

IMPACT OF GREEN ENTREPRENEURIAL MARKETING ON PURCHASING INTENTION OF SKINCARE PRODUCTS.

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Abstract

Environmental problems are a concern for the entire world, but especially for developing nations. Air pollution, greenhouse gas emissions, and global warming are the issues that are becoming worse every day. It affects not just the Earth's environment but also human health. The globe is moving towards a greener lifestyle to help reduce these issues, although less developed nations are adopting this lifestyle at a faster rate. The best way to resolve this problem is to use green goods, which is not the case in Pakistan. Entrepreneurs need to launch eco-friendly products as soon as they can. The purpose of the research was to ascertain the intentions of Pakistani consumers about the purchasing of green skin care products. The initial phase of green entrepreneurial marketing, which involves the creation or introduction of those products and their acceptance by Pakistani society, was the main area of concentration.

A sample of 300 students and teachers was drawn from Lahore, Pakistan. A quantitative approach was employed and the data collected through the survey was analyzed by Warp PLS 8. Structural Equation Modeling analysis was done. According to this study, buying intentions are significantly impacted by green entrepreneurial marketing. In this relationship, environmental consciousness serves as a favorably noteworthy mediator. Additionally, brand image plays a big role as a mediator.

Keywords: Entrepreneurship, Green Entrepreneurial marketing, Green Products, Skin care products, Environmental issues, Green Purchase Intention, Environmental Consciousness, environmentally friendly products, Brand Image.

Introduction

1.1 Research Background

Because of the environmental issues of the past few decades, people have been concentrating on sustainable consumption (Amoako et al., 2020). In the West, people are trying to lead more environmentally friendly lives by using green items that are good for their health and the environment as well.

These problems have a negatively significant impact on the skin of human beings. Due to the depletion of the ozone layer, ultraviolet radiation directly affects our skin. UV-R is beneficial for inflammatory skin diseases because of its bactericidal qualities. (Isler et al., 2022). Another study mentioned that a well-known method that gives rise to immunosuppression (inactivity of the immune system) in the skin is UVR exposure. (Salminen et al., 2022). There are other harmful outcomes too.

Environmental problems that include climate change, deforestation, air and water pollution, and depletion of natural resources result from unsustainable patterns of consumption. According to (Haake and Seuring, 2009; and Shao et al., 2017), the environment is constantly being destroyed because of a lot of economic activities and consumption patterns. Environmental innovation (designing and producing green products) has a progressive impact on green growth (Saqib et al., 2024). The usage of green products and services is a main solution to this problem i.e. the products/services that are environment friendly. (Chung, K. C., 2020) has stated in his study that the green consumption behavior of shoppers positively shapes the sustainable development of society.

Syed et al., (2022) stated that Pakistan is indulged in the production of wheat, rice, cotton, sugarcane, and maize; these crops are badly affected by the change in weather conditions, which is the direct result of industrial emissions. Pakistan has been affected a lot due to the increase in industries in the developed countries. There is less trend of using green products in Pakistan, because of lack of awareness and consciousness. Businesses in Pakistan must put in more effort to bring in eco-friendly products. Green entrepreneurial marketing covers a range of activities, from product development to promotion. This production activity has been used by the researcher in this investigation. Dwipamurti (2018) asserts that purchasing decisions are significantly influenced by green marketing. He goes on to say that intentions to buy green products are helpfully mediated by brand image.

Major environmental issues that the world is currently facing are air pollution, waste management, climate change, and global warming, among others. Human health is being

significantly impacted by these problems. In addition to humans, the planet's ecosystem is also experiencing disruptions. The emissions from industry are the primary cause of these environmental issues.

