions about the respondents' age, gender, occupation, frequency of purchasing green products, and health conditions.

Table 1 Descriptive information for the questionnaire.

	Questionnaire Items	Mean	Standard Deviation
Environmental concern (EC)	EC1: The condition of the environment around the world worries me a lot.	4.211	0.811
	EC2: To contribute to environmental protection, I'm willing to cut back on my consumption.	4.184	0.692
	EC3: Significant societal transformations are required to safeguard the environment.	4.500	0.604
	EC4: Enacting significant political change is required to save the environment.	4.342	0.781
Environmental knowledge (EK)	EK1: Prior to making a purchase, I like to look at the eco-labels and certifications on green products.	3.342	0.909
	EK2: Before making a purchase, I would like a	3.737	1.005

	better understanding of the components, functions, and effects of the products.		
	EK3: I would rather learn a lot about eco-friendly products before making a purchase.	3.789	0.875
Attitude towards purchasing green products (ATT)	ATT1: Purchasing green products is, in my opinion, beneficial.	3.895	1.008
	ATT2: Buying green products is, in my opinion, a smart idea.	3.921	1.050
	ATT3: Investing in green products is, in my opinion, secure.	4.000	0.870
Green Perceived Value (GPV)	GPV1: The advantages of green products outweigh the price of acquisition. They are worthwhile.	3.658	0.878
	GPV2: Compared to other products, green products are healthier and more considerate of the environment.	4.026	0.716
	GPV3: Compared to more conventional products, green products are better for the environment and my health.	3.895	0.831
Green Trust (GT)	GT1: Green products, in my opinion, have a positive reputation because they are beneficial to the environment and our health.	3.711	0.732
	GT2: I think green products are trustworthy.	3.526	0.951
	GT3: I trust the companies that market eco-friendly goods.	3.526	0.762
	GT4: Green products, in my opinion, fulfill their claims to protect the environment and human health.	3.605	0.755
Green Satisfaction (GS)	GS1: Green product use gives me a positive, contented feeling.	3.711	0.732
	GS2: Purchasing green products is, in my opinion, a smart move.	3.632	0.852
	GS3: I am happy with Green products overall.	3.816	0.609

Eco-label (EL)	EL1: Goods bearing eco-labels are reliable.	3.605	0.790
	EL2: Goods bearing eco-labels meet high environmental standards of quality.	3.526	0.862
	EL3: Eco-labels are a trustworthy source of data regarding a product's performance and environmental quality.	3.579	0.722
	EL4: Eco-labels tell customers about a product's safety for the environment.	3.684	0.809
	EL5: When I purchase any product, I look for any label or logo that supports environmental concerns.	3.421	0.976
Green Packaging (GP)	GP1: Purchasing green goods with biodegradable packaging is my preference.	3.632	0.852
	GP2: I would purchase green, biodegradable products from a lesser-known manufacturer.	3.474	0.951
	GP3: Reducing global warming can be achieved by purchasing green products in green packaging.	3.895	0.981
	GP4: Reducing environmental issues can be achieved by purchasing green products in green packaging.	4.026	0.822
Social Media Influencer (SMI)	SMI1: An influencer advertisement featuring a skilled, qualified, knowledgeable, and experienced person, in my opinion, is more credible.	3.553	1.005
	SMI2: Influencer-endorsed brands are, in my opinion, more reliable.	3.237	0.913
	SMI3: Influencers aid in my brand or product recall.	3.816	0.865
Green Purchase Intention (GPI)	GPI1: My concerns for the environment and my health have led me to try to purchase green products.	3.842	0.823
	GPI2: I want to buy green goods because it is	3.763	0.913

	good for health and environment.		
	GPI3: I'll stay informed about the advantages of utilizing eco-friendly products.	3.842	0.789
	GPI4: When it comes to buying healthy products, I will purchase green products.	3.974	0.636

The study model's environmental concerns, eco-labelling, environmental knowledge, green packaging,, ATT, GPV, GT, social media influencer, green satisfaction, and green product purchase intention scales were all included in the questionnaire's second section. The scales and descriptive results are displayed in the table. Every scale used in the research has been the subject of previous studies. Likert scales, ranging from 1 (strongly disagree) to 5 (strongly agree), were employed to assess the variables' indicators.

