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Green Marketing And Its Impact On Consumer Purchasing Behavior Of Balochistan

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Abstract

The purpose of this study is to find the relationship of green marketing and consumer purchasing behavior, data were collected from almost 67 respondents via questionnaire survey, also ANOVA and to test the relationship the regression model was used. The finding of research shows the significant relationship between green marketing variables on consumer purchasing behavior. The originality of this study is on the testing the simultaneous relationship between green marketing and consumer purchasing behavior. The study explores the impact of green marketing techniques on consumer purchase decisions in Balochistan. However, it has limitations, including a limited client base and respondents ages ranging 20-30. The study lacks supporting information for businesses involved in green marketing and related product lines. Further research is needed to confirm the findings and incorporate qualitative techniques for evaluating the effects of green marketing on environmental sustainability.

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INTRODUCTION

Marketing is defined as the activities that are performed to exchange the offerings and to create the value for both the customer and the business (Kotler&Armstrong,2012). It is the tool for any business to spread the awareness of product, brand, or business. There is a marketing mix that covers the complete definition and the purpose of marketing. According to the study of Kotler & Armstrong (2012) marketing mix includes 4 p's: product, price, place, and promotion. Basically, people get attracted to any product or service because of its product design and promotion strategy. Hence marketing has a huge impact on the consumer attraction. In this modern world, there are many challenges that were never considered to be catered due to the conventional marketing strategies. These challenges include global warming, air pollution, climate change, deforestation, water pollution, wastage of resources, ocean acidification, and many more went unnoticed or were ignored. The root causes behind these issues are the excessive production, inefficient use of resources, and mainly, no serious concern towards the environment. The damaging and wastages of the scarce resources is disturbing the lives of living creatures and destroying the planet for future generations. Now, we see that the rise of these environmental and social issues has got some attention of the people and a major chunk of people are involved in spreading awareness about these issues across the world. Especially, developed countries are trying to be more careful in their

production and promotion process and are expressing concerns and interests on these issues. Underdeveloped countries are also pacing up to take steps to cope up with these challenges. For this, the new concept has emerged in the shape of green marketing. The term "Green Marketing" was coined in 1975 during a session on "ecological Marketing" at the American Marketing Association (AMA) (Giri, 2019). Green marketing is a strategic method to designing, promoting, pricing, and distributing environmentally conscious products (Polanski, 2008). Essentially, the rise of environmentally conscious advertising is to advocate for the environment's long-term well-being.

The emergence of this green marketing is accepted by many countries. These countries are even working on passing stringent laws for its application. Germany for instance, in January 2019 has passed the strict law of managing and recycling the packaging wastes, aimed to lessen the adverse impacts on environment. According to Forbes, green marketing has become an interested topic for the companies and governments. Another example is Denmark, where the government has introduced the world's strictest carbon tax that has increased by \$53, hence, the companies now will have to pay \$159 for every ton of carbon dioxide they emit. Moreover, single-use plastic law has also recently been implemented by the governments of Colombia and India.

All the above examples testify the importance of green marketing although the process is gradually being accepted by the world. A good number of consumers are also aware of the environmental issues and are conscious for green marketing. They prefer to choose the products that are less or not harmful for the environment. This consciousness is encouraging the manufacturing companies to manufacture the green product even more. Some examples today that are prevalent are bamboos being used as the alternative to plastic, papers being recycled, and manufacturing of electric cars is in trend. Furthermore, renewable energy, sustainable shopping bags, LED bulbs, reusable bulk food bags, eco-friendly phone cases, and many eco-friendlier products that are produced to reduce the use of plastic and bring sustainability in the environment.

The purpose of any company's establishment was only to earn profit without realizing the cost to environment and society is beginning to change. The new concept of the company's establishment is responsible production and sensitivity to social and environmental problems while remaining profitable. Since companies are socio-economic entities (Giri, 2019). Therefore, it is the responsibility of companies to be responsive towards social issues and take measures to spread awareness of environmental issues and grab the attention of their customers to use eco-friendly products. Companies are taking initiatives to innovate and manufacture green products and making efforts to use green policies in the marketing mix.