There are two important factors in this Problem Statement:

1. The health factor. The commodities produced by the industries are usually made up of chemicals, especially if we talk about Skin Care Products; these chemicals have a significantly negative impact on the Skin.
2. Environment factor. It is being affected due to the emissions.
3. That is why, it is required that people must move towards the usage of green items, to save both the environment and their skin.
4. The consequences of using chemically made products on health:
5. Skin Irritation and Sensitivity
6. Accelerated Ageing
7. Changes to the Skin Microbiome
8. Exposure to Harmful Chemicals
9. Dependency and Diminished Natural Skin Function
10. Skin Cancer
11. The reaction on the environment:
12. Air pollution
13. Water Pollution
14. Soil Pollution
15. The Green House effect

Above mentioned effects not only negatively impact the atmosphere but the human health too. According to (Dastoorpoor et al., 2019), air pollution is one of the top challenges human beings have faced in recent years, which results in harmful effects on human health and ecosystems. (Sahoo et al., 2023) concluded in his study that sustainable practices are important in reducing the water pollution that affects the health and well-being of our communities and the environment.

In light of the existing environmental conditions, Pakistanis must modify their way of life immediately. Companies need to understand the buying intention of consumers concerning green commodities; also, the influence of other factors on it in the context of Pakistan. It will facilitate the manufacturers to make and improvise their upcoming strategies. The launch of the green product line is green marketing.

1.2 Research Objectives

- i. To study the impact of Green Entrepreneurial marketing on Green Purchase Intention.
- ii. To investigate the mediation of Environmental Consciousness amongst Green Entrepreneurial Marketing and Green Purchase Intention.
- iii. To investigate the mediation of Brand image between Green Entrepreneurial Marketing and Green Purchase intention.

1.4 Research Questions

RQ1: What is the impact of Green Entrepreneurial marketing on Green Purchase Intention in the domain of Skin Care products in Pakistan?

RQ2: Does Environmental Consciousness mediate the relationship between Green Entrepreneurial marketing and Green Purchase Intention of Skin Care Products in Pakistan?

RQ3: Does Brand Image mediate the relationship between Green Entrepreneurial marketing and Green Purchase Intention of Skin Care Products?

1.5 Research Significance

Industry Perspective

It will facilitate the companies to make and improvise their upcoming Entrepreneurial Strategies according to the results concluded from this study. The Theory of Planned Behavior and Social Cognitive Behavior are the theories that the researcher looked for in the field of Green Entrepreneurial Marketing in Pakistan.

Academic Perspective

This research will be significant in the academic community as well. It will make it easier for aspiring researchers to monitor which variables to consider and which to disregard. By accepting and rejecting the study's hypothesis, they will be able to determine which direction to take in their investigation.

1.6 Scope of the Study

In the area of skin care business in Lahore, Pakistan, the researcher investigated the influence of green entrepreneurial marketing on purchase intention in addition to other aspects. Since they are more literate than others, instructors and students were the intended audience.

People's literate mindsets enable them to pay attention to the intention behind green purchases.

1.7 Research Gap

There isn't as much research on green entrepreneurial marketing in Pakistan. The construct of "Environmental Consciousness" has not been taken into account in the studies that are currently available. Instead, they looked into "Environmental Awareness." The next degree of awareness, environmental consciousness, was examined in this study. There isn't any research on how brand image functions in Pakistani green marketing settings. These two holes in the field of study were filled by the researcher.

Research in Pakistan

The Cosmetics industry is a big umbrella. There are a lot of dimensions to it like Skin Care products, Beauty care, body care, hair care, and fragrances. The scholars in Pakistan have taken the industry of cosmetics as a whole for their study, instead of taking a single commodity line to get accurate, specific, and to-the-point results. For instance, (Khan et al., 2022) found in their research work that the consumption of green cosmetics products in Quetta, Pakistan is positively moderated by emotional value.

Literature Review

2.1 Research model

The proposed model of the study represents that Green Entrepreneurial Marketing (independent variable) has a direct effect on green purchase intention (dependent variable). Two mediators are Environmental Consciousness and Brand Image.

