



Green Marketing's Role in Molding Customer Buying Decision for Green Products

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Abstract

Purpose – The purpose of the study is to investigate how customer purchase decisions are impacted by green marketing. It specifically looks at how important elements like environmental awareness, eco-labeling, eco-friendly packaging, eco-advertising, and sustainable pricing impact customers' propensity to buy eco-friendly goods. By examining these components, the study attempts to provide insightful information on how these components influence consumers' opinions about environmentally friendly goods.

Design/methodology/approach – The research adopted a quantitative approach based on the survey conducted among 341 customers of green products. A structured questionnaire featuring 5-point Likert scale items were used to collect the first-hand data. The collected raw data were processed through MS-Excel and SPSS. Descriptive statistics, correlation, and regression analysis have been used to analyze the data and validate the generated hypothesis.

Findings and Conclusion – Regression analysis revealed that customers' decisions to buy green products are noticeably affected by green marketing. Environmental awareness, eco-labeling, green pricing, and green packaging are the important variables that have a significant impact on consumer purchasing decisions. The study indicates that green marketing has a critical role in shaping consumer preferences because of the increasing demand for eco-friendly products. Therefore, firms in Nepal can improve profitability and competitiveness while also helping to preserve the environment when sustainable practices successfully combine with green marketing techniques.

Implications – Companies producing green products can use the study's findings to improve their green marketing strategies by emphasizing on green marketing tools. Customers are becoming more aware of green certifications and ingredients; therefore, transparency is essential to preventing greenwashing. Offering true sustainable products with solid environmental claims should be a top priority for businesses. Government regulations need to encourage companies to use sustainable practices and promote the preservation of the environment. This study highlights the mutual obligation of businesses and customers to save the environment, while also offering managers an outline for boosting reputation, profitability, and competitiveness.

Key Words: Buying decision, Eco-friendly, Green marketing, Green products, Sustainable business

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1. Introduction

The rapidly increasing numbers of environmental and health conscious consumers is forcing companies to produce ecofriendly products and conduct green marketing activities (Dangelico & Vocalelli, 2017; Paiva, 2021). Companies are actively adopting sustainable practices to contribute positively to society and the environment (Ansu-Mensah, 2021; Devina & Mardawati, 2022; Chaudhary & Chaudhary, 2023). Green marketing is one of the key business tactics used for sustainable growth (Mehraj & Qureshi, 2022). Green startups have gained popularity as a result of the expanding awareness efforts for sustainable development (Bhatnagar et al., 2022; Silintowev, 2023). Green marketing can definitely help businesses in the long run, even though it may not be easy to execute at first (Tulasipriya & Rodrigues, 2023). Stricter regulation, environmental activism, and consumer adoption are driving forces behind the growth of green marketing, and they can all have a big impact on minimizing environmental harm and support sustainable business (Machová et al., 2022; Bhardwaj et al., 2023).

Marketing strategies that support ecologically friendly products and practices are sometimes referred to as ecological, sustainable, or green marketing. These strategies are meant to improve the standard of living for both people and communities by encouraging more environmentally friendly and sustainable consumption (Silintowev, 2023). Many companies and organizations have proposed sustainable frameworks to address environmental, societal, and financial concerns. In such times of uncertainty, marketing professionals recognize that sustainability is a crucial issue in all business sectors (Jung & Kim, 2023). Incorporating the idea of environmental protection into the process of product design, production, and service is known as green marketing (Hatta, 2019; Mehraj & Qureshi, 2022). This increased attention is due to the recognition that environmental concerns have become a priority (Vilkaite-Vaitone et al., 2022).