3.2 Measuring Instruments

In this research, SmartPLS tool used for conducting advanced statistical analysis, primarily employing Partial Least Squares Structural Equation Modelling (PLS-SEM) combined with regression analysis. This methodology allows for a comprehensive exploration of the intricate relationships within dataset.



Figure 4 SmartPLS Tool

SmartPLS construct and evaluate both the measurement and structural models. SmartPLS is useful for checking the reliability and validity of indicators, ensuring that the measurement

model is solid. This involves analyzing different psychometric characteristics, including factor loadings, composite reliability, and the average variance extracted.

In the structural modelling phase, SmartPLS facilitates the estimation of path coefficients and determination of their significance through regression technique. By specifying the relationships between constructs, including both direct and indirect effects,

In order to investigate the aforementioned theories, a PLS-SEM model was created. This approach is the most suitable for estimating complex models in an exploratory research setting because it has a high chance of finding meaningful effects. The model was developed using information from previous studies on green marketing. Smart-PLS 4.1.0.1 was the statistical software utilized to solve the PLS-SEM model.

4. DATA ANALYSIS

4.1 Demographic Analysis

The age range of 18 to 34 comprises the majority of respondents (47.37% are 18 to 24 years old and 52.63% are 25 to 34 years old). There are no responders who are older than 35, suggesting that young people make up the majority of the study population.

With 52.63% of the sample's participants being female and 47.37% being male, there is a slight gender bias. Students make up the majority of respondents (73.68% of the sample). Workers make up 23.68% of the sample, while independent contractors make up 2.63%.

While 31.58% of respondents make infrequent purchases, a sizable portion (47.37%) make monthly purchases. Merely 5.26% of the population makes purchases every week, and 15.79% make purchases more than once a month. While 10.53% of respondents said they had health issues, the majority of respondents (89.47%) said they had no diseases.

Table 2 Demographic profile of the respondents.

	Demographic Profile	Percentage
Age	18-24	47.37
	25-34	52.63
	35+	0.00
Gender	Female	52.63
	Male	47.37
Occupation	Student	73.68
	Employee	23.68
	Self-employed	2.63
Purchase frequency	Weekly	5.26
	More than once a month	15.79
	Monthly	47.37
	Infrequently	31.58
Any health diseases	No	89.47
	Yes	10.53

4.2 Data Analysis using PLS-SEM

The Rho A and Cronbach's alpha, an additional reliability measure for internal consistency, are used in composite reliability analysis. The constructs satisfied the conditions for internal consistency reliability since each of the three indicators had values above 0.7.

Moreover, coexisting validity was determined using the AVE. The results demonstrated that by continuously falling above 0.5, the constructs satisfied convergent validity.

Table 3 Reliability and validity of the construct variables.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.92	0.93	0.949	0.862
EC	0.757	0.804	0.844	0.578
EK	0.814	0.841	0.889	0.728
EL	0.844	0.869	0.889	0.617
GP	0.796	0.903	0.863	0.621
GPI	0.87	0.873	0.911	0.719
GPV	0.718	0.837	0.84	0.647
GS	0.744	0.772	0.852	0.658
GT	0.828	0.855	0.885	0.658
SMI	0.701	0.848	0.814	0.601

The model's discriminant validity was evaluated using the heterotrait-monotrait ratio (HTMT) and the Fornell-Larcker criterion. Because every calculated value fell between the ranges deemed ideal by the HTMT and the Fornell-Larcker criterion, the results enabled the verification of the discriminant validity..

Table 4 Heterotrait-Monotrait ratio (HTMT) Matrix

	ATT	EC	EK	EL	GP	GPI	GPV	GS	GT	SMI
ATT										
EC	0.62									
EK	0.51	0.29								
EL	0.44	0.27	0.60							
GP	0.59	0.51	0.57	0.69						
GPI	0.64	0.48	0.67	0.66	0.77					
GPV	0.68	0.44	0.53	0.44	0.55	0.61				
GS	0.49	0.47	0.53	0.68	0.74	0.85	0.68			

GT	0.50	0.40	0.41	0.61	0.62	0.75	0.81	0.96		
SMI	0.30	0.36	0.68	0.67	0.60	0.55	0.35	0.80	0.49	

Table 5 Fornell–Larcker Criterion.