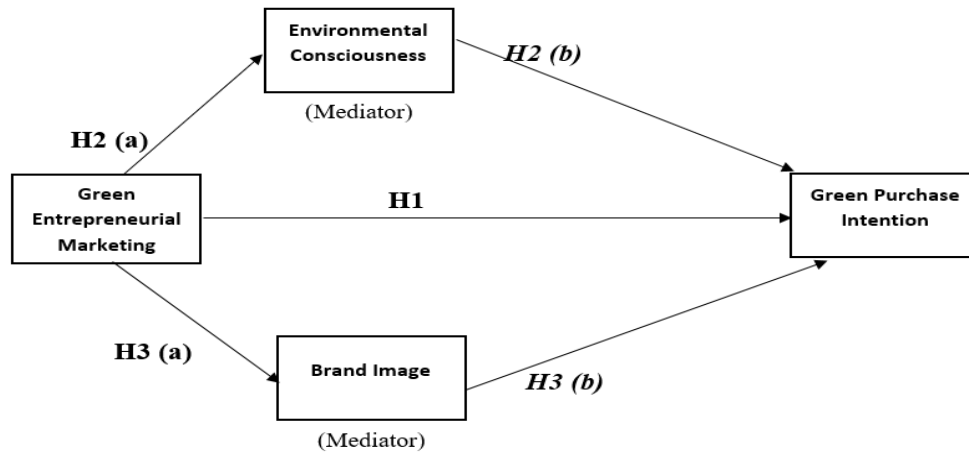


Figure 1: Research Model

2.2 Conceptualization of variables

2.2.1 Green Entrepreneurial Marketing

Green entrepreneurial marketing begins with the production of an environment-friendly product. (Usharani et al., 2020) briefly explained that green entrepreneurial marketing is several activities that include changing the production process, product modification, sustainable packaging, and advertising. The marketing of green products doesn't only mean the advertisement element (brochures, print ads, TV commercials, etc.). If a company is involved in its production, then this is also known as "Green Marketing". Green Entrepreneurial Marketing simply means the production of a good that is environment friendly, which follows the designing, packaging, and advertisement activities.

According to Amoako et al., (2020), it is now very important to incorporate environmental concerns at all the stages of marketing activities. Incorporating environmental concerns at all stages of entrepreneurship is important to promote green practices, reduce environmental impact, boost brand reputation, and contribute to a more sustainable future for both businesses and the planet.

Green Entrepreneurial Marketing and Green Purchase Intention

Amoako et al., (2020) declared that a lot of studies have found that consumers prefer one product over another if they know that it is protecting the environment. The existence of a green product on the shelf is itself marketing the “green” i.e. the promotion of the concept of using green products. Green Entrepreneurial Marketing is a set of activities that starts from the process of production and ends at the advertisement phase.

Previous studies found that green marketing positively influences purchase intention. When consumers find a product or brand to be environmentally responsible and aligned with their values, it increases their intention to purchase. When they make green purchasing decisions, consumers experience a sense of pride and fulfillment that encourages them to keep making green purchases. This shows the significant impact of Green Entrepreneurial Marketing (production of green products) on the green purchase intention.

The proposed hypothesis of the current research study is:

H₁: Green Entrepreneurial marketing has a significant impact on Green Purchase Intention.

2.2.2 Environmental Consciousness

In former studies, many scholars stated that environmental concerns are related to an individual’s beliefs and values about the environment (Stern, Dietz, & Guagnano, 1995) (Schultz, 2000). Being environmentally conscious is the next step up from environmental awareness. When someone cares about the environment enough, he or she tends to purchase eco-friendly things to protect the environment. Compared to environmental awareness, it is not the same. Though they are related ideas, they are not the same in terms of involvement or depth. Environmental consciousness denotes a higher degree of personal involvement and accountability than awareness alone.

Yadav et al., (2016) states that environmental consciousness has an effective impact on the buying intention of green commodities. According to the analysis of (Kautish et al., 2019), if people with a high environmental consciousness realize that their purchases are negatively affecting the environment, they switch towards buying green products. The consciousness of these people strongly influences their purchasing behavior, leading them to actively seek out and buy eco-friendly goods. Their deep understanding of environmental problems forces them to prioritize sustainability and ethical production practices when making purchasing decisions.

Nawaz et al., (2020) believed that the more the customers are conscious regarding the environment, the more they are willing to shop for green goods that have no negative impact on society. (Rausch et al., 2020) explains that environmental knowledge precisely the

environmental concerns are very important cognitive and effective elements to form the consumer's attitude towards the green purchase intention. They further mentioned that the environmental knowledge and concerns of the society should be improved with a large number of public campaigns to make it aware of the issues of the environment. Wide public campaigns play a crucial role in improving society's environmental concerns by raising awareness about environmental problems.

