

Green Marketing Effect on Consumer's Purchasing Behavior/intention and Brand Equity

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Abstract: This study explores how awareness regarding green products, various green products, and a company's green image influence customers' purchase intention. Among these elements, variety in green products and the company's green image create a significant difference in customers' purchase intention and how customers' decisions are affected by premium prices on these green products. The quantitative research methodology is used. Primary data is collected from Islamabad and Rawalpindi. Cross-sectional data is collected from 232 customers. The unit of analysis is individuals. The sample is collected based on the judgment sampling technique. As a result, customers are willing to pay a premium price on green products. A total of 232 responses were collected in a questionnaire survey based on judgment sampling. Out of 232, 61.6% are male respondents, and 37.9% are female respondents. This result provides practical implications for organizations and marketing executives. For the practical implication, companies need to focus on their promotional campaigns regarding their overall brand image, and they need to produce different products in their existing product lines. They can also introduce new categories of green product lines.

Keywords: Green products, Green marketing, Purchase intentions, Eco-friendly marketing, Brand equity, Consumer behavior

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INTRODUCTION

Green marketing is an initiative in which environmentally friendly products are sold in a way that not only contributes to the sustainable use of resources but also promotes a sense of social responsibility towards individuals so that, with the organizations, they can play a role in preserving available resources for the survival of the earth (Szabo & Webster, 2020). In addition, it is a value-added for consumers to save their environment how they react to green marketing compared to conventional marketing and whether or not they sacrifice themselves for the cause of environmentally friendly products while taking into account their role. It also discusses the necessity for knowledge of the usage of green products. It takes time to raise people's knowledge about which goods are friendly to the environment more closely and lower the conventional product's purchasing rate as a replacement. Since research proposes that there is an environmental impact on customers' buying behavior in the green products category, affecting the flow of green products and encourages companies to look more closely to developing sustainable goods for environmental protection. This research investigates the influence of consumer's awareness, knowledge, brand equity, and variety provided to them related to green products on their green consciousness and green purchase intention. Willingness to pay a premium price has a moderating effect in this study. Concern for the environment and society is increasing at a rapid speed. Green marketing refers to promoting, and communicating brands/product attributes that are environmentally friendly. In this case, either the product has environmental benefits or it is produced following environmental-friendly procedures.

Green marketing companies have their mission, vision, and core values aligned and focused on the well-being of society and the environment. Green and sustainable marketing is underrated in Pakistan yet has huge potential. Consumer awareness has increased; customers are being socially responsible in

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making choices. The behavior of people can be changed towards green products by relating the theory of planned behavior to consumers intention to buy green products (Ajzen, 1991). This theory is extremely useful however it neglects the importance of marketing strategies of a firm, a lot of research regarding this theory is present in the literature. The focus of this study is to relate the effect of green marketing on green purchase decisions. Companies that have their strategies aligned with environmental sustainability need to effectively communicate this to their customers through marketing. Marketing has a big role in changing consumer consumption and purchasing trends. Green marketing practices are a competitive advantage for competing brands. These companies have to go an extra mile to inculcate environmentally friendly processes however, in this research, we are going to determine the effect these green marketing companies have on purchasing behavior of consumers in the market of Islamabad and how it affects the business in comparison to traditional business styles. The values that are related to health and environment actually influence attitudes towards the purchase of organic food (Krystallis & Chryssohoidis, 2005). Some authors argue that having a positive attitude towards the environment do not mean actual purchase intention and behavior in day to day choices. This gap exists and the focus of this study will be to remove this gap by studying the impact of green marketing, variety of products available to customers and their willingness to pay a premium price on the purchase intention of customers. National Restaurant Associations survey reported that 62% of consumers said they are more likely to spend their money at a restaurant if they know it is green.