	ATT	EC	EK	EL	GP	GPI	GPV	GS	GT	SMI
ATT	0.93									
EC	0.54	0.76								
EK	0.45	0.22	0.85							
EL	0.38	0.20	0.47	0.79						
GP	0.55	0.41	0.45	0.56	0.79					
GPI	0.58	0.42	0.57	0.56	0.67	0.85				
GPV	0.59	0.28	0.35	0.33	0.44	0.49	0.80			
GS	0.40	0.38	0.40	0.53	0.57	0.71	0.53	0.81		
GT	0.46	0.34	0.36	0.54	0.55	0.66	0.68	0.77	0.81	
SMI	0.30	0.25	0.52	0.54	0.46	0.48	0.23	0.63	0.45	0.78

The structural model was evaluated after it was confirmed that the measurement model satisfied all requirements. To evaluate the relationship in the model, various criteria, including path coefficients and R2, were employed.

The coefficient of determination was determined by analysing the R2 results. Because the value is higher, it was determined for this evaluation that there is greater predictive accuracy as shown in below figure. The study's conclusions showed that the endogenous latent variables 0.615 for green product purchase intention, 0.277 for green satisfaction, 0.570 for green trust, and 0.470 for attitude towards purchasing green products had moderate values in the inner model.

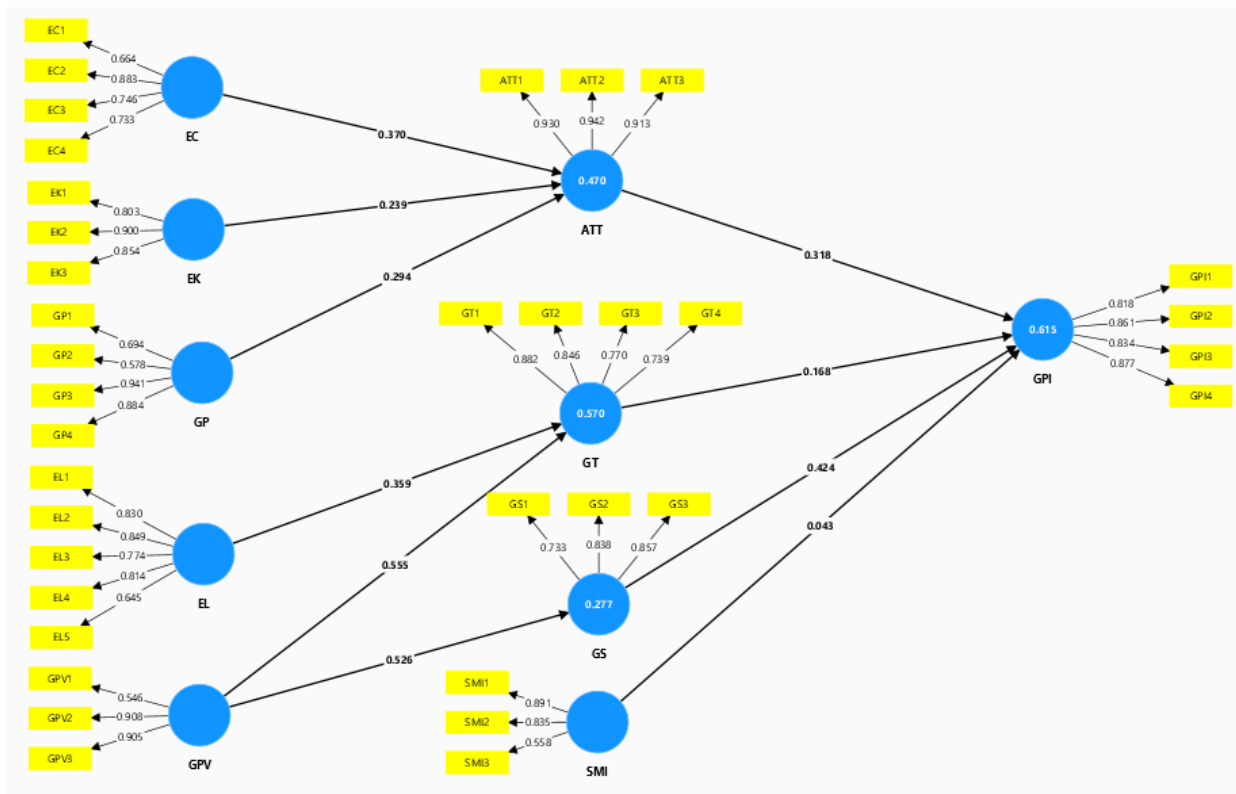


Figure 5 Results of the hypothesis

The relationship between the variables was then determined using regression analysis with $p < 0.05$. Regarding this, the suggested analysis could confirm that all hypotheses with $p < 0.05$ were accepted, with the exception of H4, H8, and H10. The findings demonstrated that the path coefficients for these hypotheses, which assessed the relationships between EK → ATT, GT → GPI, and SMI → GPI, were, respectively, 0.239, 0.168, and 0.043 for H4, H8, and H10.

In the case of H1, GPV → GT, $\beta = 0.555$ was found. The β data for H2, GPV → GS, was 0.526. β was 0.37 for H3, which examined the relationship between EC and ATT, and 0.294 for H5, which examined the relationship between GP and ATT. For H6, EL → GT, $\beta = 0.359$ was found and for H7, ATT → GPI, $\beta = 0.318$. The β was 0.424 for H9, which examined the relationship between GS and GPI.

Table 6 Hypothesis testing and path coefficients.

Hypothesis	Standardized coefficients	SE	T value	P value	Supported
H1: GPV->GT	0.555	0.118	4.723	0	Yes
H2: GPV->GS	0.526	0.142	3.714	0.001	Yes
H3: EC->ATT	0.37	0.137	2.708	0.01	Yes
H4: EK->ATT	0.239	0.14	1.706	0.097	No
H5: GP->ATT	0.294	0.149	1.97	0.049	Yes
H6: EL->GT	0.359	0.118	3.052	0.004	Yes
H7: ATT->GPI	0.318	0.122	2.602	0.014	Yes
H8: GT->GPI	0.168	0.176	0.952	0.348	No
H9: GS->GPI	0.424	0.197	2.158	0.038	Yes
H10: SMI->GPI	0.043	0.14	0.305	0.762	No

4.3 Findings and recommendations

