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### HOW GREEN BRAND IMAGE IS BUILT THROUGH CONSUMPTION VALUES IN INFLUENCING GREEN PURCHASING BEHAVIOR

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#### Abstract

Under the various conditions, it has been observed that consumers prefer green products without even considering any second option while doing a purchase. Consumers formulate positive brand image against the green products and their consumption makes them feel valued in society. Green purchasing allows for consumer internal satisfaction and consumption enjoyment of the supplementary product usage experience. This research focuses upon the key dimensions of consumption values functional values to measure consumer green purchase behaviors while using the green products. Further, current research evaluated the intervening role of green brand image and also tested a moderating effect of product quality between consumption values and consumer green purchase behaviors. The study was done using non probability sampling technique by using self-administered questionnaire as research survey instrument. The data is collected from 500 university students. Results were obtained through SPSS and smart PLS-SEM. The findings indicated that all the dimensions of consumptions values i.e., functional, social, emotional, conditional, epistemic and environmental values have positively and significantly associated with green purchasing behaviour. Further, the findings indicated a significant and positive mediated association of green brand image between all dimensions of consumption values and green behaviour of consumers. Lastly, the researcher evaluated that there is a significant and positive moderating link of product quality between consumption values and green purchasing behaviour. This current investigation will be beneficial to marketers in building positive green image of them for their market offerings. The study would be beneficial for marketers to target more consumer who prefer buying green products and provide helpful guidance for marketing theorists to foster retailing practices for sustainable merchandising, green marketing and public policy.

#### Keywords

Theory of consumers, consumption value, economic values, social values, functional values, conditional value, epistemic values.



## **1. Introduction**

The term green products *refer to not only those products which use less reserves of energy and water to save society but also give less damage to the environment* (Sun *et al.*, 2018). As per Schuitema & Groot (2015), green products are human and environmentally friendly. Weber *et al* (2015) also support this viewpoint of green products bringing less damage to society. Consumers nowadays prefer buying green products as it helpful in environmental stability and induce the factor of less deterioration leading to improved standards of living in society. Consumers who prefer to buy green products are known as green consumers counting recyclable material. Along with this impression, the marketing and researchers addressing consumer behavior focus more on the consumption dynamics defined as socially conscious, sustainable, pro-environmental, or green. Over the last several decades, academic experts have carefully examined the antecedents of sustainable consumption to contribute to a sustainable green environment. According to Newman and Dhar (2014), brand authenticity increases customer willingness to pay a premium price and brand image. According to Mustonen *et al.* (2016), both green image and perceived value have a direct positive relationship with customer loyalty, and environmental mental values are favorably associated with the company's green brand image. As a result, it is critical to research "green consumerism," which is a subset of sustainable environmental consumer consumption that also identifies customer propensity to purchase

societally beneficial items or services. Green purchase behavior in marketing refers to consumers' decisions to buy environmentally friendly products, influenced by factors like green advertising, eco-literacy, e-Wom (electronic word-of-mouth), and green marketing practices. Studies highlight the impact of green marketing solutions on customer behavior, emphasizing the theory of planned behavior and the theory of reasoned action (Wijekoon & Sabri., 2021). The current study examines the available empirical literature on green product purchasing and aims to categorize prevalent consumption values that influence consumer purchase intention in response to green products. This research would discover the new domains of consumer attitude in respect of green products to explore the topic of green marketing in South Asian countries. The purpose of the study is to conduct research on the topic of green marketing and understand the various major factors that affect consumers' purchase decisions on green products. In this modern society, social responsibility and marketing business ethics are considered themes for marketing practices and strategies. There is a rapid increase in environmental change and due to this, the demand for green products has also increased in the market (Ali *et al.*, 2011). These are now easily available in food markets as well consumers' knowledge of green products has also increased. Consumers came to know that green products are more friendly to the environment and less harmful. Green products are environmentally free and individuals are prepared to purchase them

for the sake of their health benefits as explained by Chamorro *et al.*, (2009). It is also reported that green products are one of the biggest solutions for air and waste pollution. The academic literature has used various words in explaining the phenomenon of green product consumption like “green consumption and “green acquisition” to clarify consumer environmental purchasing behavior. This study serves as a bridge between future research and present studies on sustainable consumption. One motivation to investigate Green marketing is the issue of global warming, which has considerably increased consumer environmental consciousness as well as cooperation levels. Earlier, researchers recognized that consumers are supporters of more environmentally safe for their consumption as well as less harmful to the ecosystem (Chen *et al.*, 2018). Similarly, due to demands for such products companies are bound to be green by showing their environmentally responsible and incorporating green marketing initiatives. By doing this, companies create a sustainable relationship with their prospects and retain consumers. This phenomenon is known as “*product greening*” which comprises the entire cycle of supply chain management from using raw materials to consumer post-purchase usage (Haytko & Matulich, 2008). Similarly, the *Antecedents* of green purchase behavior have been discussed in prior literature critical in raising social and environmental awareness among customers. Consumer awareness of a firm's environmental activities (Rahman *et al.*, 2020),

green perceived quality (Nekmahmud & Farkas, 2020) customer awareness in promoting firm sustainability (Gong *et al.*, 2019), and consumer confidence (Medeiros & Ribeiro, 2013). From this perspective, businesses also comprehend that becoming green will create a competitive advantage in strengthening their market leadership and positioning (Hansen, 2009). However, awareness related to the destruction of the environment, harmful effects of waste, air pollution, and human behavioral activities that are destructive to the environment has highlighted the problem of using environmental safety tools and protecting the environment in consumer behavior. This in turn has increased the demand for green products in life of people. People's awareness related to environmental issues and harmful activities has rapidly increased over the past decades (Kim & Choi, 2005). Some of the previous research discussed the *Consequences* i.e. purchase behavior depends solely on the product's core characteristics which target the physiological needs of the buyer and their association with the product. The previous research observed the green product purchase behavior concerning diverse variables like green purchase intention (Sharma *et al.*, 2020), environmental consciousness (Lin & Niu, 2018), environmental knowledge (Indriani *et al.*, 2019), and green marketing (Szabo & Webster, 2021). Prior studies also confirm that a customer's environmental concern and associated knowledge, as well as the product's functional and green features, are key drivers; yet, low cost and difficulty in purchasing the goods are major

barriers to consumer green purchase behavior. The Organization for Economic Corporation and Development (DECD 2009) suggests that green products are referred to as what is to be correct, prevent, limit, and stop the harmful environmental effects on soil, air, and water, and green products are one of the best solutions for resolving problems related environmental issues. Consumers are purchasing recycled products because they are satisfying the needs of consumers and demand for quality is properly maintained (Bei & Simpson, 1995). Social responsibility positively affects consumers buying behavior regarding green products (Sheth, Newman, and Gross, 1991). There is a report on consumers reflecting that the vast majority of consumer's purchase behavior is affected by environmental and social concerns and responsibility (Mainieri *et al.*, 1997). Consumers are buying recycled products and also consider their quality and price while evaluating them. Although great efforts have been put to make environmentally friendly products more efficient nonetheless there is still a gap between consumer's value and motivation. There are still possibilities of its lower market shares. Some environmental motivation behavior represents lower impact consumption behavior (Tezer & Bodur, 2020). The study's *aims* include (1) gaining a fundamental understanding of the influence of green product experience on green product purchasing decisions and (2) Assessing the influence of consumption values on consumer purchasing decisions for green products. Based on