Our main target sample would be the customers of green marketing brands, and sampling will be done on the basis of judgment sampling technique. For this research, both primary and secondary data will be analyzed. The objectives of this study include:

- To determine the impact of green products on customer purchasing behavior.
- To identify the effect/influence of green marketing on brand equity(image)
- To identify the effect of green marketing on sales
- Identifying people's behavior in response to brands of "green marketing" and "conventional marketing".
- To identify the willingness of customers to pay a premium price for green products.
- To identify the purchasing behavior of customers since brands that are focusing on green marketing have limited range in their product categories whereas their competing traditional brands offer a variety of range.

This study provides insights regarding green consumer behavior so that companies can formulate strategic marketing strategies focusing on providing better quality green products at affordable prices to boost their sales. This study provides insight into Pakistani consumer's behavior regarding green purchase intention by examining the factors that influence consumers to buy green products.

LITERATURE REVIEW

Green marketing

Green marketing focuses on environmental sustainability by changing the marketing of any brand. The green marketing mix includes the product, price, place, and promotion; these elements formulate strategies that control adverse impacts on the society and environment. Green marketing is defines as "concerned with all marketing activities that have served to help cause environmental problems and that may serve to provide a remedy for environmental problems" (Dangelico & Vocalelli, 2017). Initially, the focus was to provide a solution to the pollution caused by industrialization. At that time, the entire emphasis of companies was to manufacture excess products in order to increase the demand for consumption. Some companies started providing solutions for environmental pollution. In that era, the attention was towards manufacturing. Peattie (1995) defined the new idea of Green Marketing as "the holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society, in a profitable and sustainable way" (Peattie, 2001). In this era, the focus of companies shifted from production and selling concepts to marketing concepts where the products were manufactured according to the needs and requirements of customers in order to satisfy their needs and run a business successfully. Fuller (1999) defined green marketing as "the process of planning, implementing and controlling the

development, pricing, promotion, and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met, (2) organizational goals are attained, and (3) the process is compatible with eco-systems.” According to Ghosh (2011), effective Green Marketing requires applying good marketing principles to make green products desirable for consumers, while according to Gheorghiu, Vidraşcu, and Niculescu (2013) eco-marketing is intended to harmonize the interests of consumers with environmental requirements. Wymer and Polonsky (2015) highlighted that Green Marketing alone is insufficient to solve societal environmental problems, but governments and citizen-consumers should play their part. With the advancement in Green marketing now there are new opportunities for market development, low-cost advantage, focusing on a niche, product differentiation, and customer segmentation (Peattie, 2010). Adding more to this idea Andrews and DeVault (2009) suggests that the marketing strategy for green segment should be focusing on niche since, these authors believe that currently green market segment should be considered as a niche segment, in the literature we can analyze that authors like Banytė, Brazionienė, and Gadeikienė (2010b), Prakash (2002) also supports this strategy and extends the knowledge by including the factors of knowledge, awareness of eco-friendly products, attitudes and beliefs of the people. Companies should not merely position themselves for compliance with regulations but they should include above-mentioned factors in their marketing mix and their brand as a whole. Unless the needs and wants of customers are not identified and these customers are not aware of the benefits of ecological products, the best marketing strategies can fail. The customer’s basic needs and requirements should be identified. The main idea behind this concept is to categorize the requirements of a green customer and fulfill those requirements by providing products that satisfy the customer.

Customer profiling is the initial process of identifying customers and targeting those customers to sell the product and make profits. Researchers have contributed to profiling green customers (Y.-S. Chen & Chang, 2013; Peattie, 2001).

Mohr, Webb, and Harris (2001) defined socially responsible consumption as the purchase and consumption of products that decrease hazardous effects on the environment and society and increases overall long-term benefits from the product. With the increase in worldwide demand for products, the companies initially focused on mass marketing and mass production, but this uncontrolled economic growth had a negative social and environmental impact. However, these issues possess new opportunities for new innovative products. Companies are redesigning and creating new products to meet the demands of green consumers, e.g., hybrid cars, eco-friendly air-conditioners, organic food. With the involvement of greener products, the companies are required to reposition their products.

The most difficult task is to identify the right segment of green consumers. Moreover, companies need to identify what customers want from these products, and they should position themselves according to the benefits which customers are looking for in green products (Peattie, 2001). Banytė, Brazionienė, and Gadeikienė (2010a) and Prakash (2002) emphasize the importance of developing a marketing mix that focuses on consumers’ attitudes, knowledge, beliefs, values, and what they want from a product.

