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Green Marketing: The Impact of Green Advertising on Consumer Purchasing Behavior

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Abstract

Green marketing has emerged as a crucial strategy for businesses to address environmental challenges and meet the growing demand for green products and services. This paper explores the impact of green marketing on consumer purchasing behavior. The research objective is to identify the factors influencing green purchase decisions and to assess the impact of green advertising on consumer purchasing behavior. A survey was conducted using a questionnaire with a sample size of 200 respondents. The target population consisted of consumers from various supermarkets in Karachi. Data was analyzed using SPSS and Smart PLS. The results show a positive relationship between green advertising, subjective norms, and perceived behavioral control. This study is crucial for organizations looking to adopt green marketing, as it offers a competitive advantage in the marketplace.

Introduction

As our world becomes overpopulated and the excessive waste from food consumption and manufacturing increases, these activities are now considered the primary causes of environmental pollution. The world is not only overpopulated but also increasingly polluted. It is time to take action that can help save the planet. Many aspects of our environment can be changed to minimize these negative impacts. However, this article focuses primarily on sustainability within organizations.

In recent years, many organizations have worked toward this goal by focusing on green products and integrating them into society. They are incorporating sustainable products into their economic and commercial activities. The main objective is to develop these practices among consumers and provide appropriate understanding of green products and eco-friendly environments. As a result, companies have had to modify their products, production processes, and packaging. Environmental issues in business, especially in marketing, have received considerable attention in both popular and professional discussions. Terms like "green marketing" and "environmental marketing" frequently appear in the media. Many governments worldwide have become so concerned with green marketing that they have tried to regulate it (Polonsky, 1994).

Green products are crucial for the environment because they are eco-friendly. However, many companies are still unaware of these practices. This article may help raise awareness and encourage them to adopt green products. The authors refer to this approach as green marketing, which meets both consumer demand and the need for eco-friendly products and services (Lee, 2020). Consumers often distrust companies that try to clean up their image through "greenwashing," where false ecological claims are made to increase profits. Therefore, it is essential to understand "green marketing" and educate consumers about it, enabling them to differentiate between conventional marketing and green marketing.

Companies should initiate green activities as part of a comprehensive management process to meet the long-term needs of both customers and society (Peattie & Crane, 2005). Green marketing efforts should include advertising, promotions, and offers that attract customers. Green marketing encompasses a wide range of activities, including product modification, production process changes, packaging redesign, and adjustments in advertising (Polonsky, 1994). These practices should also involve product design, promotion, pricing, and distribution.

The importance of this study lies in its focus on sustainability, its practices, and its relationship with consumer behavior and awareness. It aims to strengthen the connection between companies and consumers while helping marketing professionals adopt green marketing strategies, build a good reputation, gain consumer acceptance, and increase profits. The study was conducted to examine green marketing and identify gaps between consumers' attitudes and purchasing behaviors toward green products. The primary focus of the study is "green advertising" and its influence on consumer buying behavior. Green advertising impacts consumer attitudes towards environmentally friendly products. Green advertising plays a crucial role in marketing. Nowadays, there should be strategies in place that influence consumer perceptions of green products, as no comprehensive theory of green requirements currently exists (Kong & Zhang, 2014). Advertising generally has a positive effect on consumers, as it can foster positive attitudes or psychological stimulation. Therefore, this approach is suitable for applying advertising concepts to improve consumer perceptions. Advertising design often utilizes two key factors: self-reference and argument quality. These factors play a vital role in marketing, as they influence consumer attitudes, and the argument quality of an advertisement can affect the consumption process. Higher argument quality is more likely to satisfy consumer needs compared to lower argument quality.

This study aims to help understand the factors that influence consumer behavior toward green advertising. The purpose is to explore the extent to which green product advertising enhances consumer purchase intentions. Companies should adopt green marketing strategies because they not only help protect the environment but also promote sustainability.

Research Problem

In this overpopulated world, it has become increasingly important to address the issue of unwanted waste. One of the most effective ways to start is by using green products. Many companies are already focusing on eco-friendly practices, promoting green products and services that are both sustainable and environmentally friendly. The term for this process is "green marketing," which differs significantly from

traditional marketing. Green marketing can be implemented in various ways, such as through packaging, promotions, and product processing. However, a major challenge is that much of the population is unaware of green marketing, and even those who are aware often show little interest. Therefore, the purpose of this paper is to provide a clearer understanding of green marketing through the lens of green advertising.