the above affirmations, studying green products is of much importance and has gained great attention from researchers. To have a better understanding of how to bridge the intention-behavior gap, a lot of effort is put into finding out consumer behavior in the view of perception towards green products though factors related to green products consumer purchases are studied widely. However, knowledge of how green products impact customer behavior before purchase is lacking. To bridge this gap, we examine whether using green (vs. conventional) items enhances the consumer's consuming experiences by applying the idea of consumption values in understanding consumer influence on green products. The research seeks to provide a conceptual framework based on the consumption theory value proposed by Sheth *et al.* (1991) explaining the reason why the consumers make the choices they do based upon five consumption values persuading consumer choice behavior. The next part provides a cursory survey of the research and hypotheses that lead to a conceptual framework for green purchasing behavior. Following is an explanation of the study's methodology and strategy. The part on empirical results summarizes the study variables' findings, followed by sections on discussion, conclusions, and lastly limits and recommendations for further research.

## **2. Literature Review and Hypotheses Development**

Green purchasing refers to the *purchase of environmentally friendly products and to avoid harmful products that cause harm to the*

*environment* and is often measured as a consumer's green purchase (Chan, 2001). Such kind of behavior is sometimes considered a sort of socially responsible or ethically driven behavior. Green consumers are those who "held themselves accountable for their private consumption public implications and also attempted to utilize their purchasing power to bring about social change while utilizing green products without harming the environment and contributing to a sustainable future" (Moisander, 2007). Because green items are environmentally superior and have a low environmental effect. It varies in degree since few green products employ materials that are safer for the environment, recyclable, and need less packing. (Chan & Chai, 2010). Past research has not addressed these issues since the majority of previous research has focused on customer evaluation of green products rather than intention to purchase green items. (Sun & Wang, 2019). However, research on green product evaluations verifies the conditional impacts of providing green product core, real, and enhanced features on goods evaluations. For example, according to Lin *et al.* (2012) demonstrate that customers perceive green products to be less effective than conventional items. Newman *et al.* (2014) confirmed that turning products green deliberately rather than accidentally leads to lower green purchasing behavior. Customers feel that when organizations or corporations purposefully increase green product characteristics (at each level), resources are diverted from product functional attribute development, resulting in

decreased product quality perceptions and buy intents, as expressed by Kim and Choi (2005). In contrast, other research explained the role of consumer product preferences is based on green product attributes under certain conditions. Green products, for example, are preferred over traditional ones, according to Griskevicius *et al.* (2010), especially when consumers are driven by a status incentive. Similarly, Pelozo *et al.* (2014) demonstrate that when consumers' self-accountability is increased, they prefer green. Products. When viewed as a whole, these findings are restricted to the purchase decision and do not provide insight into the overall influence of green products on consuming experiences and the underlying process. More importantly, the research indicating negative judgments of green (vs. conventional) objects describes the process using prevalent beliefs and consumer judgmental inferences regarding product characteristics (Lin & Chang 2012; Newman *et al.* 2014). This raises concern for green consumers, that they may change their irrational judgments when they utilize green products with superior quality while collecting objective product knowledge. Furthermore, actual product experience throughout the consumption stage may influence how customers feel about themselves and affect the consuming experience. We use research to answer the question of *How Utilizing Green Products Will Affect The Consuming Experience.*

### 2.1 Theory of Consumption Value (TCV)

Sheth *et al.* (1991) proposed this theory which explains "why customers choose to buy or not buy

(or use or not use) a particular product, and why they prefer one product type over another". The theory contributes differently in various consumer choice situations and proposes that consumer purchase behavior is the function of consumption values. Consumption (green) is the process of economic, social, and functional process which is impacted by nature, individuals, circumstances, laws, and infrastructure of societies where lived and contributed by the wide range of socially, and economically consumers. Consumption values play an important role in every situation and are independent. To get sustainable values, consumption should be environmental consumption, and especially consumption should be done by individuals. It must have social and cultural consumption and buy environmentally friendly goods explained by Schaefer & Crane (2005). Consumption theory has the motivated effects on consumers (Sweeney & Souter 2001). Functional values, social values, and emotional values are the perceived value scales to measure the consumer's ideas relating to environmentally friendly goods. Using the concept of consumption values, consumers' perceptions of consumption values are found as the drivers of long-term green product use and purchase intention to pay a premium for green products (Kaur *et al.*, 2020; Arvola *et al.*, 2008).

## *2.2 Consumption Values and Green Purchasing Behavior*

The research papers examine the relationship between consumption values, environmental factors, and green purchase intentions.

Functional, social, emotional, conditional, and epistemic values are investigated as potential predictors of green purchase intentions. Gleny & Innocenti Bernardo (2023) found that only emotional and conditional values positively influenced green purchase intentions. J. Awuni & Jianguo Du (2016) observed that social and emotional values positively influenced green purchasing intentions among young Chinese adults, while functional, conditional, and epistemic values did not. A. Gugkang (2012) found significant relationships between consumption values, environmental concern, attitude, and purchase intention for green products, except for the link between consumption values and attitude. These studies highlight the complex nature of green purchase intentions and the varying influences of different consumption values across contexts and populations. The significance of consumption values, such as functional, social, and emotional values, in influencing consumers' green purchase intentions is well-documented in research (Sari *et al.*, 2023). Social values are identified as having the most substantial impact on consumption values, particularly in driving interest in green products. Social values, in conjunction with entertainment, procreative, communal benefit, and activist values, are shown to have a positive influence on green consumption values, while economic and applied values have a negative impact. Emotional values and conditional values are found to have a positive effect on green purchase intentions, whereas functional, social,

and epistemic values do not show a significant positive impact (Bernado, 2023). Similarly, Rana & Solaiman (2023). demonstrates how, in the market for environmentally and energy-efficient electronic items, epistemic value is a strong predictor of green buying behavior. Additionally, bolsters this by showing that young customers' green buying behavior is positively impacted by epistemic value. Likewise, environmental values and attitudes are consistently found to have a strong positive correlation with green purchasing (Dikici *et al.*, 2022) These results underscore the importance of social values and emotional factors in shaping consumers' intentions to buy green products, underscoring the necessity of considering these aspects in sustainable consumption behavior.

*H1: There is a positive relationship between consumer consumption values and consumer green purchasing behavior for Green products.*

### *2.3 Consumption Values and Green Brand Image*

These studies investigate the connection between consumer behaviour, green marketing, and consumption values. Green trust and purchasing intentions are strongly impacted by emotional, functional, social, and pricing values, which are mediated by green image, according to research by Shoukat *et al.* (2021). Green consumption values have been shown to have a favourable impact on brand reactions in both online and offline environments (Risitano *et al.*, 2023). Young consumers of personal care goods have a link between brand loyalty and consumption

ideals, according to Candan *et al.* (2013). Studie have also evaluated how Indian consumers responded to green marketing communications using the green construct. They discovered that green consumption values affect attitudes towards marketing communications, perceptions of brand trust, and purchase intentions. All of these research demonstrate how crucial it is to comprehend consumption values in order to influence consumer attitudes and behaviours.