Environmental Consciousness and Green Purchase Intention

When an individual is conscious regarding the protection of the environment, he prefers environment-friendly products over conventional products. (Yadav et al., 2016) states that environmental concern has a useful impact on green purchase intention. This consciousness of the environment then mediates the relationship between Green Entrepreneurial Marketing and Green Purchase Intention. People will make green choices when they are concerned and aware of Mother Earth (Van Bigelen et al., 2009)

Environmental consciousness has an important impact on environmental attitude which affects the conduct of the customer and he starts buying and consuming green products (Y.-S. Chen, Lin, & Weng, 2015), (Law et al., 2017).

The proposed hypothesis of the research study is:

H₂: Environmental Consciousness mediates the relationship between Green Entrepreneurial Marketing and Green Purchase Intention.

2.2.3 Brand Image

A customer's perspective, impression, and reputation of a brand are known as its brand image. Dwipamurti et al., (2018) found out in their research on Starbucks in Indonesia that green entrepreneurial marketing has a direct influence on Brand Image. They further concluded that Brand image has a significant effect on the purchase decision of a green commodity.

Sutisna (2022) concluded in his study on CHIYODA LED LIGHTS that Green Advertising, Brand Image, and Buying Decisions at the same time have an impact on Customer Loyalty. In the analysis of (Alamsyaha et al., 2020), they found that green advertisements and green brand image have a productive association with green awareness and green purchase intention. Hence, the following is the suggested research hypothesis:

H₃: Brand Image mediates the relationship between Green Entrepreneurial Marketing and Green Purchase Intention.

Green Marketing and Brand Image

The perception of a brand gets improved in the mind of a consumer when he finds out that the brand is contributing to the protection of the environment. In a recent study of Starbucks USA, the researchers found that Green Entrepreneurial Marketing significantly enhances the brand image. (Tsai et al., 2020)

When brands adopt green marketing strategies, such as promoting eco-friendly traits, sustainable practices, and green certifications, they signal their commitment to environmental safety. This nurtures a positive brand image and increases consumers' trust in the brand.

Brand Image and Green Purchase Intention

A green brand's purchasing intention of a green product will follow if its brand image is already positive. The customer's behavior is greatly influenced by the image of a green brand. (Yu-shan Chen, 2010). A brand with a reputable image is more trusted by customers when it comes to its green product offerings. People are more into believing in the authenticity and effectiveness of green products from a trusted brand, which positively influences their intention of buying.

2.2.4 Green Purchase Intention

The intent to buy a green product is known as Green Purchase Intention. Some factors drive the intention of purchasing a green commodity. A lot of studies have found that consumers prefer one product over another if they know that it is protecting the planet (Amoako et al., 2020). According to (Nawaz et al., 2020), consumers who are environmentally aware and conscious, perpetually prefer to purchase green products which eventually leads to brand evangelism.

Research Design

3.1 Research approach

This research is Quantitative in nature. This type of approach facilitates precise measurements and enables researchers to collect accurate and objective data.

3.2 Data Source

3.2.1 Primary Source

The survey was conducted amongst the students and teachers of the University of Central Punjab, Lahore, Pakistan. Sixty percent of the survey was conducted online, and forty percent was on campus.

3.3 Unit of Analysis

The unit of analysis for this research was students and teachers from age 18 to 50. There was a total of 2 age groups i.e. 18 to 24 years, 25 to 50 years.

3.4 Data Collection Instrument

The data has been collected through Survey. The survey was conducted in person and virtually. The questionnaire was adapted but modified according to the needs of the study. Total items were 23. A Likert scale of 5-points with a range of 1–strongly disagree to 5–strongly agree was used to assess all the constructs.

3.5 Sample Size and Sampling Technique

The sample size was 300 and Purposive Sampling was used. Since there is less trend in the purchase of green products in Pakistan, other sampling techniques were difficult to apply. Also, Convenience sampling was the limitation of a recent study conducted by the researchers of IIT, India in the setting of Green Marketing. (Kumar et al., 2023). That's why purposive sampling was taken into consideration to fill this gap. The target audience was Students and Teachers. They are in the field of education and for the sake of growth, they are constantly indulged in the process of learning.