Research Questions

The research aims to answer the following questions:

1. What are the factors that are responsible for green purchase decision making?
2. How does the consumer attitude and green advertisement of green purchase affect the consumer behavior?

Research Objectives

The research objectives of this study are:

- To find out the factors that are responsible for consumer green purchase decisions.
- To find out the impact of green advertising practices on consumer purchasing behavior.

Significance of the study

The significance of the study is to develop an eco- friendly environment as well as sustainable products and services which are safe for our environment. The basic focus of this study is to influence consumers towards green marketing through green advertisement. Consumers will be aware of green products and services as well as purchasing sustainable products which would be safe for the environment. This study will be helpful to managers and marketing professionals to influence consumer behavior towards green products.

Limitations

The limitations of this study include time constraints, which prevented authors from targeting a larger population. Additionally, some consumers were unwilling to provide accurate information. The authors focused on a few key variables to assess the impact of green advertising on consumer behavior. In future research, more variables can be explored to gain a more comprehensive understanding of green marketing and its influence on consumer behavior.

Definitions of key terms

Consumer attitude is described as a set of beliefs, emotions and behavioral intentions towards behavior or products.

Subjective norms: "It reveals the beliefs of an individual about how they would be viewed by their reference groups if they perform a certain behavior" (Kaid Al-Swidi et. al., 2014, p. 1564).

Green marketing focuses on eco-friendly policies, products and services that are beneficial to the environment.

Perceived behavioral control refers to the perception and behavior of an individual to perform according to their ability.

Consumer behavior presents the study of individuals, groups, organizations and all the activities of purchase, use and dispersal of goods and services.

Literature Review

The concept of green marketing emerged in the 1980s to differentiate the firms themselves. Green marketing was basically designed to attract and retain consumers. The authors believe that green marketing practices could be beneficial to our environment in different ways such as green labeling, green management, green advertising, eco-efficiency and reusable materials (Kang & Hur, 2012). Green marketing can be crucial for the firms regarding strategic policies to increase their profits through eco-friendly management that might fulfill their needs to environmentally concerned consumers.

The purpose of green marketing is to develop good concerns for helping the environment as well as the generation of profitability. There are four different approaches which can be helpful to better understand green marketing. The first approach is based on product development, which should be eco-friendly, design, marketing, consumption and disposition (Rosenbaum & Wong, 2015). The second approach is based on market development which involves an exchange of business without damaging the natural environment. The third approach is to satisfy consumers' needs for those who are environmentally concerned and for those who need awareness regarding green marketing. The fourth approach is to adopt green advertising strategies to improve and influence consumers behavior towards green products and to make purchases of green brands.

Green Marketing practices contribute to the *Sustainable Development Goals (SDGs)* proposed by the United Nation (United Nation, 2015). These practices consist of three goals (good health, well-being and sustainable consumption). The basic purpose of SDGs is to develop peace all over the world and to promote sustainability. Sustainability is defined to meet the needs of customers without compromising the environment as well as satisfy customers' needs. The green marketing practices should be adopted by the companies, because it is not only promoting green marketing but also crucial to generate profits through consumption (Peattie & Crane, 2005). The focus of this study is to influence consumers' purchase intention towards green products.

Theory of Planned Behavior

Theory of planned behavior (TRA) appeared in the 1980s to determine an individual's behavior at a specific time and place. It is a psychological theory which consists of three components: attitudes, norms and perceived behavior control (Ajzen, 1991) to elaborate theory of reasoned action which later converted into theory of planned behavior. TRA suggested positive (attitudes) significantly perform the behavior (subjective norms). Attitudes and subjective norms are very important to correlate behavioral intention, but it is not always happening that behavioral intention leads to actual behavior. It is not possible to control their behavior. Therefore, the

theory of planned behavior is all about what people perform when they know that they can perform them successfully.