If the products are not providing sufficient profit to the manufacturers, they won’t produce them. According to (Akenji 2014) those products will be made for which a market exists. This actually means when demand for green products exists, only then these will be produced. Similarly, the producers need to analyze the behavior of green customers towards buying and what impacts these behaviors.

The need for green marketing can be analyzed by the literature work of Clifford and Martin (2011) which states the fact that the rate of adoption of green products is decreasing nowadays. Through effective promotional strategies of social media marketing, companies can create awareness regarding green products, thus increasing the rate at which people buy these products. Moreover, customers resist buying products that are too expensive, even if these products have innovative ecological features and are produced in a sustainable way (Gleim, Smith, Andrews, & Cronin Jr, 2013).

The strategies of market development include taking the green products to new geographical locations or tapping the non-green customers. The opportunity for growth is huge when a company makes the non-users of the product their target audience, so companies should focus on the non-green customers as well (Hooper & Johnstone, 2015).

Using different types of advertising appeals can also significantly affect consumers’ attitudes and

behavior toward sustainable consumption (White & Simpson, 2013). We think public relations, advertising, and personal sales are important among the five types of promotion.

Green labeling is a process of labeling a product's features in a green context that includes adding positive environmental impact, environmental safety certification/awards, and recycling mentioned on the packaging of a green product. It is often said that green packaging has a positive impact on sales, however; companies should not just focus on their sales. Rather, they should communicate with their customers through eco-labeling and green positioning (Rex & Baumann, 2007).

Greenwashing

Green marketing creates distinctive positioning of certain brands that focuses on the environment and society. This positioning is attached to certain aspects of the product the company is selling. Now some companies are utilizing this positioning strategy just to get an edge over the competitor. This concept is called "Green Washing". The term "Greenwashing" is an extension of the term "whitewashing", which refers to the general attempt to appear better than one is, and "brainwashing", referring to the manipulation of beliefs. Through the emotional appeal, certain brands brainwash their customers by portraying the image of environmental sustainability to increase sales and overcome the guilt factor of destroying social behaviors and the environment; actually, these companies take the fake identity of being environmentally concerned. According to Delmas and Burbano (2011), this phenomenon of Greenwashing lies in between two firm behaviors: poor environmental performance and positive communication about environmental performance. In these cases, companies fail to perform their activities while having a positive impact on the environment. Either their production processor, their product placement adversely affects the environment. However, these companies still brand themselves in the environmental activist's category by positioning themselves as the protector of the environment and society. As emphasized by Karna, Juslin, Ahonen, and Hansen (2001), Greenwashing operation means providing environmental advertising without environmental substance. These brands have baseless claims regarding their positive impact in protecting the environment (Yadav & Pathak, 2013). Extending the concept of greenwashing, in the same way, Crane and Clarke (1988) firmly believes that the agenda behind green marketing should not be focused on just creating a green image. In contrast, there is no environmental concern in the process of production and features of the product. The product has to involve innovative ecological ideas, and companies need to communicate these ideas to customers. Green marketing for complying with the policies and standards and not aligning these policies with the green marketing concept and product development causes confused positioning. These companies are unable to effectively tap the opportunity in the green customer segment.

Identifying the green product impact on customers' buying behavior

The idea of increasing awareness of environment-friendly items as a post-environmental issue is related to many think tanks. This general mindset shows how much consumers are worried about environmental concerns. With green marketing, people are informed and less harmful to the environment of the green products. More and more individuals now realize that, whether consciously or inadvertently, how their prior purchasing patterns have in the past affected the environment and threatened the ecological system. Creating client awareness of the move towards environmentally friendly products would help them and their environment and future generations. This knowledge has affected the purchase patterns and purchase behavior but still needs to be addressed, particularly in wealthy nations.

In the category of cosmetic, D'Souza, Taghian, and Lamb (2006) draws attention towards ecological concerns, assuming these concerns might be the most important factor while marketing cosmetic products.

