Understanding green marketing strategies effects on Consumers' Purchase Behavior: Insights from Pakistan

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Abstract

In the contemporary era of heightened environmental consciousness, green marketing has emerged as a pivotal domain for businesses worldwide. The study was investigating green marketing strategies influence towards consumer attitudes and behaviors' towards environmental concerns in the Pakistan. Through a comprehensive literature review and empirical analysis, the study delves into green packaging and branding, pricing, green product premiums, eco-labeling,

environmental concerns & beliefs effects on consumer behavior. The information was gathered via structured questionnaire from 359 respondents in the Pakistan, with analysis conducted using SPSS-AMOS version 25. The findings reveal significance positive correlations between eco-labeling and consumer environmental attitudes, as well as between green product premiums/pricing and consumer perceptions of environmental responsibility. However, the study notes a negligible impact of green packaging and branding strategies on consumer attitudes. The conclusions emphasize green marketing insights and provide actionable insights for policymakers. However, the study acknowledges that there are limitations, such as sample representativeness, and that further research is needed to develop a greater understanding of consumer behavior in relation to environmental sustainability. Future research directions include broader industry comparisons and qualitative methodologies to deepen insights into green marketing impacts.

Keywords: Eco-Labeling, Environmental Concerns, Green Products, Green Marketing, Product Quality

Introduction

The green marketing topics has emerged as a crucial domain worldwide, especially in the contemporary era where environmental preservation is of paramount importance. Green advertising, closely tied to environmental conservation, is increasingly recognized as an effective strategy for businesses to promote their goods, services, and conceptual ideas (Roh et al., 2022). With environmentally conscious consumers driving consumption trends, companies are placing significant emphasis on catering to this demographic within the current economic landscape. In 1980s and 1990s, green marketing and environmental marketing approaches began to gain popularity, leading to emergence of new market opportunities worldwide (Cha, 2020; Öztürk,

2021). Notably, since the 2010s, green marketing activities have witnessed substantial growth, earning customer confidence and contributing to substantial market worth, exemplified by the USD 250 billion annual market in the Pakistan alone (Qian et al., 2021)

In the realm of marketing management, the focus remains enhancing marketing performance to retain customers over long term. However, contemporary discussions within the business literature, particularly under the umbrella of green marketing, underscore sustainability concerns (Shaukat et al., 2023). The first definition of green marketing focused on developing three fundamental competencies: pollution prevention, eco-friendly product development, and product stewardship (Shaukat et al., 2023).

In Pakistan, where environmental concerns are on the rise, study examines effect of various green marketing procedures on consumer behaviors. Despite numerous studies conducted in both industrialized and emerging economies (Sedky & AbdelRaheem, 2022; Witek & Kuzniar, 2021) the Pakistan has received limited attention green marketing context & consumer behavior concerning environment. Recognizing Pakistan ambition to reshape its economy via climate green policies, also fostering green economy, need for essential data to facilitate this transition. Moreover, existing research lacks a comprehensive green marketing examination and consumer behavior in Pakistani.

Hence, study also bridge gap via investigating green marketing strategies impact and environmental consumer behavior, addressing key questions such as the influence of green packaging branding, green product premiums & pricing environmental concern & beliefs, eco labeling on consumer behavior (Hameed & Waris, 2018; Majeed et al., 2022). By shedding light on theses aspects, study aims offering more insights into integrating environment considerations into economy. Through rigorous analysis, endeavor to provide meaningful answers to the

identified research questions, contributing broader discussion on green marketing towards consumers behavior in relationship to the environment.

Literature Review

Numerous studies underscores green marketing pivotal role, which is extensively documented in existing literature. Green marketing constitutes a multifaceted approach encompassing product innovation, sustainable production methods, eco-friendly packaging, labeling, and targeted advertising strategies. Scholars such as (Gelderman et al., 2021) and (Nekmahmud & Fekete-Farkas, 2020) define green marketing as a managerial process centered on identified, anticipating and fulfilling consumer needs and desires while integrating economic and environmental considerations.

In response to mounting environmental challenges, businesses are compelled to adapt swiftly, prioritizing the development of safer, more sustainable products (Yousaf et al., 2021). Consequently, green marketing strategies including environmentally conscious operations have emerged as indispensable tools for enhancing business performance and ensuring long-term viability (Fuchs et al., 2020). However, the green marketing evolution parallels to advancement of environmental sustainability and consumer segmentation (Khan et al., 2020), Green marketing seeks to engage consumers with heightened environmental concerns, termed green consumers, who priotize purchases that minimize harm to ecosystems and living organisms. Concurrently, sustainability has emerged as a paramount concern for both governmental bodies and individuals alike (Yousaf et al., 2021), with consumer behavior shifting notably since the 1990s in response to environmental apprehensions (Dang et al., 2023).