Butt *et al.* (2017) found that consumers' environmental values and attitudes towards green products positively influence green brand image, trust, and equity. Lin & Zhou (2020) demonstrated that utilitarian environmental benefits and nature connectedness indirectly affect green brand image through green perceived value and brand innovativeness. Both studies by Suki & Mohd Suki (2015) examined the impact of consumption values on consumer environmental concern regarding green products.

*H2: There is a positive relationship between consumer consumption values and consumer green brand image.*

### *2.4 Green Brand Image and Green Purchasing Behavior.*

Research has shown that greenwashing has a detrimental impact on green purchasing behavior, but the green brand image has a favorable influence (Budi Setiawan *et al.*, 2022). Building green brand trust, attachment, and commitment is largely dependent on green brand image (Hussain & Waheed, 2016). In addition, it acts as a mediator in the unfavorable association between

greenwashing and green consumer behavior (Chen *et al.*, 2018). Companies can decrease greenwashing actions and improve their green brand image to build the association between green brand image and customer green buying behavior (Budi Setiawan *et al.*, 2022). Furthermore, encouraging green brand loyalty has a beneficial effect on consumers' green purchasing decisions. These results emphasize how crucial it is to keep a genuine green brand image and stay away from misleading environmental claims to promote sustainable consumer behavior.

*H3: There is a positive relationship between green brand image and consumer green purchasing behavior for Green products.*

### *2.5 Product Quality and Green Purchasing Behavior*

Various studies have highlighted how product quality influences green consumer purchasing behavior. Research papers have brought to the fore many findings on this. Green products, likewise, are consumed because of factors such as perceived value and trust among other things according to research reports (Thakur *et al.*, 2023). These consumers often find it easier to buy green items where they feel that they are high-quality, eco-friendly, and dependable. Besides, a strong correlation between purchase intention for green products and product quality has been established. Equally important is that companies must also focus on enhancing their relationship with the green market segment by emphasizing aspects such as quality and price to reach out to

them more effectively. However, it's worth mentioning that the perception of environmental friendliness and the quality of green products also directly affect green consumer purchasing behavior. The analysis of Mahesh *et al.* (2012) indicates that perceived product quality positively influences green purchase intentions as long as the price is less than that offered by the competitor. Gil & Jacob (2018) established that the green perceived quality has an impact on green purchase intention and green satisfaction and green trust acts as a mediators. According to the study done by Sheikh *et al.* (2014), there is a possibility of accepting that there is a significantly positive correlation between consumer green behavior and product quality and price and green marketing. Cheung *et al.*, (2015) proved that perceived quality has a direct impact on green purchase intentions, which in turn, affects the actual purchase of green products. These studies specifically focus on the use of product quality as a main factor that influences green consumer behavior. Some propose that companies should ensure that they adopt high-quality standards in production of the green products to appeal to the 'green' consumers and effect favorable green consumption. *H4: There is a positive relationship between product quality and consumer green purchasing behavior for Green products.*

### *2.6 Functional Value, Green Brand Image and Green Purchasing Behavior*

The term s functional value describes *consumer's behavior toward green products relating to its price and quality*. Sheth *et al.* (1991) assessed



functional value as the fundamental foremost driver of consumer choice. *Functional values major dimension is quality, which affirms that consumers place huge importance to product quality when considering buying green products* (Tseng & Hung 2013). Consumers' perspective related to green products is it's have quality and performance but in reasonably priced. If the price seems too high, then consumers move to alternative factors (Gleim et al. 2013; Ritter et al. 2015). Research on green products mostly indicates that people are not agreeing to pay high values. (D'souza et al 2007). People considered both the quality and price of recycled and non-recycled products while forming attitudes and purchase intentions Chi et al (2021). On the other hand, if the price is not high but quality too like toilet paper, people also don't want to purchase it due to low quality (Laroche et al., 2001). According to Matthes et al (2014) the impact of functional, emotional, and mixed values in consumers and green brand image. It evaluated the impact of functional appeal toward the green brand image when consumers show a high level of involvement the consumer involvement (Brey et al., 2002). It is noted from previous research that functional value measures consumer-perceived product quality and other marketing and performance-related aspects which are drivers of consumer utility in forming consumer positive attitudes. Based on the above evidence we aim to explore the effect of the functional consumption value on green purchasing behavior under the effect of brands' green image, which has not been

studied before. Therefore, the following hypothesis is advanced:

*H5: Green brand image mediates the relationship between functional value and consumer green purchasing behavior.*

### *2.7 Social Value, Green Brand Image, and Green Purchasing Behavior*

The term social value explains consumer's perception relating to their utility and influence on green products. The sense of the utility of one or more social groups concerning green goods is referred to as social value (Sheth et al 1991). The perceived societal pressure to adopt and endorse a behavior style is referred to as social value (Ajzen, 1991). Social ethics reflects social pressure. These are personal perceptions or collective perceptions. Personal and moral values indicate motivation because of its harmful effects and self-awareness (Arvola et al 2008). Consumer attitude and purchase behavior for green food products is based on consumer perception of products' green perceived value. This effect is also supported by the work done by Smith & Paladino (2010). Consumers wish to clean environment and not face negative impacts when facing social risk and social value is the biggest way to reduce consumer's perception of risk (Aqueveque, 2006). In the case of green products, research has shown that social value influences consumer environmental behavior (Suki & Suki 2015a). However, several authors were unable to identify any links between social ideals and consumer environmental concerns. Yue et al (2020) study confirmed that consumer responsibility toward

green product consumption affects their purchase under the influence of environmental concern and price sensitivity. Paco and Raposo (2009) discovered in a study conducted in Portugal that customers grasp the social value in reaction to green brand image, supporting policies to increase purchasing behavior. Hence, transforming their concerns towards action. Manrai *et al.*, (1997) argued that the social values of a customer have a direct proportional relation with those branded products that claim to be green. Finch (2006) confirmed that consumer green purchases are a result of improving one's self-image. Based on this affirmation, we propose that green brand image can be the influential mediator in establishing a link between consumer social consumption value and green purchasing behavior which has not been studied before. Therefore, managers may find a way to transform their social values into higher sales of green products. Hence, the following hypothesis is crafted:

*H6: Green brand image mediates the relationship between social value and consumer green purchasing behavior.*

### *2.8 Emotional Value, Green Brand Image, and Green Purchasing Behavior*

The *term* emotional value analyses consumer's emotions about green products. Emotional value refers to the *utility of consumers raised from the feelings and effectiveness of their attitudes toward the environment* (Sheth *et al.*, 1991). Things that can be your services and production are linked with emotional responses (Sweeney & Souter, 2001). It has great importance on consumer

decision-making as well (Lin & Huang, 2012). It is noticed that appeal for goods and services with emotional factors is important in purchase decisions (Peng *et al.*, 2019). In the case of green products, studies have demonstrated that buyers' emotions have a positive impact on their purchasing behavior (Koller *et al.* 2011; Lin and Huang 2012). Fraj and Martinez (2007) took an argument that even though consumers have environmental concerns showing the utility of green brand image products and their concerns towards environmental problems. It has been discovered that emotional value has a considerable positive association with green product customer-choosing behavior (Gonçalves *et al.*, 2016). It is confirmed by prior research that portraying a good brand image through marketing is effective in selling green products. Following the same question, Gan *et al.*, (2008) showed a concern about environmental factors which reflect being the sole reason for the branded green products. As per (Sweeney & Soutar, 2001) consumer depicts their emotional responses when influenced by the product benefits. Consumer emotionality has been well associated with a company's product/ service and plays a vital role in consumer buying decisions. Based on the above literature we aim to explore the effect the emotional consumption value on green purchasing behavior under the effect of brands' green image, which has not been studied before. Hence, the following hypothesis is crafted:

*H7: Green brand image mediates the relationship between emotional value and consumer green purchasing behavior.*

### *2.9 Conditional Value, Green Brand Image, and Green Purchasing Behavior*

The term conditional value is related to *specific conditions for purchasing green products*. The conditional value is calculated using a profile of possible outcomes according to Sheth *et al* (1991). Moosa and Hassan (2015) discovered that conditional values are difficult for consumers to generate unless the circumstances are basic, precise, and unambiguous, which may imply that the conditional value has a less substantial influence. According to Wei *et al* (2018), consumers show a willingness to pay extra amounts of money for green products under the interplaying effect of their characteristics and participation. These are related to the current situation. These values are adopted by decision-makers in specific situations or sets of circumstances. In this condition, the consumers' needs and demands change relating to the current situation. Sharma & Foropon (2019) found that green product attributes lead to green purchase behavior under the influence of a theory of planned behavior particularly in the context of the circular economy. Conditional value was substantially associated to green consumer behavior (Lin & Huang, 2012). Any change in the conditional value has a significant influence on the purchasing of green products (Saxena & Khandelwal, 2010). The study's findings revealed that customer behavior is influenced by their

interactions with conditional elements while purchasing for a special occasion. When a consumer's personal situation variables change then consumers' purchase behavior also changes. As noted in previous research, the conditional value consumer perception of utility is derived from the current set of conditions. Based on the above literature we aim to explore the effect of the conditional consumption value on green purchasing behavior under the effect of brands green image, which have not been studied before. Hence the following hypotheses are proposed:

*H8: Green brand image mediates the relationship between conditional value and consumer green purchasing behavior.*

### *2.10 Epistemic Value, Green Brand Image, and Green Purchasing Behavior*

The term epistemic value is related to consumers' knowledge or seeking knowledge relating to their consumption of green products. Epistemic value is *the knowledge about consumers' curiosity, satisfaction, and desire for utility* (Sheth *et al.*, 1991). Consumer perception of perceived utility coming from an alternate potential to spark interest or fulfill a human demand for knowledge is characterized as epistemic value. In reality, this type of value is connected with a search for information, whether motivated by intellectual curiosity or a need for novelty (Sánchez *et al.*, 2007). Consumer research and knowledge are important for purchase decisions. The choice to acquire a new product is heavily influenced by knowledge (Gan *et al.*, 2008). When consumers going to purchase new products or making

decision to adopt new product than he gets information and incoming information relating to them (Chen *et al.*, 2006). The adaptation process occurs when there are similarities between product and consumer requirements. According to Saleem and Ali (2019), Changes in consumer lifestyle and consumption patterns may have a big impact on their attitudes toward environmentally friendly green products in developing countries. Consumers show a concern to product attributes having epistemic value towards green products and purchase behavior (Tanner & Kast, 2003). Consumers seek variety and novelty in the products offered by the company. Good quality arouses consumer desire to learn more about the product which further fosters his purchasing intent as confirmed by Lin & Huang (2012). Based on the above literature we aim to explore the effect of the epistemic consumption value on green purchasing behavior under the effect of brands' green image, which has not been studied before. Hence the following hypotheses are proposed:

*H9: Green brand image mediates the relationship between epistemic value and consumer green purchasing behavior.*

### *2.11 Environmental Value, Green Brand Image, and Green Purchasing Behavior*

Environmental value refers to the *ability to reshape habits to minimize environmental effects and is affected by cognitive, attitudinal, and behavioral components*. Environmental value and consumer green product consumption have been progressively triggered in developing

nations. The emphasis on economic growth has also spurred environmental degradation and damaged individuals' standard of living and quality of lifestyle, particularly in emerging nations where environmental consciousness and sustainable business practices are becoming increasingly important (Veeravatnanond *et al.*, 2012). Consumption patterns of consumers influence how GPs should be produced and sold since they are connected to the satisfaction of "eco-citizens." (Marchand & Walker, 2008). However, accelerating the creation of GPs is insufficient; increasing environmental awareness requires consumer effort, time, and a shift in both behavior and attitudes (Lin & Huang, 2012). Individuals seek out healthier lifestyles not just because they are ecologically conscious and understand their role in the larger picture, but also because they expect certain personal rewards. Butt *et al* (2017) depict that environmental value and green brand products have a positive relationship. Likewise, it is also found that consumers hold consumption values associated with environmental concerns differentiating them from being green and non-product users. Consumers accept green consumption patterns as great environmental value (Kilbourne & Pickett, 2008). According to Kim and Choi (2005), consumer concerns for environmental value have a direct- positive influence on customer buying behavior of green products. This strongly suggests that customers with strong environmental values may be interested in buying green products based on the brand's green image. Keeping this in view,

our motive is to explore the effect of the environmental consumption value on green purchasing behavior under the effect of brands' green image, which has not been studied before. Hence the following hypotheses are proposed:

*H10: Green brand image mediates the relationship between environmental value and consumer green purchasing behavior.*

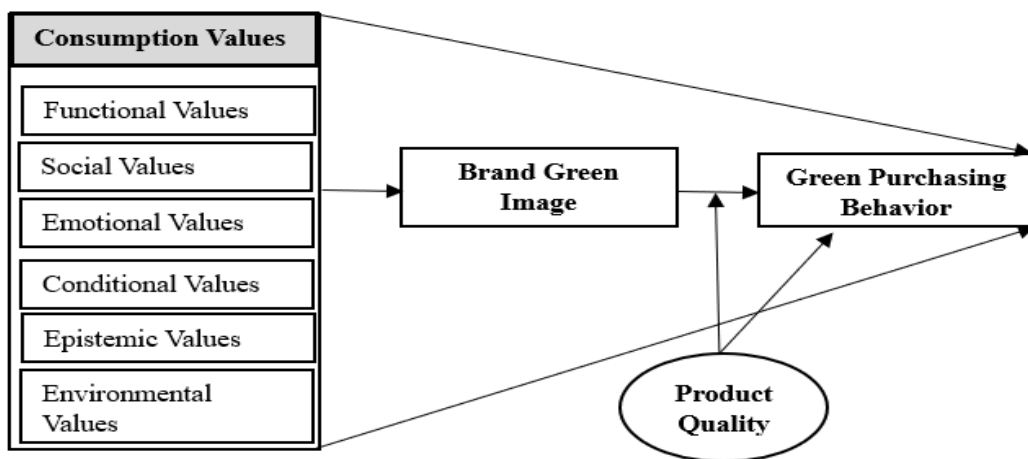
### 2.12 Green Brand Image, Product Quality, and Green Purchasing Behavior

Green purchasing behavior is a complicated kind of ethical decision-making and is seen as a sort of socially responsible behavior. The green consumer, as a socially responsible consumer, "considers the public ramifications of his or her private consumption and strives to utilize his or her purchasing power to effect social change" (Moisander, 2007). The perceived quality of a product, especially green products, has a direct impact on purchase intent (Biswas & Roy, 2015). However, is one of the key functional dimensions

of green products but few researchers have found its less significant impact on consumer green purchase behavior. Green products provide substantial environmental information on production and disposal to the final consumers. According to Song et al (2019), green products provide many ways for consumers to retrieve certified product information. Eco-labels gave extra information on the possible environmental implications of items, which persuaded customers to purchase more green products in the setting of the energy supply market (Vand et al., 2019). A study conducted by Calderon-Monge et al (2020) concluded that consumers emphasize too much on product quality and account for business responsible for producing environmentally safe green products.