Whereas Peattie (2001) claims that environmental concern and awareness positively influence people's behavior towards green products. In addition to this, (Chase, 1991) acknowledges that people who are environmentally aware and conscious change their purchase behavior to protect their environment. Confronting issues about environmental damage from unsafe processes which include the use of hazardous substances and animal testing during the production of cosmetic items, the cosmetic industry has created natural items delivered without the utilization of pesticides, and animal testing.

Green customers anticipate and analyze the opinions of others, believe in trustworthiness and believe in doing something for society by taking decisions that have a positive impact. Awareness regarding environmental issues and their sustainable solutions actually gives bargaining power to customers; they can pressure manufacturers to produce more green products, thus increasing the trend of using greener products for better health, safety, and life.

Paladino (2005) explains the fact that environmental concern actually influences customers behavior positively towards organic food moreover; customers environmental awareness is a pre-requisite to green buying and consumption behavior whereas (Kollmuss & Agyeman, 2002) reported that environmental knowledge and awareness is not a pre-requisite for pro-environmental behavior. Researchers like Gleim et al. (2013) also emphasizes that green purchase behavior is directly influenced by environmental knowledge and awareness, this related to the rationalist model which explains if people are more aware of their environmental issues their behavior and actions will be towards the protection of their environment (Kollmuss & Agyeman, 2002) denies this concept through their research by explaining that even if customers are concerned for their environments, they still wont have knowledge regarding the products environmental impact and knowledge related to its features.

To identify the effect of green marketing on brand equity (image)

In order to compete with industry competitors, the importance of estimating the value of the brand has increased with time. Brands are the basis of competitive advantage (Ajzen, 1991; Keller, 2003).

Aaker (1991) defined brand equity as brands name, symbols that are associated with providing or deducting the value provided by a product or a service to the customers and the firm. The five elements of customer-based brand equity include awareness regarding the product, perceived quality of the product, brand loyalty, brand associations and patents other relationships, etc. (Keller, 1993; Motameni & Shahrokhi, 1998). In the same way, Keller (1993) defined it as the change in the response of customers towards marketing after having the knowledge and awareness regarding the product. There are three perspectives to estimate the brand equity of any brand, customer-based perspective (Keller, 1993), financial perspective and a combination of both customer-based brand equity and financial brand equity (Motameni & Shahrokhi, 1998).

Schubert, Kandampully, Solnet, and Kralj (2010) explains the green concept based on brand equity and reports that the impact of focusing on green elements and practices positively influences brand image, sustainability, and society

Brand image

Brand image is the most important element of brand equity. In some literature, researcher stresses that brand equity and brand image have a very strong link, the brand image increases a firm's brand equity. Brand image is the perception of customers about a brand and its products. Brand image is a source of competition, brands have unique identities, and the goal of marketers is to develop customer's perception and communicate the positioning creating positive attitude and feelings towards the brand and products (Keller, 1993). Green brand image is defined as having a distinctive perception linked with environmental awareness and concerns regarding products in customers' minds (Bashir, Khwaja, Rashid, Turi, & Waheed, 2020). Perceptions of customers of a green brand image can considerably affect a firms green brand equity.

Perceived value

Perceived value and quality of a product ensure that customers remain satisfied after the purchase and indulge in repurchase behavior as well. Perceived value can be linked with the benefits provided by the product and its overall performance. Perceived quality is defined as as customer's decision and opinion regarding products performance, how well it fulfills the need of customers, and to what extent it provides excellence Moreover, he argued that it's not the actual performance but the perception of customers regarding the performance, they subjectively evaluate the products and creates associations with brands and perceived quality is a part of brand value. Similarly, explained by Aaker (1991), Keller

(2003) highlights that the concept of perceived quality is actually customer's feeling of a brand, including all those factors of a brand that influences them, which help them in deciding while making a purchase decision. This is the reason why companies charge premium prices for this perceived value. In the same way, green products charge customers premium prices for perceived quality. Whereas some researchers disagree with this concept in green marketing, according to these researchers, green products should not just have perceived quality but should provide actual quality in a sustainable way.