4. Findings

The Analysis was done through the Warp PLS 8. This software supports validity and reliability, and advanced analytical techniques such as mediation analysis, moderation

analysis, and multi-group analysis, enabling researchers to explore complex relationships and mechanisms within their data.

4.1 Validity and Reliability

Combined Loadings and Cross Loadings

Table 1 Combined Loadings and Cross Loadings

	Grn_Mkt	Grn_Purc	Env_Cons	Brnd_Img
Grn_Mkt	0.806			
Grn_Purc	0.0061	0.875		
Env_Cons	0.089	0.139	0.821	
Brnd_Img	0.003	0.005	0.207	0.813

All the values of the constructs are greater than 0.5 when it is loaded on its construct. When these variables load on other variables, the values are less than 0.5. This shows significance.

Overall, this scenario is acceptable. The empirical data collected for this research is valid and reliable.

Latent Variable Coefficients

The output of this segment shows that the Composite reliability has values for each variable that are more than 0.5. The meaning is that it is a good sign. The value for Green Marketing in this case is 0.898, for Green Purchase Intention it is 0.936, for Environment Consciousness 0. The values for Brand Image and Social Media Engagement are as follows 0.907 and 0.919. The Cronbach alpha for all the constructs is above 0.7. It is positive. The Avg variance extract. of the variables is above 0.5. It is a plus point. The Full collinearity VIF is less than 3.3, which is another plus point. The Skewness must be between -1 and +1. In this case, it is between the given numbers which means that it is a positive sign. The Kurtosis must be between -3 and +3. It is significant here.

Table 2 Latent Variable Coefficient

	Grn_Mkt	Env_Cons	Brnd_Img	Grn_Pur
R-squared		0.369	0.402	0.365
Adj. R-squared		0.367	0.400	0.354
Composite-reliability	0.898	0.897	0.907	0.936
Cronbach's Alpha	0.849	0.846	0.872	0.909
Avg. var. extract.	0.689	0.685	0.662	0.785
Full collin. VIF	2.203	2.070	1.96	2.414
Q-squared		0.370	0.402	0.497
Skewness	-0.910	-1.244	-0.501	-0.767
Exc. kurtosis	0.920	1.755	0.687	0.342

Table 3 Correlations among latent variables and errors.

	Grn_Mkt	Grn_Purc	Env_Cons	Brnd_Img
Grn_Mkt	0.830			
Grn_Purc	0.614	0.886		
Env_Cons	0.591	0.487	0.827	
Brnd_Img	0.606	0.609	0.487	0.814

The condition is that the value of the Construct (e.g. Green Marketing) when loaded on its own, must be greater than the values of other constructs. The condition has been fulfilled. The correlations among all the variables are strong. The P values of the correlations are also significant, as all are less than 0.001.

4.3 Mediation

After analyzing both the mediators individually, the researcher has figured out that Brand Image has a stronger mediation as compared to Environmental Consciousness.