*H11. Product quality has a significant moderating effect on the relationship between green brand image and consumer green purchasing behavior.*

### 2.13 Research Model



**Figure 1: Conceptual Model**

### 3. Methodology

#### 3.1 Research Design Strategy

The current research is *descriptive* and is carried out in *cross-sectional* settings with the help of an organized *self-administered questionnaire* using the *convenience sampling* technique. The questionnaire is divided into two parts; The *First section* comprises consumer demographic information (i.e., age, gender, and qualification). *The second section* consists of the items measuring study variables i.e. functional value, emotional value, social value, conditional value, epistemic value, and the level of environmental concern. The *sample size* is individuals, particularly university students. In the present research green consumers’ profile has been examined from a consumer consumption values perspective by taking into consideration their consumption of green products. A total 500

questionnaires were distributed among the respondents to ask about their preferred answers regarding Green products all over the Punjab University. Complete questionnaires were received which allowed us to conduct further analysis. Apart from the demographics, all the other variables were measured using the Five-point Likert Scale. The data was analyzed by using SPSS statistic 19.0.

#### 3.2 Measures

The study constructs were measured by Likert five-point scales (1=strongly disagree and 5=strongly agree). However, control variables including demographics i.e. gender, age, and qualification are included to see the impacts of these demographics on green purchasing behaviour were accounted for.

**Table 1:** Research Design Strategy

| Sr. No | No of Items | Study Constructs  | Sample Item   | Source                      |
|--------|-------------|-------------------|---|-----------------------------|
| 1      | 8           | Functional Value  | How did you find the price and quality of the green products  | Sweeney and Soutar (2001),  |
| 2      | 3           | Emotional Value   | Consumer perception of green products.  | Hirschman (1980)            |
| 3      | 8           | Social Value      | How the friends and family's opinions affect your behavior toward green products  | Sweeney and Soutar (2001)   |
| 4      | 2           | Conditional Value | In which particular situations do you purchase green products: worsening environmental conditions, subsidies, discount/ promotional activity? | Sweeny & Soutar (2001)      |
| 5      | 3           | Epistemic Value   | Do you obtain product information before purchasing and seek novelty on green products?   | Arvola <i>et al.</i> (2008) |

|   |   |                           |   |  |
|---|---|---------------------------|---|--|
| 6 |   | Environmental Value       | Your perception of green products   | Huang (2012)                               |
| 7 | 3 | Green Purchasing Behavior | How many times you purchased green products in terms of (frequency, number, and amount) | Lin and Huang (2012)<br>Yadav et al (2017) |
| 8 | 5 | Green Brand Image         | Green products are well-promoted  | (Manget et al., 2009)                      |
| 9 | 3 | Product Quality           | respondents' perceived overall quality of green products                                | Ritter et al. (2015)                       |

#### 4. Data Analysis And Results

##### 4.1 Demographic Tests

Out of 500 respondents, 55% were male and 45% were female Age of 60.2% of respondents lies between 18 to 22. 34.8% lies between 23to27. 4.4 percent between 27 to 326% of respondents are above 32 years. 60% of respondents were

graduates and 38% were postgraduate or above .90% of respondents were students and 9.2% were employed. 59% of the population says that they use green products and 41% don't use green products.

**Table 2:** Frequency Analysis

| Variable                     | Frequency | Percent |
|------------------------------|-----------|---------|
| Gender                       |           |         |
| Male                         | 276       | 55.2    |
| Female                       | 224       | 44.8    |
| Age of Respondents           |           |         |
| 18-22                        | 301       | 60.2    |
| 23-27                        | 174       | 34.8    |
| 28-32                        | 22        | 4.4     |
| 32+                          | 3         | .6      |
| Qualification of Respondents |           |         |
| High school                  | 12        | 2.4     |
| Bachelor                     | 303       | 60.6    |
| Postgraduate or above        | 185       | 37.0    |
| Professional qualification   |           |         |
| Student                      | 453       | 90.6    |
| Employed                     | 47        | 9.4     |
| Green product                |           |         |

|     |     |      |
|-----|-----|------|
| Yes | 295 | 59.0 |
| No  | 205 | 41.0 |

#### 4.2 Measurement Model

In Table 2, our data satisfied the requirements for convergent validity, as all of the variables included in this investigation had standardized factor loadings that were more than 0.4. (1999, Holland). When examining the multicollinearity problem present in the data, the researcher makes use of the variance inflation factor. According to Hair *et al.*, (2011), multi-collinearity may be tolerated if the number is not more than five. Our model variables' VIFs could not be computed to be more than 2.61 in any way. The construct

reliability of the reflecting structures exceeds 0.70. (Nunnally & Bernstein, 1994). In addition, the results of the analysis shown in Table 1 demonstrated that the levels of both (Rho A) and C-A were beyond the permissible threshold of 0.70. The AVEs that were obtained for each construct fell between the range of .52 and .63, indicating that the reliability of the constructs was excellent and that the measurement models were convergent. In the end, the discriminant validity of the measurement model was evaluated, as can be shown in Table 4.

**Table 3: Reliability Analysis**

| Construct        | F-items | FA   | VIF  | AVE  | CR   | Rho_A | C-A  |
|------------------|---------|------|------|------|------|-------|------|
| Functional Value |         |      |      | 0.52 | 0.84 | 0.79  | 0.76 |
|                  | FV1     | 0.74 | 1.63 |      |      |       |      |
|                  | FV2     | 0.74 | 1.97 |      |      |       |      |
|                  | FV3     | 0.64 | 1.86 |      |      |       |      |
|                  | FV4     | 0.72 | 1.6  |      |      |       |      |
|                  | FV5     | 0.82 | 1.26 |      |      |       |      |
|                  | FV6     | 0.84 | 1.44 |      |      |       |      |
|                  | FV7     | 0.71 | 2.19 |      |      |       |      |
|                  | FV8     | 0.69 | 1.63 |      |      |       |      |
| Emotional Value  |         |      |      | 0.58 | 0.82 | 0.75  | 0.73 |
|                  | EV1     | 0.63 | 1.33 |      |      |       |      |
|                  | EV2     | 0.79 | 2.61 |      |      |       |      |
|                  | EV3     | 0.81 | 1.79 |      |      |       |      |
| Social Value     |         |      |      | 0.57 | 0.87 | 0.81  | 0.81 |
|                  | SV1     | 0.78 | 1.73 |      |      |       |      |
|                  | SV2     | 0.61 | 1.93 |      |      |       |      |
|                  | SV3     | 0.59 | 2.34 |      |      |       |      |
|                  | SV4     | 0.65 | 1.52 |      |      |       |      |