Attitude

Consumer attitude is a set of beliefs, feelings and behavioral intentions towards any business. Consumers are human beings who are engaged in buying products and services and to deal with consumers and their feelings, emotions, beliefs. These all tasks come in psychological learning. On the other hand, attitude plays a very important role to integrate the learning theory and information processing perspective on consumer choice (Foxall, 2005). The expectation of predicted attitude was always questionable (Wicker, 1969) it showed typically weak correlation between attitude and behavior. Consumer attitude can be defined as it is a relatively long-lasting arrangement of connected belief, emotions that assess behavior towards any products. The attitude is sometimes based on judgment and mood, and it also takes its origins and strength from different sources (Google scholar). The study has discussed the following hypothesis:
H1: Consumer attitude has a positive impact on consumer green purchasing behavior.
 H1a: Consumer attitude has a positive impact on consumer purchase intention.

Subjective norms

The term subjective norms refer to the belief whether an individual approves or disapproves of the behavior. Subjective norms are defined as the social pressure perceived by an individual to behave in a specific manner. The subjective norms are sometimes considered to be weaker in previous studies than attitude (Krueger et al., 2000) showed that subjective norms are not correlated with an individual perception to establish their own businesses. Therefore, authors are continuously working for the improvement of it. The weakest point of this theory of planned behavior is the relationship between subjective norms and intentions. (Ajzen, 1991) explains that the intentions are mostly influenced by personal factors. On the other hand, (Armitage & Conner, 2001) criticize weak correlation between normative beliefs and intention. According to (Rivis & Sheeran, 2003) show the positive correlation between descriptive norms and intentions which gives a strong motivation for future research. Descriptive and social norms both are the components of subjective norms. The study discusses the following hypothesis of subjective norms:

H2: Subjective norms have a positive impact on consumer green purchasing behavior.

H2a: Subjective norms have a positive impact on consumer purchase intention.

Perceived Behavioral Control

It refers to the perception and behavior of an individual to perform according to their ability. Perceived behavioral control varies from situations and action, which results as an individual perception of behavioral control depends on the situation. After elaboration by Icek Ajzen theory of reasoned action to theory of planned behavior. Some authors distinguished between control versus difficulty, these are the

components of perceived behavior control. Perceived behavioral control measured both control and difficulty. There are also some failures and these failures are really amalgamation of two components which are correlated but finally some authors found a correlation between control and difficulty. Some studies show that control and difficulty predict intention independently(Ybarra & Trafimow, 1998) Perceived control and perceived behavior are two different constructs but sometimes they are correlated and sometimes not, later it suggests to amalgamate together (Trafimow et al., 2002). Ajzen concludes that it consists of two components self-efficacy and controllability. He divides these components separately, he denoted self- efficacy which deals with ease or difficulty to perform actions confidently whereas controllability deals with the people's belief that their control over the behavior. (Kraft et al., 2005). The study presents the following hypothesis:

H3: Perceived behavioral control has a positive impact on consumer green purchasing behavior.

 H3a: Perceived behavioral control has a positive impact on consumer purchase intention.

Green Advertisement

Advertising is one of the methods used by marketers. Green marketing is the same method to make consumers perceive green products (Eren-Erdogmus et al., 2016). Green advertising affects consumers towards advertising and to make their mind to save the environment (Kim et al., 2010). As there is no comprehensive theory of green requirements so green advertising strategies play an important role in green marketing. Green advertising is important because without green advertisement green marketing cannot solve the problems. The green advertising goals can be achieved by identifying individual's perceptions. There should be a relationship between green advertisement and green purchase intentions, the study has the impact of an eco-friendly environment on the green advertising of green products. Green advertisement can be helpful in different ways like it helps to make an individual's perception towards green products. Green advertisement is an integral part of any company which can be helpful to develop a sustainable environment (Leonidou et al., 2011). Green advertisement provides maximum information about green products (Ahmed, 2010). Based on this study the authors develop the following hypothesis:

H4: Green advertisement has a positive impact on consumer green purchasing behavior.