However, it has also been witnessed that due to unawareness it has been challenging for these companies to promote these products and persuade the distributors, retailers, and customers to manifest the long-term positive impacts of these products on the society and environment in this competitive era. Because the psychology of consumer behavior is complex, the finding of Balder jahn (1988) suggests that attitudes towards environmental issues do not affect purchase behavior. There are stages in translating the green attitude into green purchase and consumption behavior. These stages are intention, motivation; motivation combined with social confirmation, and finally facilitators (Groening et al., 2018). There are some factors

that have influence on consumer attitude and purchase intention (Bahl & Chandra, 2018). Researchers have found three important factors that have influence on consumer attitude and purchase intentions, those are psychological, personal, and socio-cultural factors. Perception, beliefs, personality, motivation, and learning are part of psychological factors. Personal factors include a demographic variable, for instance, gender, age, occupation, income, etc. Socio-cultural factors consist of social class, peer groups, roles, status, household type, etc. The gradual shift in customer mindset and attitude toward sustainability is an important component of green marketing (Chang et al., 2019). Consumer behavior is gradually influenced by customers' psychological aspects of environmental protection issues (Huanget al., 2018). This indicates that a greater interest in the environment may result in conscious consumption and may positively affect green consumption habits.

PROBLEM STATEMENT

Green marketing concerns producing and marketing environmentally friendly products. The step was taken in concern with environmental issues which are caused by excessive manufacturing. It leads to the wastage of resources and creates environmental issues. Companies that are concerned with environmental issues are evolving to adopt green marketing. The objective of this study is to assess the efficacy of ecological marketing among younger consumers. This study examines the influence of several ecologically sustainable advertising strategies on customers' buying decisions.

- What impact does the environmental advertisement have on consumer purchasing behavior?
- What effect do eco-brands have on consumers' buying decisions?
- What effects does eco-packaging have on consumers' purchasing behavior?
- How do customers' purchasing decisions change as a result of green pricing?

SCOPE AND IMPLICATION OF STUDY

This research will contribute to the understanding of the field of green marketing as well as the attitudes and actions of young customers from Balochistan toward environmentally friendly goods. Leaders in business and policymaking need to be more aware of the variables influencing consumer purchasing behavior. Producers and marketers will benefit from this study's understanding of the psychology of young consumers, which will help them make better products and enhance their brand image in response to consumer demand. The study's recommendation is to use green marketing techniques and a mix depending on young consumers' green purchase habits. The findings of this study should assist firms and policymakers in revising their policies and framing new marketing strategies to maximize the awareness of green products, to attract younger customers, to reinforce the sustainable value creation and profitability.

LITERATURE REVIEW

Origin and evolution of green marketing

The phrase "green marketing" was originally used in 1975 in a seminar conducted by American Marketing Association, where it was defined as product marketing that is environmentally beneficial. The development of green marketing began in Europe in the late 1980s after a product was found to be bad for the environment. This led the companies, governments and society to realize the importance of environmentally friendly products that have less of an adverse effect on the environment. Hence,

Green marketing became popular and its wave influenced many developed and industrialized countries to adopt its principles. Peattie (2001) identifies three stages in the evolution of green marketing. Important milestones and phases are displayed in Table 1, (Garg& Sharma, 2017).

Table 1.

Phases	Decade	Phase name	Important milestone
1 st phase	1980s	"Ecological" green marketing	The main concern of marketing activities was environmental problems and providing solutions for the environmental issues.
2 nd phase	Early 1990s	"Environmentally" green marketing	Marketing evolved, and focus shifted to the technology. At the time, the goal was to innovate the product after carefully considering pollution. For instance, using less raw material, reduction of wasting the resources, efforts of recycling, etc.
3 rd phase	Late 1990s-early 2000s	"Sustainable" green marketing	Green marketing came into prominence and the term sustainable green marketing was introduced.

Green Marketing paradigm

The idea of "green marketing" is becoming more and more popular as a response to items that seriously harm the environment. Green marketing involves more than just creating and advertising environmentally friendly goods. Henion and Kinnear (1976) assert that this idea is far more expansive than that. The concepts of green marketing also include recycling, reuse items, altering production methods, and product modification, among other things (2019, Giri). Green products could have a lot of positive effects on the environment vis-à-vis Businesses activities for creating, distributing, and recycling items in sustainable ways. Previous marketing researchers have emphasized the benefits of green marketing, including its ability to secure energy savings, support long-term growth, raise customer knowledge of environmental issues, and provide a competitive advantage (Dangelico & Vocalelli, 2017). It has been seen that green marketing has become the commitment of the companies (Kinoti, 2011). As a result, businesses should concentrate on manufacturing procedures to find ways to simultaneously reduce their influence on the environment. Gaining from it by cutting expenses and disposing of garbage/wastage (Cordano, 1993).