A shift in consumer behavior has spurred development of sustainable products, resulting in green marketing (Kautish & Sharma, 2020). Nonetheless, a disparity existing linking environmental

attitudes & purchasing behavior, highlighted complex consumer decision-marking processes (Salwa, 2023). Industry stakeholders must acknowledge and addresss public concerns regarding environmental degradation (Ejibe et al., 2024) recognizing the pivotal role of eco-labeling in shping consumer perceptions and purchasing decisions. Despite increased awareness, there persists a skepticism among consumers regarding the authenticity of eco-labeling practices (Zaunbrecher & Henschel, 2021).

Moreover, recent studies underscore the significant impact of environmentally friendly packaging and branding on consumer behavior (Herbes, Beuthner, & Ramme, 2020). Given the influence of green products and their pricing on consumer choices, effective communication strategies are imperative for fostering consumer trust and understanding (Akter et al., 2023). In light of these considerations, it is paramount to disseminate information about environmentally friendly products in a manner that is accessible and comprehensible to diverse consumer segments (Yadegaridehkordi et al., 2021). By delving into these key aspects, a deeper comprehension of the complexities surrounding green marketing and sustainability can be attained.

Eco-labeling

Eco-labeling, by conveying information on both environmental concerns and product attributes, significantly influences consumer behavior towards products (Calderon-Monge et al., 2021). Its scope extends beyond individual consumers to encompass businesses as well. The environmental regulations enactment and encouragement of eco friendly practices shaped by eco-labeling initiatives, operating within the framework of multi-stakeholder policies (Taghikhah, 2020).

However, amidst its benefits, eco-labeling has sometimes left consumers feeling uncertain about product environmental claims, contributing to a sense of confusion (Taghikhah, 2020).

Recognizing a product's environmental impact as a key factor in its lifecycle, consumers rely on eco-labels to identify items with minimal environmental footprint from extraction to disposal (Salem et al., 2023). Literature delves into various business strategies related to eco-labeling, examining competitiveness among labeled and unlabeled products, alongside discussions on green technology investments (Choi & Park, 2022). Studies have shown that prioritizing eco-labeling as a strategy can enhance efficiency for both low-quality enterprises and the overall market competition (Yu & Zhu, 2024). Thus, eco-labeling emerges as a vital tool for policymakers seeking to foster sustainability and marketability of products.

Green Products, Premium & Pricing:

According to Shi & Jiang (2023) "marketing research described substantial portion of consumers demonstrating environmentally friendly products premium prices payment". By introducing green pricing strategies, consumers are presented with unique opportunities to support renewable energy sources, a choice typically unavailable to them otherwise. Notably, consumer interest in the adoption of premium pricing schemes has been evident across various jurisdictions. Moreover, studies indicate that those opting for environmentally conscious purchases often receive products of higher quality (Shi & Jiang, 2023). Furthermore, the implementation of a well-crafted pricing strategy aimed at environmental sustainability not only fosters eco-friendly practices but also enhances a company's competitive standing in the market. Given that production and pricing strategies directly impact a business's profitability, adopting appropriate pricing strategies while considering environmental factors can prove advantageous to a company's growth trajectory (Septadhika & Adirinekso, 2024). When assessing cost of environmentally friendly products, several factors come into play (Septadhika & Adirinekso,

2024). Research underscores the significant influence of green pricing and similar initiatives on consumer participation rates in such programs.

Green Packaging and Branding (GPB):

Prior to the last ten years, research on environmentally friendly packaging and branding did not place a substantial area of emphasis. Within the context of the current economic climate, green marketers have not yet begun to investigate green branding. The consumer's awareness of green packaging and branding, on the other hand, has led to a more ecologically responsible mindset (Shimul & Cheah, 2023). This is a direct result of the rising range of environmental issues. It is possible for companies to influence the way in which consumers feel about environmentally friendly products, as an effective green position requires differentiation of the brand among consumers. Another point that has been brought up is that there is a lower level of commercial success for items that do not exhibit green characteristics (Vyas et al., 2023). In addition, academics have been of the opinion that green positioning considering essential component of green branding initiatives (Rajput et al., 2024). Numerous studies investigating environmental products features and characteristics, as well as their relevance and behavior (Bhukya & Paul, 2023). Consumers in European countries have shown the tendency to have favorable attitudes towards products that are branded with an eco-friendly label (Bhukya & Paul, 2023).

Environmental Concerns and Beliefs (ECB):

Issues concerning the environment are profoundly intertwined with both commercial enterprises and residential communities on a global scale. Recent research indicates a growing concern among consumers regarding environmental preservation, leading to notable shifts in consumer behavior (Lavuri et al., 2023). This evolving concern has given rise to new market for environmentally friendly products, with actively engaged consumers playing a pivotal role in its

significance (Reddy et al., 2023). Among the significant behaviors observed, valuing the environment stands out as paramount. However, it's noted that heightened environmental consciousness among consumers doesn't always translate into environmentally friendly actions (Zhang et al., 2023). Empirical evidence suggests that a minority of consumers demonstrate consistent behaviors such as recycling, concern for environmental pollution, and paying initiatives for environmentally products (Xu et al., 2024). The hypotheses formulated listed below:

H1. CPTE and eco-labeling (EL) are significantly correlated.