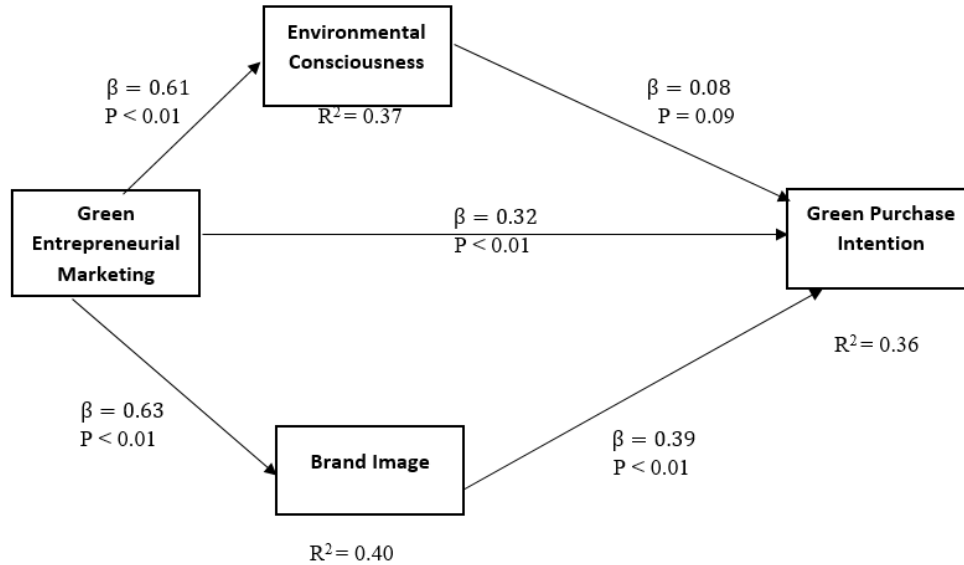


Figure 2 Structural Model

Indirect Effect

The indirect effect of both mediations is 0.295 as a whole. The indirect effect of Environmental consciousness is 0.05. It is positive here, as it is 0.05. The indirect effect of the Brand Image mediator is 0.2457. It is very high because it is very far from 0.05.

P values for the indirect effect

The p-value is less than 0.001, this portrays that the indirect effects of the two mediators are significant.

Standard error of Indirect effect

The standard error should be far less than the beta value i.e the value that is obtained for the indirect effect above. Here, the beta values of the indirect effects of both the mediators are less than S.E. This shows that the S.E of both mediations is acceptable.

Effect Size

If the effect size is greater than or equal to 0.02, then the effect is small. Here, the effect size of both the mediators is greater than 0.02. Both the effect sizes are small.

Table 4 Total Effects

	Grn_Mkt	Grn_Pur	Env_Con	Brnd_Im
Grn_Purc	0.613		0.078	0.390
Env_Con	0.608			
Brnd_Im	0.634			

The impact of Green Entrepreneurial Marketing on Green Purchase Intention is 0.613, on Environmental Consciousness 0.608, on Brand Image 0.634. The total effect includes both the direct and indirect effects.

P values for Total Effects

All the total effects are significant as the values are less than 0.005.

Table 5 Standard Error of Total Effects

	Grn_Mkt	Grn_Pur	Env_Con	Brnd_Im
Grn_Purc	0.053		0.057	0.054
Env_Con	0.053			
Brnd_Im	0.052			

All the S.Es are far less than the beta values i.e. 0.053, 0.053, 0.052. The meaning is that they are acceptable.

Table6 Effect sizes of total effects

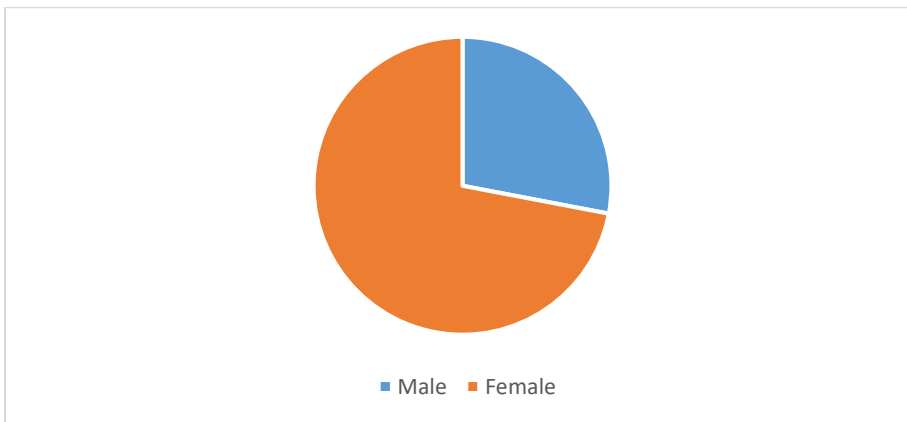
	Grn_Mkt	Grn_Pur	Env_Con	Brnd_Im
Grn_Purc	0.376		0.038	0.240
Env_Con	0.369			
Brnd_Im	0.402			

All the values are more than 0.35, which means that all the effect sizes of total effects are large.