Marketing Mix

The marketing mix is made up of 4 P's. The 4 P's were first proposed by E. McCarthy (1960). The first "P" is Product. The product in concerns with green marketing is about the manufacturing process, its design, its labeling, usage, convenience, quality, packaging, and value. Companies with environmental concerns are concerned about the manufacturing process and are looking for ways to ensure that the manufacturing process through which environment is not affected. In addition, these companies are using polymers in the manufacturing process to reduce their manufacturing costs. The polystyrene and the polyethylene are used for packaging. The green product with its non-green packaging is not a green product at all. The second "P" stands for Green Price. The price of any product depends on the cost of production, marketing, and distinguishing the product. Green products are more

expensive than other conventional products. For example, LED's are more expensive than TVs and LCDs, LED bulbs are more expensive than others, and it also depends on the industry. Being green while being cost-effective is a real challenge for companies because it is important to make an affordable product. Another challenge for companies is to design the product that will capture the attention of the consumer, meet the needs of the consumer, make it easy to use, and provide the perceived value that the consumer wants without damaging the environment. The third level of green marketing is the most eco-friendly place. This includes both physical distribution and online stores or outlets. The green place means the distribution channels that do not harm the environment. The green place also means the sources that are easy to accept by the buyer and the consumer. However, this online business faces many challenges related to their products, such as the need to purchase after trials. The fourth level is promotion, which is all about spreading awareness of the product and encouraging the target audience to buy it. A large part of the budget must be allocated for promotional activities, as this is the foundation of any successful business. Green promotion involves taking the measures that best fit the definition of green marketing. Examples of green promotion include promoting environmentally friendly partners, using recyclable material, and creating ethical content that encourages the audience to be responsible for the environment. The full literature on green marketing can be found in this article.

Eco-brand

The eco- brand is a brand (as defined earlier) that does no harm to the environment. (Rahbar& Wahid, 2011) defines the green brand as the brand that underlines the position that there is no difference in the performance between the green products and the non-green products. Although, the green brand should help the customers to make the difference between the green and non-green product with the same functions but having different impacts on the environment. In the study, (Chatterjee, 2009) states that the consumer seeks to purchase eco-friendly products that have low or no impact on the environment. Research conducted in many western countries suggests that customers in United States of America and Germany have a positive attitude towards the eco-brand (Wüstenhagen & Bilharz, 2006). There is much potential in the eco-brand to change the consumer's attitude to buy green products due to its green differentiation. The eco-brands have also the emotional brand benefits (Delafooz et al., 2014a) as the consumers awareness of green marketing are motivated to contribute in the healing process of environment. It is mentioned by (Hartmann et al., 2005) that there is more commercial success for green products than that of non-green products.

Eco-packaging

Eco-packaging, also called sustainable packaging, is the packaging which has no harmful impact on the environment. The material that can be recycled is disused in eco-friendly packaging. Depending on the level of environmental contamination, packaging could be deemed environmentally friendly (Domnica, 2010). A study highlights that eco packaging attracts the customer's attention regarding their purchase decision (Mitul et al., 2012). Packaging is considered among the important attributes concerning consumer purchase behavior (Shrestha, 2016). A more ecologically conscious mindset has resulted from the use of green packaging and branding (Swenson & Wells, 1997).

Green Pricing

Price is the most important factor for any business. According to market research most

of consumers in the market want to spend more money on environmentally friendly products. (Swezey&Bird,2001). Green pricing offers customers more chances to partake in renewable energy sources. Customers respond positively to pricing tactics in various states. It was also discovered because products with superior green rates are of superior quality. Enhancing market competitiveness can be achieved by implementing a well-designed and carefully planned pricing strategy for environmental legislation, which aims to promote environmentally sustainable practices. The profitability of a firm is strongly influenced by its pricing strategies and production processes. Hence, including environmental factors into the price decision-making process may lead to higher revenue. (Chen&Sheu,2009). The pricing of items that are considered to be green depends on a number of criteria (Bae& Rishi,2018).

Environmental Advertisement

Green marketing initiatives gained momentum in the late 1980s and early 1990s due to the increasing environmental consciousness of consumers in the field of environmental advertising (Carlson et al., 1996a). With increasing environmental awareness, organizations have started promoting their products on social media and print media. These actions by organizations were taken to encourage customers to purchase environmentally friendly products and make them aware of the benefits of environmentally friendly purchasing behavior (Rahbar & Abdul Wahid, 2011). According to Davis (1994), corporate environmental marketing often includes three elements: First, the commercial begins with a narrative about the company's environmental protection. Second, the advertisement outlines how the firm has launched a variety of initiatives acts that reflect its concern for and dedication to environmental betterment Third, the commercial explains the specific environmental actions the company is doing and the accomplishments it is proud of.