H2. CPTE and green packaging and branding (GPB) strategies are strongly correlated.

H3. GPPP and CPTE are significantly correlated.

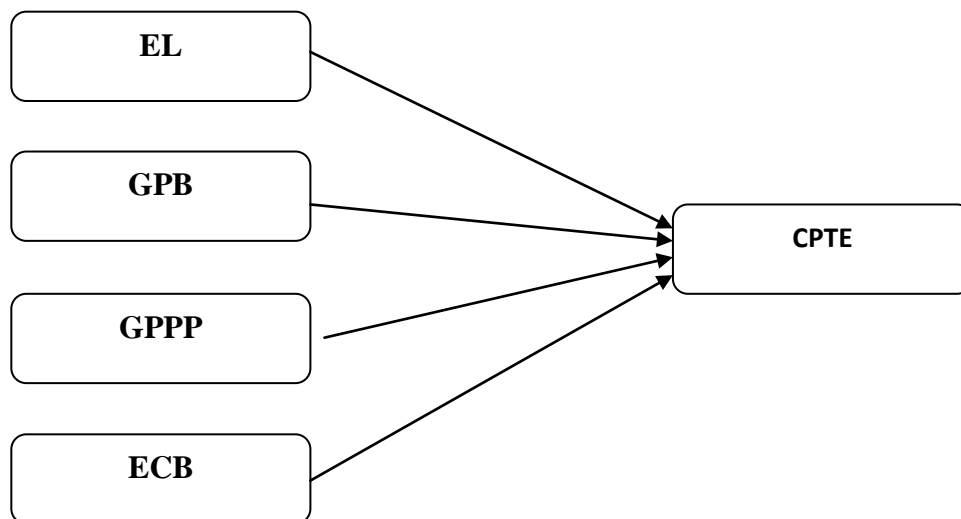**H4. CPTE and ECB are significantly correlated.**

Figure 1: Conceptual framework

Research Method:

The survey questionnaires were delivered to a total of 300 respondents who were aware of green-related products and services. The sample method used was a non-probability sampling technique coupled with easy sampling. On the other hand, just 189 of them could be utilized for additional data analysis within the SPSS statistical software version 25.0 tool. The document was broken down into five distinct sections. This questionnaire utilized a Likert scale with five points to record the replies of the individuals who were sought for participation. Every single item assessment for each of the five identified constructs was taken from previous research and altered to fit the new criteria.

Measurement Model:

Table 1 shows the needed model fit for the measurement model. In addition, several metrics were evaluated, including AVE, Cronbach's alpha, and CR. All values passed acceptable limits. Given all of these findings, it is possible to conclude that there were no validity difficulties with measurement model.

Table 1 Factor loading, AVE, CR

	Items	CR	AVE	α
CPTE	0.842- 0.900	0.914	0.727	0.875
EL	0.756- 0.841	0.890	0.729	0.814
GPB	0.843- 0.910	0.909	0.770	0.851
GPPP	0.838- 0.903	0.906	0.762	0.843
ECB	0.837- 0.879	0.890	0.729	0.814

Table 1 presents the CR value, which indicates the model is convergent when it is greater than 0.70 for all constructs. Table 2 displays sample covariance & implied covariance model, with a slight deviation recommended for goodness-of fit-testing. CFA was selecting ascertain whether listed items adequately represent the intended constructs. Building upon a previous studies (Devi Juwaheer et al., 2012; Dhanashree, 2023; Nataliya & Nuvriasari, 2023; Težak Damijanić et al., 2023; Reddy et al., 2023) five main constructs were considered: GPB,CPTE, EL, ECB, and GPPP, and evaluate goodness of fit, chi-square tests, TLI, AGFI, RMSEA, and GFI were employed, as these methods are well, established.

Table 2: Model fit

Model Fit	Values
RMSEA	0.05
Chi-square	344.98
AGFI	.88
GFI	0.90
CFI	0.90
TLI	0.89

After eliminating items with factor loadings below .50, however illustrates remaining items appropriate loadings, including the CBTE factor loading values. Following CFA, a structural equation model incorporating ECB and factors related to GPB, GPPP as latent variables were constructed. The structural model of the study is depicted in figure 2. The regression weights are mentions below.