Customers are choosing more carefully when it comes to sustainable and eco-friendly items as they become more conscious of environmental harm (Shah, 2022; Bhardwaj et al., 2023). Green marketing is an organization's dedication to creating safe, environmentally friendly products and services through the use of easily recyclable and decomposable packaging, improved pollution control techniques, and more energy-efficient operations (Mukonza & Swarts, 2019; Maziri, 2020). Thus, with the usage of green products, the government, producers, and society are all playing a bigger part in improving environmental protection (Devina & Mardawati, 2022). Companies employ green marketing techniques to satisfy consumer demand for environmentally friendly products and to assist in the promotion of eco-friendly products as part of their environmental responsibilities (Cronin et al., 2011; Dangelico & Vocalelli, 2017).

The companies that use green marketing are seen as socially conscious, which increases consumer pleasure by linking purchasing to environmental and social health (Reddy et al., 2022). Preference for eco-friendly products is driven by consumers' increased interest in conserving the environment, which forces marketers to adjust (Peattie & Crane, 2005). Also, the sensitivity of consumers towards benefits of green products for sustainable development is growing in developing nations (Mezger et al., 2020). Many studies indicated that green marketing influences consumers' purchasing decisions in western countries thus far, particularly in the US and Western Europe (Delafrouz et al., 2014). Considering these facts, this paper is intended to explore the connection between green marketing practices and consumer buying decisions in developing nation precisely in Nepalese context.

2. Literature Review and Hypotheses Development

Green Marketing

The definition of green marketing has undergone changes over the years, from its inception in 1976 to the beginning of the 2020s. Initially, the focus was on corporate responsibility for preventing pollution and

conserving resources. However, in later decades, the definition shifted to meeting marketing needs and achieving organizational goals. One of the original definitions of green marketing referred to the examination of the impacts of marketing activities on pollution, as well as the depletion of energy and non-energy resources, both in terms of their positive and negative effects. The development of green marketing over time has led to a better integration between sustainability and marketing strategies, improving the relationship between the two (Jones et al., 2008).

The concept of green marketing is a recent development that prioritizes the application of eco-friendly methods, such as eco-efficiency, material reuse, green labeling, green management in resource flow, and green advertising (Alharthey, 2019). Green marketing involves the creation, design, and advertisement of products or services that meet consumers' demands for quality, affordability, accessibility, and performance, while also minimizing any negative impact on the environment, including the use of raw materials and energy consumption (Papadopoulos et al., 2010). The four components of the marketing mix that make up green marketing are product, price, place, and promotions (Hadi et al., 2023).

Buying Decision

Purchasing behavior consists of five major components such as the discovery of the need to seek answers, evaluating those solutions, making the decision to buy, and post-purchase behavior (Delafrooz et al., 2014). During the purchasing process, customers assess and select a product using their knowledge of two or more alternative options (Hung, 2015). A purchasing decision should include the ability to recognize all options for resolving issues and to evaluate options methodically and impartially in order to calculate the relative gains or losses (Dwipamurti et al., 2018). Also, Mahmoud (2018) stated that making a purchase decision is a process in which customers identify the issue, research a certain brand or product, and carefully consider

all of the available options in order to find a solution.

Green Product/Service

Natural products, non-toxic products created from recycled materials, and items with minimal packaging or eco-packaging are all referred to as "green products" (Katt & Meixner, 2020). The service organizations have an advantage over manufacturing companies in implementing green initiatives, owing to the high efficiency of the service industry. Unlike physical products, services are consumed as they are produced, and they possess intangible, perishable, and heterogeneous characteristics (Alwis & Manel, 2020). Prior literature argues that innovation positively influences firm performance (Chen et al., 2010).

2.1 Relationship between Variables

Environmental Concerns and buying decision

Consumers who exhibit a greater level of awareness towards environmental issues are more inclined to acquire environmentally friendly products, even if they come with a higher price tag (Bang et al., 2000). People with a high feeling of environmental care are more likely to purchase green items, and the vice versa (Kim & Choi, 2005). Also, Bamberg (2003) found that customer concerns about the environment have a favorable and significant influence on their decisions to buy green products. On this evidence, we hypothesize:

H1: Buying decisions are significantly influenced by environmental concerns.