H4a: Green advertisement has a positive impact on consumer purchase intention.
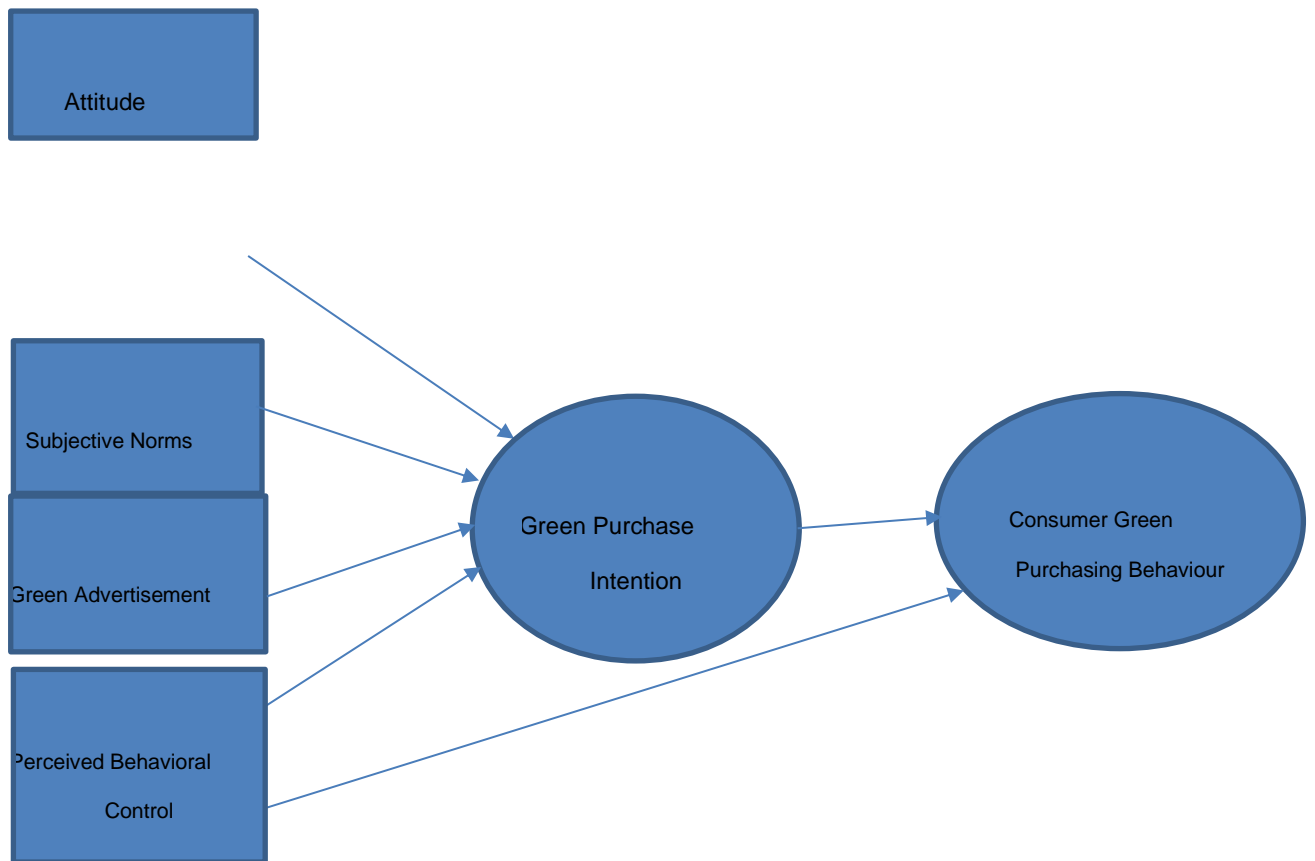
Figure 1. Conceptual framework. Source: The authors

Research Methodology

Research Approach

In this study, the authors employed a quantitative data collection method using a questionnaire survey. The questions were based on a 5-point Likert scale, with response options ranging from "strongly disagree" to "strongly agree." The responses were measured using this 5-point scale, and the results were analyzed statistically.

Research Design

The study employed a mixed-method approach grounded in the philosophy of positivism. Data collection followed a deductive approach, aiming to explore the relationships between the independent and dependent variables. Specifically, the study investigated how attitude, subjective norms, green advertising, and perceived behavioral control influence consumer behavior.

Procedure
The study was based on a questionnaire survey conducted in various areas of Karachi. Each respondent was asked to share their perceptions of green products.

The data collected from these responses was used for analysis and hypothesis testing.

Sample size and sampling technique

Given the large population size, this study employed convenience sampling with a relatively small sample size of 200 respondents. Participants were selected based on their willingness to take part in the survey. It was further assumed that respondents would provide accurate and honest responses.