|                           |      |      |      |      |      |      |      |
|---------------------------|------|------|------|------|------|------|------|
|                           | SV5  | 0.82 | 2.26 |      |      |      |      |
|                           | SV6  | 0.79 | 1.34 |      |      |      |      |
|                           | SV7  | 0.55 | 1.44 |      |      |      |      |
|                           | SV8  | 0.72 | 1.18 |      |      |      |      |
| Conditional Value         |      |      |      | 0.54 | 0.87 | 0.84 | 0.82 |
|                           | CV1  | 0.64 | 1.29 |      |      |      |      |
|                           | CV2  | 0.72 | 1.80 |      |      |      |      |
| Epistemic Value           |      |      |      | 0.57 | 0.85 | 0.81 | 0.8  |
|                           | EV1  | 0.75 | 1.67 |      |      |      |      |
|                           | EV2  | 0.73 | 1.90 |      |      |      |      |
|                           | EV3  | 0.47 | 2.04 |      |      |      |      |
| Environmental Value       |      |      |      | 0.63 | 0.9  | 0.86 | 0.86 |
|                           | ENV1 | 0.52 | 1.39 |      |      |      |      |
|                           | ENV2 | 0.64 | 1.94 |      |      |      |      |
|                           | ENV3 | 0.74 | 1.70 |      |      |      |      |
| Green Purchasing Behavior |      |      |      | 0.59 | 0.79 | 0.73 | 0.71 |
|                           | GPB1 | 0.72 | 1.99 |      |      |      |      |
|                           | GPB2 | 0.84 | 1.69 |      |      |      |      |
|                           | GPB3 | 0.62 | 1.52 |      |      |      |      |
| Brand Green Image         |      |      |      | 0.58 | 0.78 | 0.77 | 0.71 |
|                           | BGI1 | 0.82 | 1.64 |      |      |      |      |
|                           | BGI2 | 0.64 | 1.57 |      |      |      |      |
|                           | BGI3 | 0.75 | 1.62 |      |      |      |      |
|                           | BGI4 | 0.83 | 1.5  |      |      |      |      |
|                           | BGI5 | 0.79 | 2.07 |      |      |      |      |
| Product Quality           |      |      |      | 0.52 | 0.85 | 0.83 | 0.81 |
|                           | PQ1  | 0.81 | 2.07 |      |      |      |      |
|                           | PQ2  | 0.63 | 1.77 |      |      |      |      |
|                           | PQ3  | 0.75 | 1.88 |      |      |      |      |

The HTMT was used to investigate the discriminant validity. The results of the HTMT,

which served as a measure of discriminant validity, are shown in Table 4. The findings show

that the values lie between 0.22 to 0.79, which indicates that the discriminant validity of the test was achieved (Farooq et al., 2018).

**Table 4:** Discriminant Validity\_HTMT

|                           | BG1  | CV   | EV   | ENV  | EPV  | FV   | GPB  | PQ   |
|---------------------------|------|------|------|------|------|------|------|------|
| Brand's Green Image       |      |      |      |      |      |      |      |      |
| Conditional Values        | 0.52 |      |      |      |      |      |      |      |
| Emotional Values          | 0.62 | 0.4  |      |      |      |      |      |      |
| Environmental Values      | 0.49 | 0.23 | 0.39 |      |      |      |      |      |
| Epistemic Values          | 0.73 | 0.51 | 0.71 | 0.61 |      |      |      |      |
| Functional Values         | 0.71 | 0.63 | 0.42 | 0.25 | 0.77 |      |      |      |
| Green Purchasing Behavior | 0.79 | 0.52 | 0.45 | 0.2  | 0.39 | 0.45 |      |      |
| Product Quality           | 0.72 | 0.3  | 0.39 | 0.72 | 0.58 | 0.34 | 0.45 |      |
| Social Values             | 0.76 | 0.22 | 0.24 | 0.3  | 0.34 | 0.29 | 0.59 | 0.73 |

### 4.3 Structural Model

The researchers assessed the predicted structural relationships among variables. Firstly, researchers investigate the direct effect of all the discussed variables with the outcome variable. The findings indicated that all the dimensions of consumption values are positively and significantly associated with green purchasing behavior. The findings demonstrate that green brand image significantly influences green consumers' behavior. Lastly, researchers also evaluated the direct role of product quality on green consumer behavior. The findings indicated that product quality significantly influences green consumers' behavior. Further, the researcher's findings indicated that all constructs of consumption values are positively associated with green product images. The researchers also evaluated the intervening link of the green brand image between all constructs of green brand image and

the green behavior of consumers. Table 4 indicated a significant and positive mediated association of green brand image between all dimensions of consumption values and the green behavior of consumers. More specifically, results indicated that green brand image significantly and positively mediates between conditional values and green purchasing behavior (B= 1.09, T= 13.82, P= 0.000). Thus, first H1o is rejected based on these findings. Further, results indicated that green brand image significantly and positively mediates emotional values and green purchasing behavior (B= 0.29, T= 5.58, P= 0.000). Thus, H2o is rejected based on these findings. Moreover, results indicated that green brand image significantly and positively mediate between environmental values and green purchasing behavior (B= 0.15, T= 4.67, P= 0.000). Thus, H3o hypothesis is rejected based on these findings. Further, results indicated that green brand image

significantly and positively mediates between epistemic, functional, and social values and green purchasing behavior the results. Thus H4, 5, and H6 null hypotheses are rejected. Lastly, the researcher evaluated the moderating effect of product quality between consumption values and green purchasing behavior. Table 5 and Figure 1 exhibit the structural moderation models'