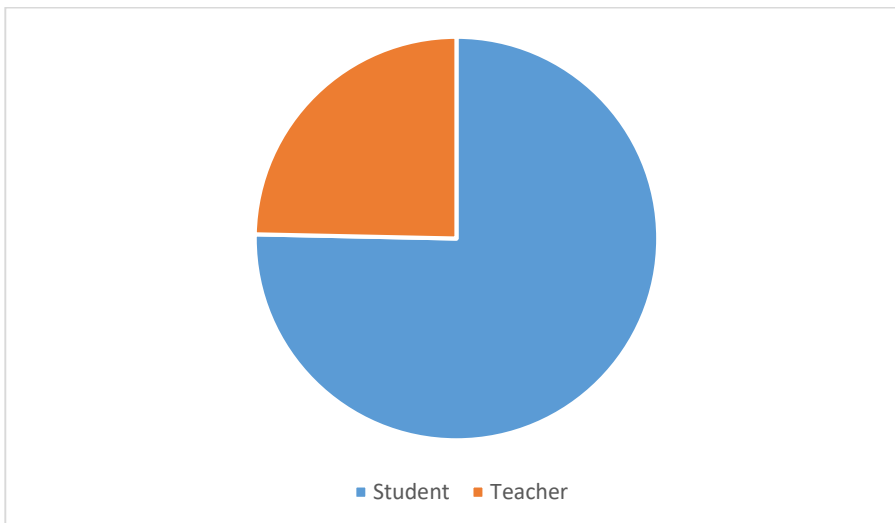
4.4 Demographic Analysis

The majority of the participants were from the age group of 18 to 24. They showed more interest in green products as compared to the other age groups. The students were more inclined with regards to the purchase of green commodities, as compared to the teachers. All the educated people showed interest in green products. Overall, the response was positive regarding the green concept.

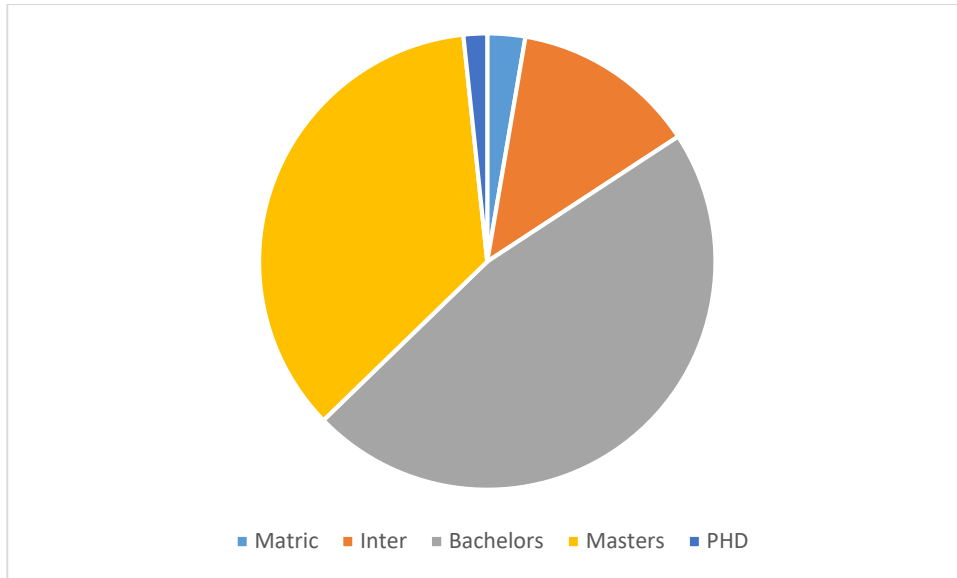
Gender



Occupation



Level of Education



5 DISCUSSIONS

5.1 Results

The goal of the researcher's initial investigation was to find a solution for an environmental problem that had grown over time. While these problems affect the entire planet Earth, Pakistan, and other developing nations are most severely affected. Emissions particularly from factories burning fossil fuels, contribute to high levels of air pollution. This has led to smog and bad quality of air in major cities like Lahore and Karachi, causing respiratory diseases, cardiovascular issues, and even premature deaths amongst the population. Industrial discharges containing hazardous chemicals, heavy metals, and untreated wastewater are released into rivers and water bodies. This contaminates water sources, affecting drinking water quality, aquatic ecosystems, and agricultural productivity. Contaminated water used for irrigation also affects the quality of crops and productivity. The activities of the industries release greenhouse gases that contribute to global warming and climate change. Global warming is a major cause of skin diseases such as eczema and psoriasis. Pakistan is vulnerable to climate-related events such as floods, droughts, and heat waves, which get worse by industrial pollution.