Consumer Behavior

Customer purchase behaviour is the last stage of customer behaviour before the actual sale takes place. Purchasing habits can be classified into four distinct categories. Gaining insight into consumer behaviours and truly grasping the concept of "knowing your customer" might be challenging on occasion. Customers demonstrate their needs and desires from time to time, but in different ways. Green consumer profiles require assessing the relationship between people's environmental awareness and shopping habits. Customer behavior is determined by many variables, including consumer beliefs, demographic characteristics, awareness of alternatives, the relevance of environmental issues, and how customers view the environmental impact of their activities. Green marketing efforts are increasing all over the world and have had a significant impact on increasing customer awareness and encouraging the purchase of environmentally friendly products (Cohen, 1973). The relationship between factors like quality, service, value, and customer happiness has a significant impact on consumer behaviour and choices (Fonseca, 2015). Customer loyalty is strongly viewed as a factor in customer satisfaction. There are several facts that show that customer loyalty is inversely related to customer satisfaction. It costs more to acquire a new customer (5 to 10 times) compared to retaining an existing customer (Fonseca, 2015). Therefore, customer satisfaction with a company's particular product or service is typically associated with that company's "significant competitive success" (Hennig-Thurau & Klee, 1997).

CONCEPTUAL FRAMEWORK

The data gathered in the previous chapter enables the relationship between several existing models to be identified. To assess the influence of green marketing techniques on customers' perceptions of green products and their subsequent purchase behaviour, it is essential to utilize a conceptual framework. Thus, the following model shows the investigation.

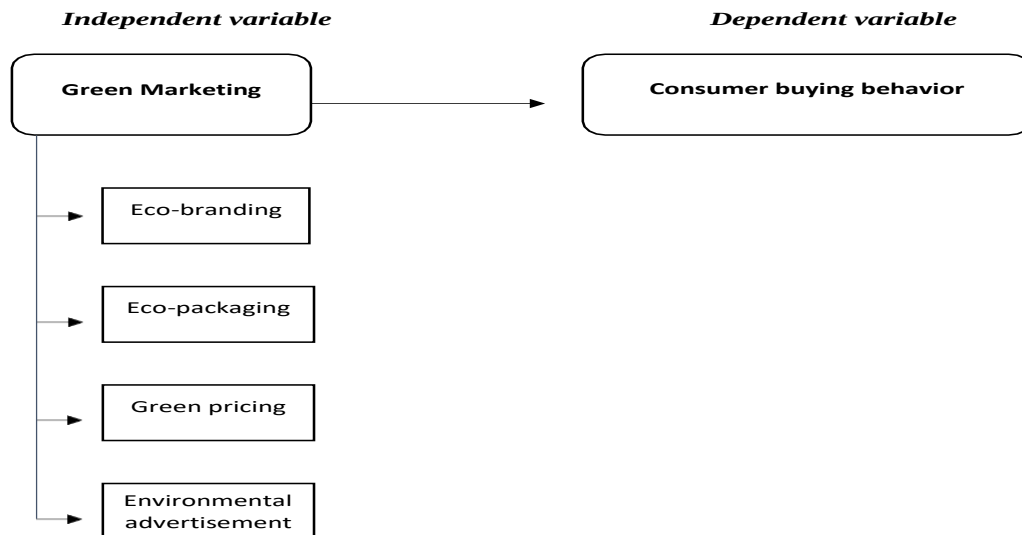


Figure 1.
conceptual framework of the study

This conceptual framework was created by taking the consideration of multiple models created in previous studies about green marketing. This model will be used in this inquiry to assess how green marketing affect customers and their purchasing behaviors. Considering the degree of happiness brought about by their acquisition as well as whether or not customers develop a sense of loyalty for green businesses. This study also enables distinguishing the types of eco-conscious consumers who buy eco-products and what they think of the company's motivations for adopting these novel marketing techniques. The model focuses on green marketing approaches such as eco- packaging, eco-branding, etc. This model is created to identify which marketing strategy has the impact on consumer buying behavior and in what degree, these marketing strategies are being useful to attract the consumer's attention and help them to buy eco-friendly products.

Dembkowski & Hanmer-Lloyd (1994) stated that the method by which consumers carefully consider their options when given the option to select between goods that have the least negative effects on the environment and those that might be damaging to it. Relating to the model created by Menck& de Oliveira Filho (2014), who place an emphasis on the characteristics of an informed and thoughtful customer who is impacted not only by the performance of the product but also by outside circumstances and how customers perceive it, It will be studied to identify whether consumers are environmentally conscious, as well as how their purchases might be converted into pleased and dedicated consumers as a consequence of participating in CSR activities. The main reason behind all this is to understand how effective these green marketing strategies are in influencing customers' perceptions and willingness to buy is the primary goal of this inquiry. The primary factor in analyzing how eco-products influence consumer choice and attempts to preserve a better environment is consumer understanding of green marketing technique use as well as the new green strategies that businesses are implementing. Customers' knowledge of

the environment, their impression of the motives of businesses while engaging in these activities, and their buying experiences are all impacted by this variable, which is classified as a dependent variable.