Green Labeling and buying decision

Labels may differ from little bits of paper to intricate diagrams that are part of the packaging for the product. The presence of green labelling significantly influences customers' purchasing decisions by providing information about the product's attributes and customers' concerns about the environment (Brécard, 2017). There is a relationship between the purchase intention of price-sensitive green consumers and their adherence to the recommendation to "always read labels," even in cases when the product is slightly more expensive (D'Souza et al., 2006).

H2: Green labeling has a significant impact on consumer buying decision

2.4.3 Green Packaging and buying decision

Customers were made to feel good about a product by a picture or packaging color that was appropriate and vibrant, and by a package design that was simple to open and close (Deliya & Parmar, 2012). Green packaging impacted perceptions toward green brands, which in turn affected consumers' intentions to make green purchases (Huang et al., 2014). Purchasing decisions and consumer behavior are significantly influenced by green packaging in China (Yang & Zhao, 2019).

H3: Purchasing decisions of consumers are significantly affected by green packaging.

2.4.4 Green Advertising

Green advertising is a type of marketing that emphasizes how environmentally beneficial a company or product is. Young female consumers of organic food in Malaysia had higher awareness of and intentions to purchase organic food as a result of efficient promotion in magazines, newspapers, and TV channels (Mansori, 2012). Customers' mistrust of producers' marketing efforts was caused by deceptive product advertising. As a result, it was necessary to promote green products transparently, as this greatly influenced customers' decisions to make green purchases (Podvorica & Ukaj 2020).

H4: Buying decisions of consumers are significantly affected by green advertising.

2.4.5 Green Pricing

Consumers are likely to buy things to which they have an emotional attachment and are prepared to pay a premium price (Rahbar & Wahid, 2011; Bukhari, 2011). Because their constituents may be more expensive than those in conventional products, green products are typically more expensive (Ferraz et al., 2017). Pro-environmental sentiments boost the intention to make green purchases, and price sensitivity plays a moderating impact in a negative way (Ghosh, 2020).

H5: Purchasing decisions of consumers are significantly influenced by green pricing.

Independent Variables

Dependent Variable

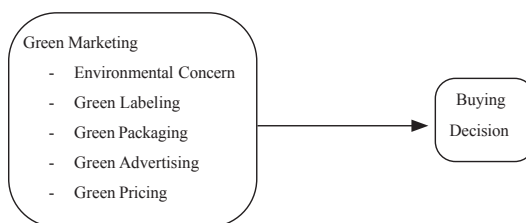


Figure 1: Research framework

Source: (Juwaheer et al., 2012; Devina et al., 2022)

Methods

3.1 Research Design

The present research is quantitative in nature. The paper used descriptive cum correlational research design to describe the current situation of green marketing in Kathmandu valley. Besides, it described the relationship of dependent variable and independent variable. Pant (2016) argued that correlational research approach can be used to identify patterns and associations between variables as well as to foresee future events based on available information and data. This design has used to explore the causal relation of green marketing to buying decision.

3.2 Population and Sampling

The study population consist of costumers of green products in Kathmandu valley who are well aware of green or ecofriendly products. However, there no any authentic source to show real number of such customers. Hence, the researcher selected 341 customers as sample for this considering Hair et al. (2016) as suggested that the sample size be five times (minimum) or ten times (maximum) bigger than the used items while using advanced multivariate analysis. Despite the fact that more than 400 questionnaires were distributed during the data collection, only 341 of them were fully completed and found useful for further analysis. The sample were selected purposive sampling technique.

3.3 Source of Measurements

For the collection of data, a structured questionnaire was used as instruments. Close

ended questions have been used to collect appropriate responses. The questionnaire made up with three sections. First section includes personal details including age, gender, occupation, and income of respondents. Questions with single and multiple answers, as well as yes/no questions, were asked in the second section. The third part include five point Likert scale items to measure the variables. To measure the green marketing, the scales are brought from Mudrika et al. (2024); Rajeshwori and Suganya (2023). Similarly, to measure the buying decision, scales are brought from Devina et al. (2022). The scales were ranging from 1 to 5, where 1 indicated “strongly disagree” and 5 indicated “strongly agree”.