Younger people are more likely to be interested in sustainability and to be environmentally conscious, especially those between the ages of 18 and 34. They may be more likely to think about buying green products because they care about the environment and want to make ethical decisions. Even though there isn't much of a gender bias, it's important to take into account that men and women may have different attitudes and behaviours regarding green products. Studies have indicated that women tend to have greater concern for the environment and are more inclined to purchase green products and engage in other environmentally friendly behaviours.

Although the bulk of the sample, students, may not have much money, they are frequently more idealistic and open to messages from the environment. Given the affordability and compatibility of green products with their values, they might place a higher priority on sustainability and be open to altering their shopping behaviours. When it comes to purchasing green products, employees and self-employed might have different priorities and budgets. For instance, employees might place a higher value on cost and accessibility than self-employed, who might have more freedom when making purchases.

Monthly shoppers might have more dependable purchasing patterns and be more open to introducing green products into their usual shopping regimens. It indicates a possible market for easily accessible green products that can regularly satisfy their needs. Targeted marketing

campaigns may be necessary to increase the awareness of eco-friendly products among consumers who make infrequent purchases and encourage them to take sustainability into account when making decisions.

Individuals who are worried about their health are also probably worried about the environment, which makes them more likely to purchase environmentally friendly goods, particularly those that are marked as natural, organic, or chemical-free. Green products might be seen as safer and healthier options by them, which would be consistent with their general wellness beliefs.

Variables like green satisfaction and attitude toward buying green products have moderate values, according to the data analysis, indicating that purchase intentions for green products are influenced by these factors. This suggests that attitudes, satisfaction levels, and perceptions of green products play a significant role in determining consumers' intentions to purchase them. The analysis reveals that purchase intentions to purchase green products may not be influenced by EK(environmental knowledge), green trust, or social media influencers, as suggested by the rejection of these hypotheses.