Table 3 Regression Wights

Relationship	β	Error	t	P-value
CBTE-EL	.40	.16	2.39	.017
CBTE-GPPP	.41	.08	5.02	.000
CBTE-ECB	.64	.09	7.12	.000
CBTE-GPB	.24	.16	1.50	.132

Empirical Findings

The regression analysis results presented in Table 3 reveal strength and significance of relationships among CBTE and four different outcome variables: EL, GPPP, ECB, and GPB. The relationship linking CBTE and EL is positive and significant, with β =0.40***, t-value = 2.39.This indicates moderate positive effect of CBTE on EL, that statistically significant (0.05 level). Similarly, the CBTE and GPPP relationship is positive and highly significant, as evidenced β= 0.41***, t-value =5.02, suggesting moderate positive effect with strong statistical significance well below 0.01 level. The relationship between CBTE and ECB is the strongest among four, with a β =0.64**, t-value = 7.12, and a p-value of 0.000. This indicates strong positive effect of CBTE on ECB, and the relationship is highly statistically significant. On the other hand, the relationship between CBTE and GPB is positive but not statistically significant. With β =0.24, t-value =1.50, and p-value =0.132, the results suggest weak positive effect that does not reach statistical significance at 0.05 level. Overall, CBTE has statistically significant positive relationship with EL, GPPP, and ECB, with strongest effect observed on ECB. However, the effect of CBTE on GPB is not statistically significant.

Discussion

Utilizing the variables under examination, the factor of eco-labeling (EL) demonstrated a substantial loading in the CFA. Similarly, from GPB to GBP1-GBP4, a comparable pattern emerged, offering insighy into robust regression estimates. Significant regression weights were also evident for GPPP1, GPPP22, GPPP3 attributed to the third latent component, GPPP. All regression coefficient within the ECB scenario (ECB1-ECB4) exhibited significant weigh for CBTE-1CBTE5.

Table 3 illustrates cumulative impact of four predictors. Notably, EL exerted a substantial and favorable influence on CBTE with a coefficient of 0.40, indicating a positive perception shift among Pakistani consumers towards environmental concerns due to eco-labeling. This suggests that eco-labeling resonates with consumers of green products by providing pertinent, readable, lifestyle-relevant, and accurate information. Each of these attributes significantly and positively affected CBTE. Thus, the first hypothesis regarding eco-labeling effects with specific indicator is upheld by the consistent positive findings.

Moreover, survey results revealed a negative yet insignificant impact of the second latent component, GPB, on CBTE, suggesting that certain factors related to green packaging knowledge, reuse, and consumer satisfaction have a minor adverse effect on GPB. Consequently, the second research hypothesis cannot be supported due to this unfavorable and inconsequential impact.

Conversely, there was a notable and favorable influence of the third latent component, GPPP, on CBTE, with a coefficient value of 0.41, suggesting that consumers perceive environmentally

friendly product costs as supporting significant environmental causes and emphasizing the value and importance of green product marketing in Pakistan. Hence, fourth research hypothesis is affirmed due to significant coefficient value.

Finally, the ECB representing the fourth latent component, exhibited a strong & CBTE influence, with significant 0.64 coefficient. The ECB combined encompasses notions concerning the delicate balance of the planet's natural systems, the adverse consequences of human interference in nature, and the imperative of environmental stewardship.

Conclusions:

Global green growth and green development policies today are having dramatic impact on success equations in most industries. Rooted in principles of sustainability, green marketing represents an ongoing focal point within both academic inquiry and corporate endeavors. This particular study, conducted within the United Arab Emirates, aimed to discern green marketing strategies influences on environmental concerns related to consumer attitudes and behaviors.

Our findings suggest green marketing wield notably consequential consumer behaviors vis-à-vis environmental consciousness, as substantiated through empirical examination. Moreover, we underscore the pivotal role of green marketing for enterprises, urging them to integrate these insights into the development of eco-conscious initiatives, thus enhancing value creation within the contemporary business landscape. Furthermore, our conclusions furnish policymakers tasked with crafting marketing strategies with actionable insights.

Prior literature has identified notable lacunae concerning green marketing and consumer behavior. Much of the extant research has focused narrowly on isolated aspects of green marketing effect via consumer behavior, often lacking robust empirical validation. In contrast, our study rigorously examines the significance and efficacy of green marketing strategies in

shaping consumer attitudes toward environmental issues, while also considering four key variables that influence consumer behavior in this domain.

Limitations

Our study explored the correlation between environmental consumer attitudes and green marketing strategies implementation. However, several significant limitations came to light during our investigation: Our sample size was limited to a specific demographic within the Pakistan region, potentially skewing representativeness of findings. We failed to substantiate our analysis with concrete evidence pertaining to companies engaged in green marketing practices and their associated product offerings. To validate our conclusions, comprehensive assessment of efficacy of green marketing strategies is imperative. The current study was constrained by a lack of universally accepted definitions and established patterns within the realm of green marketing, thereby limiting the scope of our analysis.

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