3.4 Data Analysis Tools

The IBM SPSS v25 and Microsoft Excel were utilized for processing the data for this research. The data was organized and collected using a standardized questionnaire in preparation for analysis. The data were examined using a variety of statistical techniques, such as frequency, percentage, mean, standard deviation, correlation and regression. While regression analysis evaluated the impact of green marketing on purchasing decisions, correlation analysis investigated the links between the research variables. Furthermore, Cronbach’s alpha was utilized to assess the data’s reliability. These analytical techniques offered a thorough way to comprehend the key factors influencing customer behavior with regard to green marketing strategies.

Table 1. Reliability Test

Items	Cronbach’s Alpha	No of Items
Environmental Concern	0.874	5
Green Labeling	0.844	5
Green Packaging	0.653	3
Green Advertising	0.852	5
Green Pricing	0.870	5
Buying Decision	0.841	6

The Cronbach’s Alpha test was employed to evaluate the internal consistency, efficacy, and reliability of the questionnaire items. It can be considered appropriate when the

Cronbach’s Alpha value is 0.7 or greater. Every scale in this research has a Cronbach’s Alpha coefficient more than 0.70, representing high consistency (Nunnally, 1978). This indicates to the reliability and dependability of the questionnaire’s items in measuring the desired variables.

4. Results and Findings

Table 2. Demographic profile of the respondent

Variables	Frequency (N)	Percentage (%)
Gender		
Male	185	54.3
Female	156	45.7
Age (in years)		
20-30	254	74.5
31-40	51	15.0
41-50	17	5.0
Above 51	19	5.6
Education		
Intermediate	52	15.2
Bachelor’s Degree	190	55.7
Master’s Degree	99	29.0
Monthly Household Income		
Below 20,000	46	13.5
20,001-40,000	55	16.1
40,001-60,000	84	24.6
Above 60,000	156	45.7
Occupation		
Employee	121	35.5
Entrepreneurship	55	16.1
Student	146	42.8
Housewife	19	5.6

The demographic profile of the participants provides information about their personal and socio-economic attributes, such as gender, age range, educational attainment, job status, and monthly household earnings. Table 2 displays the socio-demographic features of the 341 participants chosen as a sample for the research. Regarding the gender of the respondents, majority of respondents were male i.e. 54.3% followed by 45.7% female. Regarding the age group, the percentage of age group 20-30 is highest and the lowest percentage is of age group 41-50. Therefore, 74.5% were under the age group 20-30, 15% belonged to the age group 31-40, and 5% of respondents belonged to age group 41-50 whereas, 5.6% of the respondents were above 51. The academic information of respondents showing majority had completed Bachelor’s Degree i.e. 55.7%, 15.2% had completed Intermediate level and 29% had completed Master’s Degree. Regarding the monthly income, 13.5% had income of below 20,000,

16.1% of respondents belonged to the range of 20,001- 40,000 and 24.6% of the respondents belonged to the range 40,001- 60,000. The highest percentage i.e. 45.7% of respondents belonged to above 60,000. In the category of occupation, majority of respondents were student i.e. 42.8% followed by employee i.e. 35.5%, 16.1% entrepreneurship and 5.6% homemaker.