Stronger effects on the intention to purchase green products are indicated by higher beta values for variables such as green perceived value, environmental concern, attitude toward purchasing green products, and green satisfaction. This indicates that, in comparison to other factors, these have a greater influence on purchase intentions to buy green products. By using these insights, businesses can create product features, marketing campaigns, and communication strategies that are specifically targeted at consumers and ultimately appeal to their values and preferences, increasing the uptake of environmentally friendly products.

Campaigns for Targeted Marketing

Create specialized marketing campaigns based on the age, gender, and occupation-based demographic segments found in the study. Create messaging about sustainability and environmental responsibility that speaks to each group's values and preferences.

Interaction with Younger Customers

Since younger consumers—more specifically, those between the ages of 18 and 34—have a strong interest in eco-friendly products, concentrate on interacting with this group on social media, through collaborations with influencers, and through experiential marketing events. Stress the advantages that products have for the environment and how they contribute to a better world.

Knowledge and Consciousness

Inform consumers about the value of sustainability and the advantages of selecting eco-friendly products, particularly those who make infrequent purchases. Make use of a variety of platforms, including workshops, in-store displays, and online content, to spread knowledge about eco-friendly substitutes and increase awareness.

Accessibility and affordability of products

Make sure that customers, especially those with limited resources, can easily find and obtain environmentally friendly products. To accommodate a range of financial situations, provide a wide selection of eco-friendly products at varying price points. Use marketing techniques to encourage purchases, such as bundle discounts, loyalty plans, and sales.

Environmental and Health Communications

Emphasize the advantages of green products for the environment and for health, especially to those who are health-conscious. Draw attention to attributes like non-toxic formulations, eco-friendly packaging, and organic ingredients to satisfy customers' environmental values and wellness concerns.

Collaborations and Partnerships

To increase marketing efforts and reach a wider audience, work with eco-conscious brands, organizations, and influencers. Encouraging consumer trust in your commitment to sustainability can be achieved by collaborating with environmental advocacy groups or taking part in sustainability initiatives.

Comments and On-going Development

To learn about changing consumer needs and preferences for green products, conduct focus groups, reviews, and surveys to get input from customers. Utilize this data to develop fresh, consumer-friendly sustainable solutions, enhance marketing tactics, and enhance product offerings.

Stress Concern for the Environment and Perceived Value

Draw attention to the quality, positive effects on consumers' lives, and environmental benefits of green products in order to highlight their value proposition. To demonstrate the worth of your products and to appeal to consumers' concerns about the environment, highlight their sustainability features and eco-friendly qualities.

Invest in Green Packaging

Use environmentally friendly packaging and noticeable eco-labelling to communicate the products' sustainability credentials. Customers' trust and confidence can be increased by transparent labelling and clear communication regarding environmental certifications, which in turn encourages them to select green products over conventional ones.

Encourage positive outlooks and contentment

By informing customers about the advantages of green products and clearing up any misunderstandings or worries, you can foster a positive attitude toward them. Meeting or

exceeding customers' expectations with dependable, high-quality green products will boost customer satisfaction and promote repeat business.

Establish Trust by Being Authentic and Transparent

Gain customers' trust by being open and honest about the sustainability policies and moral principles that your company adheres to. By demonstrating your dedication to social impact and environmental responsibility, you will gain credibility and people will feel more confident about the green products you offer.

Interact with Key Customer Segments

Determine which influential consumer segments to target with tailored marketing campaigns and community outreach initiatives, such as eco-aware people and sustainability advocates. Join forces with community organizations, influencers, and like-minded businesses to spread the word about your cause and attract more environmentally conscious customers.

Innovation and on-going improvement

Invest in R&D to create novel, eco-friendly product offerings that cater to changing consumer tastes and industry trends. To stay ahead in the cutthroat green market, ask customers for feedback on a regular basis to better understand their needs and preferences. Then, modify your product offerings and marketing plans accordingly.