Customers buying decisions are based on physical cues that help them in deciding the product (Crane & Clarke, 1988). Examples include the body shop use of all organic products, their perfumes and scents are all extracted naturally without animal testing.

The barrier to green purchase decision includes the perception of quality, price, risk, trust, and pro-social status (Borin, Lindsey-Mullikin, & Krishnan, 2013; Y.-S. Chen & Chang, 2013), which means that customers are concerned about the actual performance of products once they use the product they realize if the company is actually improving its quality or not moreover they are concerned about exceptionally high prices of green and organic products and the risks associated with false claims of sustainability and use of natural ingredients. What is more important, is the peer pressure and social status to follow the trends and neglecting green products since, commonly, these green products do not provide multiple innovative features.

To identify the effect of green marketing on sales

Agreeing to the increase in sales of green products, Ferrell and Hartline (2013) focuses on the fact that In the US, consumers spend \$25 Billion per year on green products. This behavior of increase in sales is linked with a company's effort in promotional activities and display of product features on the labels of the products. In other words, how effectively a company displays its efforts of protecting the environment, having environmental safety certificates (green labeling) increases sales. It's a differentiating factor between conventional and green products.

Willingness to pay a premium

Research in the US reported 42% of US consumers are willing to pay a premium for green products. To put it another way, we can link it with focusing on a niche, green consumers have specific preferences and they belong to a sophisticated category, producers and marketers need to focus the design of products and features according to these characteristics of this segment (Banyte et al., 2010a). Contradictory to these researches Aini and Ling (2013) conducted similar research and identified that willingness to pay is negatively related to green personal care products purchase intention. Supporting this research Manaktola and Jauhari (2007) reported most of the customers had concerns regarding ecological issues and wanted hotels to participate in green practices; however, they were not willing to bear the cost of this action and pay a premium for green services moreover, (Choi & Parsa, 2007) results were same. (Shen, 2012) applies a condition in this relationship, that if customers value environmental issues and support their environment in a positive way more than their life convenience will pay a premium for sustainable products. This is demonstrated by a global poll, performed in 2008 using BBC World, which found that not many individuals did something to change their lifestyles towards a green way of living. According to the 2011 Global Industry Analysts Inc. report, individuals are also predicted to generate an extremely large area for green marketing of \$3.5 trillion by the year 2017. It is also because of the growing knowledge among the public about green marketing compared with the previous decade that this huge potential is added to this industry.

Thøgersen and Noblet (2012) believes that the key motivation for green purchase includes green promotions, price benefits, operating price benefits, green features, and awareness regarding the product. Indeed it is highly likely that consumers will buy green products when they are on discounts and their features satisfy consumer's need. Price is considered to be the most important barrier in green purchase and company's need to analyze the behavior of willingness to pay the premium price of the targeted segment before formulating their pricing strategies Ajzen (1991) and Gleim et al. (2013) claim that the positive behavior towards paying the premium price of greener products actually shows pro-environmental

behavior of customers. These customers are concerned about their environment and sustainability.

Research in china reported that green labels on the products positively influenced the behavior of willingness to pay a premium for green products. Adding to this research, consumers will respond to green-labeling if consumers can be related to the labeling and understand the benefits of products both ecologically and economically only then they will be truly motivated to pay more (Owusu & Owusu Anifori, 2013).

Aini and Ling (2013) justifies the higher prices of green products by explaining that green production processes are costly from producing organically and naturally to reducing negative impacts from products. The certification and green labeling process also require additional cost. Similarly, Steen (2005) agrees that green products cost more than conventional products, but they will have lower life cycle costs.

People should be aware that these green products must be done effectively and that they need to be more attractively communicated to consumers so that they can learn more about what the green product is, how it works in real-time and how it is helped to play a part in improving less hazardous use. This will increase the income of firms by tipping the green items more toward the purchase. Kanchanapibul, Lacka, Wang, and Chan (2014) conducted a research on the impact of ecological effect and knowledge on the purchase behavior of young generation, the researchers concluded that due to advancement in technology, younger people have more information regarding the environmental issues and they tend to have a positive attitude towards green purchase intention moreover their social networks also positively reinforce their behaviors regarding environmental sustainability.