Table 3. Correlation Analysis

Variables	Buying decision
Environmental concern	.678**
Green Labeling	.713**
Green packaging	.644**
Green advertising	.676**
Green pricing	.689**

** Correlation is significant at the 0.01 level (2-tailed)

(Source: Based on Authors Calculation)

Table 3 displayed Pearson’s correlation matrix, which displays significant relations among the variables. It illustrates the connection between the dependent variable buying decision and green marketing components as environmental concern, green pricing, green labeling, green packaging, and green advertising. The correlation coefficient (r) for the relationship between buying decision and environmental beliefs is 0.678 that means there is moderate positive relationship between them at the significance level of 0.01. A high positive association is indicated by the correlation coefficient of 0.713 between green labeling and buying decision; a positively moderate relationship is represented by the correlation coefficient of 0.644 between green packaging and buying decision; a positively moderate relationship is indicated by the correlation coefficient of 0.676 between green advertising and buying decision; and a statistically significant moderate relationship is represented by the correlation coefficient of 0.689 between green pricing and buying decision.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.818	0.670	0.665	0.50676

a. Predictors: (Constant), Environmental Concern, Green Labeling, Green Packaging, Green Advertising, Green Pricing

b. Dependent Variable: Buying Decision

Table 4 presents an overview of the regression model utilized in this study. The adjusted R square value of 0.670 for all the variables examined implies that dependent variable, or buying decision, is said to be 67% explained by the independent variables (environmental concern, green labeling, green packaging, green advertising, and green pricing).

Table 5. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	174.476	5	34.895	135.883	.000
Residual	86.030	335	0.257		
Total	260.506	340			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Environmental Concern, Green Labeling, Green Packaging, Green Advertising, Green Pricing

The ANOVA table 5 shows the significance of regression model used in this study. The overall significance of the regression model was measured using the F-statistics and p value; the value of F-statistics and $p = 0.000$ indicates that in overall the regression model is significant and supports the previously stated hypothesis.

Table 6. Regression Coefficient

Model	B	Std. Error	t	Sig.
1				
(Constant)	.499	.132	3.766	.000
Environmental concern	.187	.046	4.033	.000
Green labeling	.181	.047	3.880	.000
Green packaging	.145	.048	3.018	.003
Green advertising	.095	.048	1.987	.048
Green pricing	.269	.039	6.893	.000

a. Dependent Variable: Buying Decision

Table 6 demonstrates that buying decisions are positively impacted by environmental concerns ($\beta = 0.187$). The decision to purchase is increased by 0.187 units for every unit rise

in environmental considerations. Given that the p-value is less than 0.05, it can be said that environmental concerns significantly influence consumers' decisions to purchase eco-friendly products. The findings showed that purchasing decisions are significantly influenced positively by green labeling ($\beta = 0.181$, $p < 0.05$). It suggests that the decision to buy green product will rise by 0.181 units for every unit increase in green labeling. Every unit increase in green packaging had a favorable and substantial effect on consumers' decision to purchase green items, according to their view of green packaging ($\beta = 0.145$, $p < 0.05$). An increase of 0.145 units in the buying decision. Likewise, green advertising has demonstrated a favorable and significant impact on purchasing decisions ($\beta = 0.095$, $p < 0.05$). Additionally, green pricing has demonstrated a strong favorable influence on purchasing decisions ($\beta = 0.269$, $p < 0.05$). Regression analysis's overall findings demonstrate that all of the hypothesis is accepted because all of the P-values support it. Also, it showed that consumers' decisions to purchase eco-friendly items in the Kathmandu Valley are significantly influenced positively by green marketing factors.

5. Discussion and Conclusion

The paper intended to examine how green marketing initiatives affect the buying decision of green products. The study findings revealed that environmental concerns, green labeling, green packaging, green advertisement and green pricing all have a significant impact on consumers' green product buying decisions. The study's results supported the hypothesis that consumers' environmental concerns have a significant and positive impact on their decision to purchase green products. Study results supported the hypothesis that consumers who prioritize environmental concerns and hold strong beliefs in eco-friendliness are more likely to make green purchases. This suggests that people who are conscious of the environment tend to buy green products more often. The results are consistent with those of Juwaheer et al. (2012), Kim and Choi (2005), and Bamberg (2003), indicating