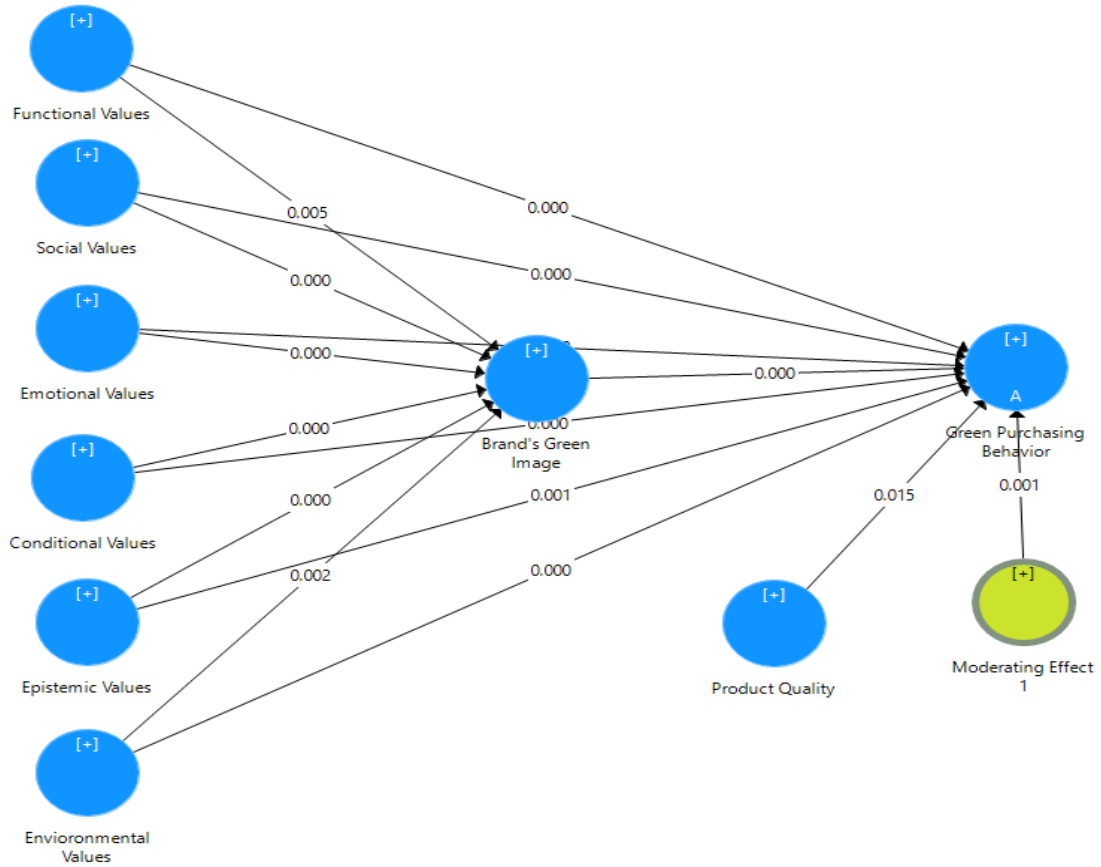
conclusions. It has a significant and positive moderating link of product quality between consumption values and green purchasing behavior (B= 2.04, T= 41.84, P= 0.000). So H7 is supported and has a moderating effect.

#### 4.4 Hypothesis Testing

**Table 5:** Testing of Hypothesis

| Relationship                                      | Beta -Value | T-Value  | Decision                    |
|---|-------------|----------|-----------------------------|
| <b>Direct Effect</b>                              |             |          | H1 (all consumption values) |
| Functional Values -> Green Purchasing Behavior    | 1.07        | 19.01**  | H1 Supported                |
| Social Values -> Green Purchasing Behavior        | 0.41        | 5.7***   | H1 Supported                |
| Emotional Values -> Green Purchasing Behavior     | 0.61        | 10.97*** | H1 Supported                |
| Conditional Values -> Green Purchasing Behavior   | 0.78        | 12.13*** | H1 Supported                |
| Epistemic Values -> Green Purchasing Behavior     | 0.53        | 9.38***  | H1 Supported                |
| Environmental Values -> Green Purchasing Behavior | 1.19        | 21.76*** | H1 Supported                |
| Brand's Green Image -> Green Purchasing Behavior  | 1.92        | 22.7***  | H3 Supported                |
| Product Quality -> Green Purchasing Behavior      | 1.06        | 20.92**  | H4 Supported                |
| Functional Values -> Brand's Green Image          | 1.48        | 20.63*** | H2 Supported                |
| Social Values -> Brand's Green Image              | 0.46        | 16.01*** | H2 Supported                |
| Emotional Values -> Brand's Green Image           | 0.55        | 9.62***  | H2 Supported                |
| Conditional Values -> Brand's Green Image         | 0.82        | 16.13*** | H2 Supported                |
| Epistemic Values -> Brand's Green Image           | 0.79        | 15.74*** | H2 Supported                |

|  |      |          |               |
|--|------|----------|---------------|
| Environmental Values -> Brand's Green Image                        | 1.08 | 19.23*** | H2 Supported  |
| <b>Mediation Analysis</b>  |      |          |               |
| FV-> BGI -> GPB  | 0.16 | 3.85***  | H5 Supported  |
| SV-> BGI -> GPB  | 0.88 | 14.88*** | H6 Supported  |
| EV -> BGI -> GPB   | 0.29 | 5.58***  | H7 Supported  |
| CV -> BGI -> GPB   | 1.09 | 13.82*** | H8 Supported  |
| PV -> BGI -> GPB   | 0.17 | 6.4***   | H9 Supported  |
| ENV -> BGI -> GPB  | 0.15 | 4.67***  | H10 Supported |
| <b>Moderation Analysis</b>   |      |          |               |
| Consumption Values -> Product quality -> Green Purchasing Behavior | 2.04 | 41.84*** | H11 Supported |



**Figure2:** Structural Equational Model

## **5. Discussion and Conclusion**

### *5.1 Discussion*

Numerous research studies have thoroughly examined the connection between different consumer value dimensions and green purchasing behavior. More specifically, research has demonstrated a substantial relationship between green purchasing behavior and functional, social, emotional, conditional, epistemic, and environmental values. Furthermore, in the market for environmentally and energy-efficient electronic items, functional, social, conditional, and epistemic values have been found to be important predictors of green purchasing behavior; these associations are moderated by moral identity (Rana & Solaiman., 2023). Additionally, it has been demonstrated that emotional and social values, in addition to environmental concerns, have a beneficial influence on green purchasing decisions, highlighting the significance of information-seeking and environmental concern in influencing green behavior. Similarly, The findings underscored the importance of integrating social and knowledge values into marketing strategies to foster green purchasing Joshi & Rahman (2015) confirmed the factors affecting green purchase behavior and future research directions. For instance, as per the findings of Matthes *et al* (2014) evaluate the impact of functional, emotional, and mixed values in consumers and green brand image. It evaluated the impact of functional appeal toward the green brand image

when consumers show a high level of involvement the consumer involvement. Further, according to the findings of the current study, there is a favorable association between social value and Green Brand image when it comes to green products. Consumers wishing to clean the environment and don't face negative impact when facing social risk and social value is the biggest way to reduce consumers' perception of risk (Aqueveque, 2006). In the case of green products, research has shown that social value influences consumer environmental behavior (Suki & Suki 2015a). Further, the researchers supported the third hypothesis by Concerning green products, Emotional value, and consumer decision behavior have a positive association. The findings of current research are in line with previous research. It is noticed that appeal for goods and services with emotional factors is important in purchase decisions (Peng *et al.*, 2019). According to this viewpoint, customer emotions are important to consumer experiences. In the case of green products, research has shown that customers' emotions have a beneficial influence on their purchase behavior (Koller *et al.* 2011); Lin & Huang 2012). The findings indicated that concerning green products, there is a positive relationship between conditional value and consumer choice behavior. The findings of current research are in line with previous researches. Sharma & Foropon (2019) found that green product attributes lead to green purchase behavior under the influence of the theory of