RESEARCH HYPOTHESIS

The theoretical framework presented previously will direct this study. Then, based on the literature research, hypotheses are developed, and the validity of each is assessed using a questionnaire. Customers' choice of a product is greatly influenced by their understanding of their role in society (Menck& de Oliveira Filho, 2014). According to several writers, a variety of variables can affect and shape consumers' behavior, causing them to become aware of environmental challenges and the potential effects their choices may have on the next generation (Dembkowski&Hanmer-Lloyd,1994). For a sustainable future, producing environmentally friendly goods is not sufficient in and of itself. Concern for the environment is necessary when it comes to consuming (Boztepe,2012).

Green Marketing and Consumer Buying Behavior

Marketing has a huge impact on consumer buying behavior. As the planned theory of consumer suggests that the intentions of consumer have influence on his or her decision. Therefore, Consumers should be provided with details about the companies' environment performance, information according to green products, in line with their desired social standing and applies to their way of life (Kumar & Ghodeswar, 2015). Positioning of product should be linked to green marketing variables. The success of green products depends upon the consumers' purchase behavior. In light of the literature already in existence, the following is hypothesized:

H1. Green Marketing has significant impact on Consumer Buying Behavior

Environmental advertisement and Consumer Buying behavior

Attendees receive the chance to engage with an environmentally conscious company through a captivating presentation. The objective of the presentation policy is to inform consumers about our organization's dedication to environmental conservation, with the aim of promoting it as a "eco-friendly enterprise." Public relations, advertising, and other marketing strategies all contribute to accomplishing this objective. Effective communication, both within the organisation and with external stakeholders, is crucial for this to happen (Uydac, 2002). According to Carlson et al. (1996b), a mere 70% of participants reported that environmental messaging in commercials had a "occasional" impact on their purchase choices. Consequently, it is necessary to formulate a hypothesis that

H1a. Environmental advertisement has a positive impact on consumer buying behavior.

Eco-branding and Consumer Buying Behavior

Green brands are brands that consumer associate with sustainable business practices and environmental discourse (Shrestha, 2016). Some studies show that customers' increasing awareness about environment indulges them to prefer brands that are thought to be environmentally feasible (Eagly & Kulesa, 1997). According to Pickett et al. (1995), eco-friendly products would not be profitable if eco-friendly brand attributes are not effectively communicated. Similarly, some scholars argue that the robustness of green brand

initiatives depends on green positioning (Coddington, 1993; Meffert & Kirchgrorg, 1993).

Thus, it guides to generate the hypothesis that,

H1b. Eco-brands have positive impact on consumer's buying behavior

Eco-packaging and consumer buying behavior

Consumers play a crucial role in green packaging since contemporary lifestyles frequently call for longer product shelf lives. Companies are increasingly using green packaging as are of this demand, which also forces them to create official sustainability plans. Analysis of customer perceptions of green packaging and purchasing behavior is an aspect of green packaging concept from the consumer's point of view (Wandosell et al., 2021).

H1c. Eco-packaging has a positive impact on consumer behavior.

Green pricing and Consumer Buying Behavior

Since items with minimum pollutants are more costly to produce, a high price of products signifies good impact on environment (Mahenc, 2008). It has been established that environmentally aware consumers are willing to pay a higher price for products (Laroche et al., 2001). Furthermore, studies have revealed a discernible shift with respect to price and consumer purchasing behavior, particularly young customers demonstrating inclination to spend more for environment friendly goods (Boztepe, 2012). Abzari et al. (2013) added that if the advantages of consuming a green product outweigh the expense, people will pay a higher price.

On the contrary, price consciousness and attitudes toward purchasing green products are inversely correlated because these consumers are unwilling to pay extra for green products. (Lim, Yong, & Suryadi, 2014). Peattie (2001) proposes that one strategy for addressing the high price dilemma is to ask consumers about their desire to keep purchasing low-quality products that harm the environment. The upshot of the foregoing is that consumers require additional knowledge regarding advantages of green products to evaluate their worth more impartially (Ken, 1999).

It leads to formulate the hypothesis that.

H1d. Green pricing negatively impacts on consumer purchasing behavior.

METHODOLOGY

This study aims to investigate the current state of green marketing and purchasing behavior of young, educated consumers. Because young, educated consumer is a crucial segment of society to ascertain the desired shifting consumer preference for green products, therefore they were chosen. Data is taken by the empirical research, based on the measurements.

Data collection and technique

The quantitative technique, exploratory study based on surveys was employed. After a careful examination of the prior studies, a systematic questionnaire was created. 100 questionnaires in all were given to the respondents and 67 respondents returned the questionnaires, therefore, the response rate was 67%. Nevertheless, a random sampling method was used to choose the respondents and the age of respondents was between 20-30 years old.