For this reason, the author has carried out research to ascertain how the local population has reacted to green products. Living a green lifestyle is currently the only way to address this

serious issue. Manufacturers must take action by putting out an increasing number of environmentally friendly goods. They ought to convert to environmentally friendly companies.

First of all, there is a need to understand the image of the green commodities in this country. The reason behind it is to get a clear picture of the response of the consumers regarding these products.

In this survey, respondents showed a welcoming attitude regarding this particular topic. The findings are discussed below,

The collected data is reliable and valid. The demands regarding reliability and validity were fulfilled. This data can be used for the application in the industries and the academic world.

The Mediation of Brand Image is higher than the Environmental Consciousness. It has been found that the indirect effect of Environmental Consciousness is 0.05 and the brand image is 0.2457. Overall, both the indirect effects are positively high on the purchase intention, but the effect of brand image is greater. The threshold value of the indirect effect is 0.05.

First Hypothesis

The first hypothesis was that Green Entrepreneurial Marketing has a significant impact on Green Purchase Intention. The results showed that this impact is very positive. The direct effect of Green Entrepreneurial Marketing on Purchase intention that is calculated by the analysis tool is 0.32. People want to move towards green commodities now, for the betterment of the planet. The responses collected by the teachers and students presented the image that green entrepreneurial marketing has a significant impact on the purchase of green commodities.

Second Hypothesis

The second hypothesis was that Environmental Consciousness mediates the relationship between Green Entrepreneurial Marketing and Green Purchase Intention. The results supported it. It is positively noteworthy as the threshold value is also 0.05. The Western researchers also found similar findings that this construct always plays a notable role. According to (Cuc et al., 2022), the success of green marketing largely depends on people's interest in the environment where respect for nature is above everything.

This survey indicated the same thing in Pakistan. The key is that awareness alone is insufficient. One must be so emotionally invested in the cause that he forces himself to buy the product that is preserving the environment.

Third Hypothesis

The third one was that Brand Image mediates the relationship between Green Entrepreneurial Marketing and Green Purchase Intention. The output showed a very productive relation between the independent and dependent constructs. The effect of this mediation is 0.2457, which is positively very high. It influences the green purchase intention more than the environmental consciousness. If people see that a brand is socially responsible and plays its part in the protection of the environment, the image of that brand naturally increases in their minds. A trust element builds up and they move towards the buying of that product.

Certain brands, such as Sapphire, J., Bonanza, and so on, are primarily recognized for their apparel lines, but they have also started to offer beauty goods. Instead of taking the chance of going straight to the hair care goods, the entrepreneurs typically introduce their skincare lines following their beauty-enhancing ones. Those well-known brands will undoubtedly benefit greatly from this campaign.

5.2 Implications

5.2.1 Theoretical Implication

There are fewer studies on Green Entrepreneurial Marketing, in the context of Pakistan. The researchers who have done the research in this setting have not considered the construct of Environmental Consciousness.

Additionally, the idea of Brand image was examined. How does this idea fit into Pakistan's context of green marketing? It is employed in this study in the sense of how a positive brand image influences purchase intention.

5.2.2 Managerial Implication

Pakistan's well-known companies must consider launching a line of environmentally friendly products. Customers would undoubtedly give priority to and trust products launched by Saeed Ghani, Chiltan Pure, or any other respectable brand while making a purchase.

People may place less value on a brand that is not well-known if it places its green product on the shelf. One cannot overlook the reality that reputation is important. This shows that it is simple to introduce a green commodities line for well-known and established non-green

brands like J., Sapphire, and Bonanza Satrangi, among others. The consumers will positively respond to them.

5.5 Conclusion

The main objective of this study was to understand the influence of green entrepreneurial marketing on green purchase intention in the context of Lahore. The result showed that green marketing has a significant impact on the intention to purchase green products. The mediators play their part positively in this relationship.

If eco-friendly products are marketed to the citizens of Pakistan, they will be very inclined to buy them. The moment is now for entrepreneurs to act, as the planet's condition is already deteriorating daily if they don't.

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