4.4 Limitations of the study

A few problems with this study could be resolved in additional research. The results' potential applicability to other situations may be theoretically limited by the fact that the data was only gathered in India—more especially, in the Delhi region. The development of the study was primarily focused on factors associated with the use of environmentally friendly products. Further research can focus on particular categories of green products. Although the majority of study participants reported being in good health, certain participants' medical conditions

may have an influence on the green products they decide to purchase. Further research could be done on this topic.

Furthermore, future research may confirm whether social media influence relates to green purchase intention differently. It is suggested that the intention to make green purchases may be related to other factors related to green marketing. Customer engagement and green brand equity are two potential factors to take into account.

5. CONCLUSION

This study adds significantly to our understanding of the ways in which different facets of green marketing—such as attitudes toward purchasing eco-friendly products, eco-labelling, eco-friendly packaging, the influence of social media, the perceived value of eco-friendly products, green satisfaction, eco-trust, and environmental awareness and concern—affect consumers of eco-friendly products when they plan to make a purchase.

Businesses should actively participate in green initiatives and communicate their environmental commitment in order to connect with environmentally conscious customers. This is due to the fact that consumer attitudes toward purchasing eco-friendly products are positively impacted by environmental concern. Embracing sustainability into company operations can draw in and keep clients who value environmental responsibility. The importance of sustainable packaging solutions is demonstrated by the positive impact that green packaging has on consumers' attitudes toward buying green products. To better align with consumer preferences and improve the way they perceive the brand and its products overall, companies should consider investing in environmentally friendly packaging alternatives. The beneficial effect of eco-labelling on green trust emphasizes how important certifications and labels are in fostering consumer confidence in green products. To bolster consumer confidence and validate their product's environmental claims, managers ought to think about acquiring reliable eco-labels and certifications.

The hypotheses about the impact of social media influencers and environmental knowledge on the intention to purchase green products were rejected, which implies that these variables may not have a significant direct influence on consumer behavior in this situation. Though their direct influence on purchase intention may be less significant, managers must nevertheless keep informing customers about environmental issues and using social media platforms to promote their sustainability initiatives.

The inclusion of social media influence as a variable that influences the intention to make green purchases is the research's contribution. The social media's influence on consumers' intentions to make green purchases results are startling at first, they might be explained by the unspecified type of green product that this study was based on, since purchasing green products involves little risk and little involvement, which may have limited the search for consumer recommendations.

This research also supports the significance of green perceived value as the initial step a consumer takes when determining whether or not to purchase a green product. The findings indicate that in order to produce GS and, to a lesser degree, GT, GPV is required. In this way, the results indicate that the desire to purchase green goods is influenced by GS, therefore, it can be claimed that green satisfaction is necessary variable in the process by which consumers evaluate environmentally friendly products overall.

From an application standpoint, the study's findings broaden our knowledge of the companies that produce and market environmentally friendly goods since, as is commonly known, increasing consumer demand for green purchases is crucial to a business's capacity to generate higher profits. As was previously mentioned, green purchase intention originates from green satisfaction. This implies that encouraging green purchasing is especially challenging, and that fostering a sense of green satisfaction is crucial for the companies in this sector. In a similar vein, the findings demonstrate to businesses that the evaluation of the green product's value is the initial stage in the entire process of purchase intention. Stated differently, if a product does not add value for the user, it has very little chance of achieving green satisfaction. As a result, companies that market green products need to enhance their strategies for developing new products by incorporating features that are significant to consumers of green products and that can be leveraged to establish a relevant brand positioning.

Despite the fact that social media influence was not found to be a significant factor in determining green purchase intention, businesses that manufacture or distribute green products should still take it into consideration. Since social media influence is without a doubt one of the most important marketing tools available today, companies should focus on establishing it as the potential financial costs of doing so may be low and the potential benefits to environmentally conscious businesses may be significant.

In order to effectively promote environmentally friendly products, businesses should concentrate on improving perceived value, addressing environmental issues, utilizing sustainable packaging, obtaining eco-labels, and cultivating positive attitudes, trust, and customer satisfaction. Although purchase intention may not be directly impacted by social media influencers or environmental knowledge, these factors are still crucial for consumer education and sustainability communication.

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