Identifying people's attitudes to green marketing and conventional marketing brands - Conditional Value

By increasing awareness and involving in aggressive marketing related to green products, marketers are increasing the demand for green products. Customers are looking for greener products in the market. Supporting the production of greener products, people are now widely accepting organic and greener products, by this acceptance, the demand is increasing and manufacturers are providing variety in green product categories including energy-saving products, organic food items, personal care products and detergents, etc. (Schlegelmilch, Bohlen, & Diamantopoulos, 1996).

Concluding the literature research, there are multiple factors that discourage customers from buying green products these factors include lack of choice and availability (Gleim et al., 2013) and economic factors. Green marketing is a new technique of encouraging people to become more conscious so that their perception may be transformed into ecological items rather than their traditional replacement.

THEORETICAL FRAMEWORK

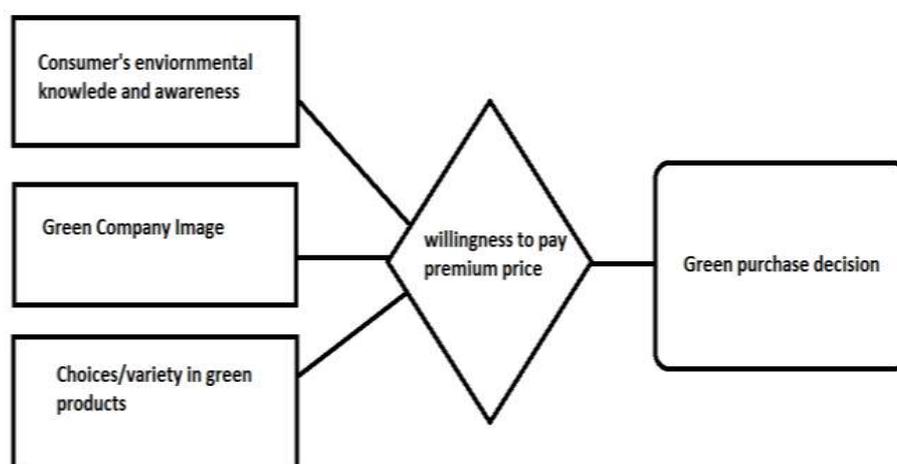


Figure 1. Conceptual framework

HYPOTHESIS

H1: Impact of consumers environmental knowledge and awareness on green purchase decision

H2: Impact of green company image on green purchase decision

H3: Impact of choices/variety in green products on green purchase decision

H4: Premium price will positively moderate consumers' environmental knowledge and awareness on green purchase intention

H5: Premium price will positively moderate the influence of green company image on green purchase intention.

H6: Premium price will positively moderate the influence of variety in green products on green purchase intention.

RESEARCH METHODOLOGY

This stage of the survey is based on questionnaire analysis. Primary data is collected from Islamabad and Rawalpindi. This survey is adopted from existing literature (Kanchanapibul et al., 2014; Aini & Ling, 2013; H.-S. Chen, Chen, Chen, & Hsieh, 2012). The quantitative research methodology is used. Cross-sectional data is collected from 232 customers. The unit of analysis is individuals. The sample is collected on the basis of judgment sampling technique. The questionnaire is divided into two parts, the first part collects demographic data, whereas the second part collects data on our variables. There is a total of 39 questions in the survey. 4 questions are related to demographic data and are included in Part A. 12 questions are related to the variable knowledge and awareness regarding green products (Kanchanapibul et al., 2014; Aini & Ling, 2013; H.-S. Chen et al., 2012), 6 questions are related to buying intention variable, 9 questions are related to the brand image of green companies and 2 questions are included to gauge the willingness to pay a premium on green products. 1 question collects the data regarding how the customers perceive green products either as being beneficial to them or to the entire community. Moreover, it determines which sort of advertising appeal they like in terms of abstract or concrete appeal. All the scales were measured with a five-point Likert (from 1 = strongly disagree to 5 = strongly agree).