planned behavior (TPB) particularly for the circular economy. Conditional value is related strongly to green consumer behavior (Lin & Huang, 2012). Any change in the conditional value deeply impacts the consumer green purchasing behavior for green products (Saxena & Khandelwal, 2010). Moreover, the findings indicated that concerning green products, there is a positive relationship between epistemic value and green brand image. According to Saleem and Ali (2019), changes in consumer lifestyle and consumption habits might have a significant influence on consumer buying behavior toward ecologically friendly green products in emerging nations. Consumers show concern for product attributes having epistemic value towards green products and purchase behavior (Tanner & Kast, 2003). Further, the findings indicated that concerning green products, there is a positive corresponding relationship between the extent of environmental concern and green brand products. Despite so much research on consumption values and green purchase behavior, the current study is the first of its nature to examine the mediation role of green brand image. The findings of current research are in line with previous research. *Hence H1 is supported.* Butt *et al* (2017) depict that environmental value and green brand products have a positive relationship. Bukhari *et al.* (2017) found that, with green brand image serving as a mediator, other variables impacting green purchasing decisions were social appeal, environmental responsibility, support for environmental protection, and green product

experience. *Hence H3 is supported.* According to the recent research (Mondelaers *et al.*, 2009, Smith & Paladino, 2010) customer green purchase intention and behaviour were highly impacted by product quality." Ansu-Mensah (2021) study also indicate that "green perceived quality has the utmost significant positive impact on university students' green purchase intention. *Hence H4 is Supported.* The hypothesis proposed that the functional value of a product influences green product purchase behavior through the brand's green image exhibit a beta value of 0.16 which indicates a positive relationship, meaning that as the functional value increases, the green product purchase behavior also tends to increase, through the enhancement of the brand's green image. A t-value of 3.85 is quite high, and the presence of the asterisks (\*\*\*) which typically denote p-values, suggests that this result is highly significant ( $p < 0.001$ ). Since the beta value is positive and significant, the *H5 is supported*, indicating that the relationship exists as hypothesized., which is also in lieu with the findings of (Parker *et al.*, 2023) that youth's green purchasing behavior is favorably influenced by functional, social, and emotional values The hypothesis proposed that the social value of a product influences green product purchase behavior through the brand's green image exhibit a beta value of 0.88 which indicates a positive relationship, meaning that as the social value increases, the green product purchase behavior also tends to increase, due to enhancement of the brand's green image. *Hence, H6 is supported.* The

hypothesis proposed for the emotional value and conditional value contains the beta values of 0.29 and 1.09 which indicates a positive relationship, meaning that as the emotional and conditional values increases it strongly influence consumers green purchase behavior via favorable brand's green image. Hence, *H7 and H8 are supported*. Both H7 and H8 are consistent with the findings of Chwialkowska et al. (2024) the author conceptualized consumer values, including social, conditional, and knowledge value, and investigated their effect on green product purchase behavior among consumers in the USA and Finland. For the hypothesize proposed in case of epistemic and environmental values, the beta values of 0.17 and 0.15 are positive and significant, Hence the *H9 and H10 are supported*, indicating that as epistemic and environmental values increase, they will strongly influence consumers green purchase behavior via favorable brand's green image. Our study findings are consistent with Ovaska et al. (2024), the author found that functional, conditional, and epistemic values significantly impact green FMCG purchase behavior toward green household cleaning products in Sri Lanka. Lastly, the researcher evaluated that there is a significant and positive moderating link between product quality consumption values and green purchasing behavior. The current findings are in line with previous research as a study conducted by Calderon-Monge *et al* (2020) concluded that consumers emphasize too much on product quality and account for the business responsible

for producing environmentally safe green products. Hence, *H11 is supported*.

## *5.2 Conclusion*

This research focuses on the key dimensions of consumption values functional values, social values, emotional values, conditional values, epistemic values, and environmental values to measure consumer green purchase behaviors while using green products. Further, current research evaluated the mediating role of green brand image and also tested a moderating effect of product quality between consumption values and consumer green purchase behaviors. The study was done using a non-probability sampling technique by using a self-administered questionnaire as a research survey instrument. The data is collected from 500 university students. Results were obtained through SPSS and smart PLS-SEM. The findings indicated that all the dimensions of consumption values are positively and significantly associated with green purchasing behavior. Further, the findings indicated a significant and positive mediated association of green brand image between all dimensions of consumption values and the green behavior of consumers. Lastly, the researcher evaluated that there is a significant and positive moderating link of product quality consumption values and green purchasing behavior. Researchers think that the new study will aid in understanding and altering certain critical elements of marketing strategy, such as communication, which may influence consumer behavior. Overall, the study adds to the body of

knowledge on green marketing by emphasizing the relevance of customer attitudes toward green products in segmenting the consumer market and determining the profile of green consumers. The study supports the theory of consumption values showing the great influence on consumers using green products. Green products are environmentally free and people are ready to purchase them for the sake of their health. This study's consumer profiles may be valuable for marketers that seek to develop messages that are more appealing to customers who want to utilize green products. Such information may also assist marketers who wish to broaden their potential customers by targeting individuals who are hesitant to utilize green products. However, a majority of previous studies report that consumers' favorable attitudes do not translate into actual buying actions and most of the consumers do not purchase green products. It is obvious from the preceding discussion that a variety of factors inspire or discourage green purchasing behavior and impact the translation of good attitudes into real purchasing activities. Nonetheless, producers and retailers would be wise to incorporate the study's findings into their marketing plan to reach a wider number of consumers and persuade them to buy their products.

### *5.3 Managerial & Theoretical Implications*

The study makes several implications for policymakers and managers. *Firstly*, the study provides an insight into various dimensions of consumer attitudes towards green products. This

knowledge is of high value for the marketers. It shall enable them to design marketing strategies and promotional messages focused on developing consumers' positive attitudes towards green products. *Secondly* is the segmentation of consumers. The adoption of green products may result in the satisfaction of consumers' needs while minimizing their negative impacts on the environment. Consumers, who are crucial in triggering sustainable manufacturing, have an important role in resolving sustainability challenges. As a result, the study suggests that marketers carefully plan their promotional efforts to enhance customer knowledge of environmental challenges and the role of green products in addressing them. *Third*, the current study has important consequences for public policy. It educates politicians and marketing professionals on the factors that influence customers' green purchasing decisions. The data suggest that customers choose a green product with good practical qualities. As a result, a manufacturer or marketer should consider not only the product's green aspects but also its functional attributes. Companies must create creative goods that blend ecological and practical characteristics. These criteria not only assist firms in launching goods with the greatest approach but also in creating long-term bonds with people. The study's theoretical significance stems from its uniqueness, and it is a useful contribution to the current body of knowledge.



#### 5.4 Limitations and Future Directions

The current study has minimal restrictions in terms of how it is carried out. These constraints can be addressed through future research areas. The data is evaluated during a defined period and is cross-sectional. Despite the remarkable findings, the study has certain limitations. Because the study is based on a small sample of a developing country, the findings may not apply to other, highly developed or impoverished countries. Furthermore, if the sample is drawn from different cities, the demographics of the sample may differ. As a result, the findings cannot be extrapolated to all locations. The study might be expanded to investigate the relationship between consumers' attitudes and actual behavior toward green items. Few other variables like consumer actual behavioral benefits could be included in future research. Data can also be collected through interviews for future research. Aside from these characteristics, future research may look at the function of other significant constructs such as engagement, trust, and value, which may act as a moderator to the many constructions revealed in the present study's framework.

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