a positive correlation between environmental beliefs and green purchasing behavior. The research also shows that green packaging has a strong influence on consumers' decisions to purchase eco-friendly products, which is in line with the findings of Huang et al. (2014), Yang and Zhao (2019), and Juwaheer et al. (2012). Finally, the research shows that green advertising has a notable effect on consumers' decisions to purchase green products, which is in line with the findings of Juwaheer et al. (2012) and See and Mansori (2012). However, it is inconsistent to the findings of Leonidou et al. (2014) and Podvorica and Ukaj (2020), who discovered that misleading advertising caused consumers to be doubtful of environmental promises, which made them hesitant to base their decisions on such advertisements.

The study found that a green price had a significant and positive impact on the decision to purchase green products, which is in line with the findings of Juwaheer (2012) and Rahbar and Wahid (2011). Additionally, consumers who perceive green premium pricing favorably are more likely to purchase organic and sustainable goods. The results for the study acknowledged that green advertising and environmental concerns have a big influence on consumers' purchase decisions. This implies that buyers who care about the environment are more inclined to select eco-friendly goods. Hence, this study emphasizes how consumers' purchasing decisions are influenced by green marketing, demonstrating the increasing significance of sustainability in influencing consumer behavior in Nepal. Customers are more likely to select green products when environmental issues grow, provided that they believe these products will actually help the environment. The study comes to the conclusion that consumer trust and purchase decisions are significantly influenced by green marketing practices that work, such as green pricing, green labeling, environmental awareness, and green packaging. In conclusion, the increasing demand for environmentally conscious products means that green marketing will remain a critical factor in shaping customer preferences. When sustainable practices are

combined with successful green marketing techniques, businesses in Nepal can become more profitable and competitive while also helping to protect the environment.

3. Implications

Businesses in Nepal that produce eco-friendly goods can use the study's findings to optimize their green marketing strategies by concentrating on the components that work best such as eco-friendly pricing, eco-friendly packaging, eco-friendly leveling, and green packaging before implementing other crucial green marketing strategies that are required to shape consumer decisions. Businesses need to put an emphasis on openness and stay clear of greenwashing as customers grow more conscious of green certifications and ingredient lists. Rather, they need to concentrate on providing really sustainable goods, supported by reliable environmental promises and actions. Government regulations should also be created and upheld to support environmental preservation, providing a framework that encourages businesses to produce and market sustainable goods and services. For the service industry to function in an ecologically conscious manner, green marketing strategies should be implemented.

The results of this study highlight the fact that corporations and consumers both have a responsibility to save the environment. As a result, managers and marketing experts can use this research as guidance to adopt sustainable practices that improve a company's reputation while also increasing profitability and competitiveness.

4. Limitations and Direction for Future Research

This study only looks at five factors, even though a variety of marketing techniques have an impact on consumers' decisions to buy green products. In order to provide a more thorough understanding of the variables influencing green purchasing behavior, future research should investigate how to combine these findings with extra marketing instruments.

Similarly, to enhance strategic practices of green marketing on consumer behavior toward the green products and services, the research's scope might be expanded to cover businesses and concerned industries. In addition to focus on survey, future study may focus on additional qualitative techniques.

Further study should look at how the companies and their green marketing initiatives align with consumer buying behavior and companies sustainable strategy. Future researchers might also refer to this work to investigate how green marketing strategies might develop over time and how certain contextual factors such as socio-demographic factors might become important in influencing customers' decisions to buy green products. Future studies can examine more green services for customers, such as green banking services, green hotel services, etc. while the current study is restricted to green products. The consumer's post-purchase behavior is not covered in this study. Therefore, it is possible to monitor consumer decision-making over time using longitudinal research, which will also record post-purchase behavior and provide insight into the sustainability and stability of green purchasing decisions. Finally, the study highlights research gaps, including the need to look into long-term consumer behavior change, cultural variations in green marketing, and the function of digital platforms in promoting sustainable products.

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