Three subdivisions of the questionnaire were taken into consideration. For a thorough

comprehension of the research findings, the first identified respondents' unique demographic characteristics (age, gender, education, and income). Three questions were included in the second portion to assess current consumer awareness of green marketing. The selection of respondents was based on their knowledge on green marketing; whether they are aware of green marketing. In the final segment, there are 12 measurement questions. To measure the questions to formulate questionnaire contains the independent variable which is green marketing, and their sub variables; eco-branding, Eco-packaging, environmental advertisement and green pricing and one dependent variable which is green buying behavior through literature survey.

MEASURES

A five-point Likert scale was utilized to formulate measurement-related queries for both the independent and dependent variables. A scale where a single point represents strong agreement and five points indicate intense disagreement. By examining prior studies on the subject, we can evaluate this measuring scale.

Analytical approach

To understand the impact of green marketing; eco-branding, eco-packaging, green pricing and environmental advertisement on consumer buying behavior, the data was examined. Firstly, all the data was transferred in to an excel sheet and then it was carefully transferred into SPSS (statistical package for social science) which is a very helpful tool since it does practically all statistical analyses, allowing for the creation of descriptive analyses and the provision of better structured and organized data and findings.

Descriptive

In the descriptive section, the measures of central tendency and variability are used. In central tendency, mean, medium and mode are measured while in variability, the standard deviation is measured.

Inferential

In inferential statistics, analysis of variance and correlation are used to assess the degree to which the independent factors impact the dependent variables.

RESULT AND DISCUSSION

Interrogations were conducted to distinguish the two causes. Let's examine the relationship between the dependent variable, Consumer Purchasing Behaviour (CPB), and the independent variable, Green Marketing (GM). Green marketing comprises four components: environmental advertisement (EA), green pricing (GP), eco-branding (EB), and eco-packaging (EP). These four dimensions were combined for factor analysis.

Table 2.
Descriptive Statistics Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Male	54		79.4	80.6
Female	13		19.1	100.0
Total	67	100.0		

Table 2 shows the descriptive of the respondent and tells that out of 67 respondents, 54 were male and 13 were female.

The study was conducted and made the assumption that the data came from a normal distribution based on the KS and Shapiro-Wilk test. The KS p-value is 0.200 which shows that the data is normally distributed.

Table 3.
Multiple modes exist. The smallest value is shown

		CPB	EA gender	EB	EP	GP	
N	Valid	64	66	67	66	67	67
	Missing	4	2	1	2	1	
Mean		6.6875	4.0909	4.0746	3.6212	4.5075	1.1940
Median		7.0000	4.0000	4.0000	3.0000	4.0000	1.0000
Mode		7.00	2.00 ^a	4.00	2.00	4.00	1.00
Std. Deviation		2.54406	1.79510	1.75217	1.70759	1.87789	.39844
Variance		6.472	3.222	3.070	2.916	3.526	.159
Skewness		.470	.798	1.085	1.211	.780	1.583
Std. Error of Skewness		.299	.295	.293	.295	.293	.293
Kurtosis		-.099	.655	.958	1.901	.742	.521
Std. Error of Kurtosis		.590	.582	.578	.582	.578	.578

Test of normality

Further, the p-value based on Shapiro-Wilk is 0.059 which is greater than alpha which is hence, the values for the variable CPB is not significant which means that the data is normally distributed.

Table 4.
Lilliefors Significance Correction

Tests of Normality						
CPB	Kolmogorov-Smirnov ^a			Shapiro Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
	.123	64	.200*	.953	64	.059

Reliability test

In order to assess the accuracy and consistency of the instruments, we computed the Cronbach Alpha, a statistical measure that evaluates the internal coherence of the constructs. The Cronbach Alpha coefficient for CPB is 0.585. The Cronbach Alpha coefficient for Enrollment Evaluation is 0.591.

Table 5.
Reliability Statistics

Cronbach's Alpha	N of Items
.585	3

Table 6.
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Green products are better options for future sustainability	4.3125	3.107	.466	.367
Biodegradable packaging is an important consideration for me as a green customer	4.7969	4.323	.281	.630
I as a customer have a bigger role in protecting the environment, therefore I prefer to choose green products	4.2656	2.992	.448	.395

further, the cronbach alpha value for eb is .537 and for ep is .295. the cronbach alpha value of the last variable gp is 0.536.

Table 7.
Reliability Statistics

Cronbach's Alpha	N of Items
.591	2

Table 8.
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Environmental advertisement Enhance my knowledge about green products	2.0152	1.154	.419	.
Environmental advertisement catches my attention	2.0758	1.117	.419	.