DATA ANALYSIS

Sample characteristics

The sample consists of both male and female, who buys grocery and other items for themselves and their families. Out of 232 respondents, 61.6% are male, and 37.9% are female. Amongst these respondents, 92.7% respondents belonged to the 20-29 age group whereas remaining 7.3% were above 30 years of age. The qualification of respondents ranged from below masters to PhD.

Reliability statistics

All the questions are reliable as the value of Cronbach's alpha higher than 7 depicts the reliability of scale and measurement. The values of Cronbach's alpha ranges from .954 to .968 for all variables.

Correlation

Table 1: Demographical distribution

	Avg_Cek	Avg_VGP	Avg_PI	Avg_GCI	Avg_WPP
Avg_Cek	1				
Avg_VGP	.918**	1			
Avg_PI	.861**	.893**	1		
Avg_GC	.885**	.878**	.898**	1	
Avg_WPP	.804**	.816**	.811**	.831**	1

Regression

Table 2: Regression results

<i>R</i>	<i>R</i> Square	Change Statistics				
		<i>R</i> Square Change	F Change	df1	df2	Sig. F Change
.924a	.854	.854	444.091	3	228	.000

The value of *R* square is .854, and this means the linear regression explains 85% of the variance in the green purchase intention.

Table 3: Coefficient matrix

	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
	<i>B</i>	Std. Error	Beta		
(Constant)	.479	.056		8.580	.000
Avg_Cek	.015	.064	.016	.231	.818
Avg_VGP	.374	.057	.446	6.545	.000
Avg_GCI	.432	.051	.493	8.467	.000

This shows that the results are highly significant. The value of significance is less than 0.05. this result shows that environmental awareness, variety among green products, and the company’s green image impact customer’s purchase intention. There are significant differences.

DISCUSSION

The research shows that independent variables, including variety among green products and a company’s green image, significantly impact the overall purchase intention; however, the knowledge regarding the green product is not that necessary. People will buy green products and buy green products even if they do not know green products. Most of the time, people buy products without rationally thinking about the ingredients and their impact. Similarly, these people can buy green products without having awareness and knowledge regarding green products. Moreover, customers are willing to pay the extra price for green products. This is because they are aware of the fact that green products contribute to the overall sustainability of the environment.

This is a new education phenomenon, knowledge, cultural development, and new technology in our nation. We need officials, individuals, and producers that support each other to achieve a healthy production and a cleaner future in this fieldmoreover, environmental items environmental products. More publicity, higher diversity, and lower pricing should come in order to be properly appreciated.

All customers do not highly impact green marketing. The advertising and promotion of goods must thus be identified and concentrated on the environmental market objectives. Moreover, these divisions are often younger and richer in the population.

The variable willingness to pay premium positively moderates the relationship of all variables.

LIMITATIONS AND RECOMMENDATIONS

For the practical implication, companies need to focus on their promotional campaigns regarding their overall brand image, and they need to produce different products in their existing product lines. They can also introduce new categories of green product lines. The limitation of this research is that the data is only collected from 2 cities. For further investigations in this area, there are recommendations. First, it is possible to investigate alternative green marketing methods. There can also be a discussion on gender disparities.

CONCLUSION

Due to the importance of sustainability in the world, numerous companies integrate sustainability in business strategies and marketing practices are vital to the company’s competitive advantage. Organizations distinguish their products by means of a green brand that provides communications information on and benefits from an environmentally friendly product. A lack of an effective green brand and its

marketing can lead to the failure of products on the market. Through a customer-centered approach, companies can increase environmental activities or 'go green' for today's and future customers.

A well-implemented green marketing strategy results in increases green products awareness, which in turn supports the design and maintenance of the green brand for enterprises. This study therefore recommends that marketing managers concentrate on developing and maintaining both green products and green products awareness. In addition, customers are ready to pay the additional green product price. They are aware that green products contribute to the overall environmental sustainability.

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