Table 9.
Reliability Statistics

Cronbach's Alpha	N of Items
.537	2

Table 10.
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
I feel good about buying brands which are less damaging to the environment	2.1045	.853	.378	.
The Eco-brand is symbol of product reliability	1.9701	1.393	.378	.

Table 11.
Reliability Statistics

Cronbach's Alpha	N of Items
.295	2

Table 12.
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
I acknowledge that the information on packaging is an important criterion	1.9545	1.552	.179	.
I find eco-friendly packaging more appealing than non-eco-friendly product	1.6667	.933	.179	.

Table 13.
Reliability Statistics

Cronbach's Alpha	N of Items
.536	2

Table 14.
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
I think that it is reasonable to pay a higher price for products that are produced in an ecological way	2.1045	1.307	.366	.
I prefer to choose green products regardless of their	2.4030	1.275	.366	.

Correlation

Correlation test was performed in SPSS in order to check multicollinearity between dependent and independent variables. It has been found that there is significant correlation between variables.

The correlation coefficient (r) of 0.566 between CPB and EA indicates a significantly favorable link, which is relatively strong. The link is considered statistically significant as the P value is less than 0.05. The correlation coefficient (r) between CPB and EB is 0.627, indicating a fairly good relationship. The statistical significance of the correlation between CPB and EB is demonstrated by the P value being below 0.05. The correlation coefficient of 0.614 between the EP and the CPB indicates a moderate level of association between the two variables.

Table 15.
Correlations

		CPB	EA	EB	EP	GP
CPB	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	64				
EA	Pearson Correlation	.566**	1			
	Sig. (2-tailed)	.000				
	N	63	66			
EB	Pearson Correlation	.627**	.738**	1		
	Sig. (2-tailed)	.000	.000			
	N	64	66	67		
EP	Pearson Correlation	.614**	.642**	.535**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	64	65	66	66	
GP	Pearson Correlation	.341**	.527**	.453**	.467**	1
	Sig. (2-tailed)	.006	.000	.000	.000	
	N	64	66	67	66	67

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

The P value is <0.05 which shows the significant relationship between them. The correlation coefficient between CPB and GP is 0.341 which represent low positive correlation between CPB and GP. The P value is <0.05 which means that there is an effect on GP on CPB. Therefore, we can say that EA, EB, EP and GP does have an impact on consumer purchasing behavior. While, the data gathered has shown that GP does not affect consumers to buy eco-friendly products. Hence, H1a, H1b, H1c and H1d is supported.

Environmental Advertisement and Consumer Purchasing Behavior

The SPSS multiple regression model indicates that there is a 32% influence of the independent variable, EA, on the dependent variable, d. This is corroborated by an R-squared coefficient of determination of 0.321.CPB.

Table 16.
Regression model

Model	R	R Square	Adjusted R Square	Std. Error of the
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Estimate				
1	.566 ^a	.321	.309	2.11689

a. Predictors: (Constant), EA

Anova results show that p-value is 0.00 which is less than 0.05, therefore we can say that there is a significant relationship between our independent variable, i.e. EA and the dependent variable i.e. CPB.

The coefficients' results are displayed in Table 13. A beta coefficient of 0.566 signifies that the dependent variable, CPB, is influenced by a one-unit alteration in the independent variable, EA, by 0.566 units.

Table 17.
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.962	1	128.962	28.778	.000 ^b
	Residual	273.356	61	4.481		
	Total	402.317	62			

a. Dependent Variable: CPB

b. Predictors: (Constant), EA

A positive beta value indicates a positive association between the variables CPB and EA.

Table 18.
Coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.361	.669		5.027	.000
	EA	.797	.149	.566	5.365	.000

a. Dependent Variable: CPB

Eco-branding has a positive impact on Consumer Purchasing Behavior

We can see from the results of the SPSS multiple regression model that the R-square value is 0.393 which denotes that the independent variable, EB, changed the dependent variable, CPB, by 39%.

Table 19.
Regressions model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 ^a	.393	.383	1.99757

Predictors: (Constant), EB

We may infer from the table of Anova findings that there is a significant link between our independent variable, EB, and the dependent variable, CPB, since the p-value is 0.00, which is less than 0.05.

Table 20.
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.353	1	160.353	40.186	.000 ^b
	Residual	247.397	62	3.990		
	Total	407.750	63			

a. Dependent Variable: CPB

b. Predictors: (Constant), EB

The coefficients' results are displayed in Table 16. The beta value of 0.627 indicates that a change of one unit in the independent variable, EB, results in a change of 0.627 units in the dependent variable, CPB. Furthermore, the positive beta value indicates a direct relationship between the variables, specifically EB and CPB, in this case.

Table 21.
Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.
1	(Constant)	3.010		4.766	.000
	EB	.895	.627	6.339	.000

a. Dependent Variable: CPB

Eco-packaging has a positive impact on Consumer Purchasing Behavior. Our findings from multiple linear regression demonstrate that the R-square value is. Our independent variable, EP, influences the dependent variable, CPB, by 0.377, as shown by the number 37%.

Table 22.
R-square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614 ^a	.377	.367	2.02342

Results for the coefficients are shown in table no. 19. As stated, the beta value is 0.614, meaning that a change in the independent variable, in this case EP, by one unit will result in a change in the dependent variable, in this case CPB, by 0.614 units. Additionally, the beta value is positive, indicating that the variables EP and CPB have a positive connection.

Table 23.
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.907	1	153.907	37.591	.000 ^b
	Residual	253.843	62	4.094		
	Total	407.750	63			

a. Dependent Variable: CPB

b. Predictors: (Constant), EP

Table 24.

Coefficients

Unstandardized Coefficients		Standardized Coefficients				
Model	B	Std. Error	Beta	t	Sig.	
1	(Constant)	3.409	.591	5.764	.000	
	EP	.920	.150	.614	6.131	
					.000	

a. Dependent Variable: CPB

Green pricing has significant impact on Consumer Purchasing Behavior

We can see from the results of the SPSS multiple regression model that the R-square value is 0.117, which denotes that the independent variable, GP, changed the dependent variable, CPB, by 11%.

Table 25.
Regression model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.341 ^a	.117	.102	2.41040

a. Predictors: (Constant), GP

The table data demonstrates a statistically significant correlation between the dependent variable, CPB, and the independent variable, GP. The ANOVA produced significant results, as evidenced by a p-value of 0.006, which is significantly lower than the specified significance level of 0.05.

Table 26.
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.527	1	47.527	8.180	.006 ^b
	Residual	360.223	62	5.810		
	Total	407.750	63			

a. Dependent Variable: CPB

b. Predictors: (Constant), GP

The coefficients findings are shown in table number 22. As stated, the beta value is 0.34, meaning that changing the dependent variable, CPB, by the units will cause the independent variable, GP, to change by 0.34 units. Additionally, the beta value is positive, showing a favorable correlation between the variables, namely GP and CPB.

Table 27.
Coefficients

Unstandardized Coefficients		Standardized Coefficients				
Model	B	Std. Error	Beta	t	Sig.	
1	(Constant)	4.609	.787	5.860	.000	
	GP	.459	.160	.341	2.860	
					.006	

a. Dependent Variable: CPB

CONCLUSIONS AND FUTURE DIRECTION

Organizations are continuously modifying their products to minimize their environmental impact as part of their commitment to green marketing. Researchers and business owners alike view "green marketing" as a persistent phenomenon, which is an advertising strategy that highlights the mitigation of negative environmental impacts. The objective of this research attempt was to investigate the relationship between environmentally conscious marketing techniques and customer Behaviour in Balochistan.

Based on the description and the analysis of the result, it is concluded that there is the significant relationship between the dependent variable which consumer purchasing behavior and the independent variables i.e. environmental advertisement, eco-branding, eco-packaging and the green pricing. Moreover, the statistical analysis shows that eco-brand does affect the customers more than other 3 variables. While price of green products does not have an impact on consumer purchasing behavior which is actually good. This shows the serious concern of customers towards environmental issues. The findings show that the green marketing is being gradually accepted. Based on the result, when the green marketing is more effective it will encourage the customers to become green even more. We suggest that businesses take the findings into account when formulating eco-friendly strategies and how they will affect the generation of value in the modern business environment. The study's conclusions also provide policymakers in charge of developing marketing tactics a relevant way ahead.

LIMITATIONS AND FUTURE RESEARCH

We looked at how green marketing strategies influence customer purchasing behavior. However, there are some fundamental limitations of this study. This study is focused on only limited numbers of customers who belong to only one region that is Balochistan. Further, the respondent of this study was only from 20 to 30 years old which the main constraint is. Regarding the consideration of companies engaged in green marketing and associated product lines, we could not offer any supporting data. Our findings must be further supported by a more comprehensive examination of the efficacy of green marketing and associated strategies.

Future research should consider the concept of environmental sustainability, as well as some qualitative approaches for assessing the impact of green marketing, particularly in terms of firm performance. The study setting can also be enlarged to include organizations and industries that are comparable to those studied in order to create better strategic comparisons regarding green marketing and consumer views of the environment. Additionally, this research is conducted in general. Future studies may focus on some specific industry. Choosing some specific product will give, the respondent, opportunity to think analytically.

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