Instrument of data collection

The instruments and research data were subjected to validity and reliability to ensure good quality. Close-ended questions (see Appendix) with Likert scale were filled by the respondents. There were 24 items which were distributed as follows; four items related to attitude, four items for subjective norms, four items for green advertisement, four items for perceived behavioral control, four items for purchase intention, four items for consumer purchasing behavior. This questionnaire was served to each respondent regarding their preference and their reactions towards green products. Each question was answered by using a Likert scale. The study used reliability analysis to check the reliability of each factor. The instruments and research data were subjected to validity and reliability to ensure good quality.

Construct	*Citation*
Attitude	Four statements taken from (Maichum et al., 2016)
Subjective norms	One statement taken from (Maichum et al., 2016) three statements taken from(Tariq, 2014)
Green advertisement	One statement taken from (Tariq,,2014)Three statements taken from (Yang et al., 2018)
Perceived behavioral control	Four statements taken from (Tariq, 2014)
Purchase intention	Four statements taken from (Yang et al., 2018)
Consumer purchase behavior	Four statements taken from (Tariq, 2014)

Data Analysis and Results

The data was collected from 200 respondents from different places of Karachi. Table 1 presents the gender distribution, their marital and work status, education level, and age of the respondents. The questionnaire was filled by 200 respondents where 112 were male (56.0%) and 88 were female (44 %). The education level of the

respondents shows master's and above were 22 (11%), graduates 105 (52.5%), intermediate 55 (27.5 %), and matriculation were 18 (9%). The work status of the respondents showed 54 (27.0%) employed, unemployed 24 (12 %), and students 122 (61%). Age range between 18-25 were 148 (74%), between 25-35 were 35 (17%), between 36-45 were 9 (4.5 %), 46-55 were 6 (3 %) and 55 and above only 1%.

Table 1: Demographic Analysis. Source: The authors.

Features		n	%
Gender	Male	112	56
	Female	88	44
Marital Status	Married	52	26
	Single	148	74
Education	Matriculation	18	9
	Intermediate	55	27.5
	Graduation	105	52.5
	Maters and Above	22	11
Work status	Employed	54	27
	Unemployed	24	12
	Student	122	61
Age	18-25	148	74
	26-35	35	17.5
	36-45	9	4.5
	46-55	6	3
	55 and above	2	1

Table 2: Descriptive statistics, reliability analysis and discriminant Validity(n=200). Source: The authors.

	N	Mean	SD	a	CR	AVE	1	2	3	4	5
1.ATT	200	3.6350	1.090	.933	0.937	0.834	0.913				
2.SB	200	3.5362	.7791	.880	0.888	0.735	0.491	0.85			
3.GA	200	3.7150	.8129	.875	0.883	0.728	0.573	0.45	0.853		
4.PB	200	3.5900	.8384	.887	0.891	0.747	0.56	0.53	0.564	0.864	
5.PI	200	3.7250	.8036	.871	0.877	0.72	0.457	0.55	0.605	0.627	0.849
6.CB	200	3.3862	1.010	.857	0.858	0.702	0.585	0.51	0.606	0.467	0.555

Independent variables: ATT (Attitude), SB (Subjective norms), GA (Green Advertisement), PBC (Perceived behavioral control).
Mediating variable: PI (Purchase Intention)
Dependent variable: CB (Consumer behavior)

The table 2 shows the results of a construct analysis. The table includes six variables, and each variable shows descriptive analysis, mean, standard deviation

and Cronbach's alpha reliability, average variance extracted (AVE) and correlation between the variables. The first independent variable attitude shows a sample size of 200 respondents with mean 3.6350, standard deviation 1.0909, Cronbach alpha 0.933, composite reliability 0.937, AVE 0.834. The second independent variable subjective norms show number of samples 200 with mean 3.5362, standard deviation 0.77912, Cronbach alpha 0.880, composite reliability 0.888, AVE 0.735 with correlation 0.857 with construct one attitude. The third independent variable green advertisement shows sample size 200 with mean, 3.7150 standard deviation 0.81291, Cronbach alpha 0.875, composite reliability 0.883, AVE 0.728 shows the correlation 0.459 with construct one attitude and 0.853 with construct subjective norms. The fourth independent variable perceived behavioral control with sample size 200 shows mean 3.5900, standard deviation 0.83840, Cronbach alpha 0.887, composite reliability 0.891, AVE 0.747 shows correlation 0.537 with construct one attitude 0.564, with construct two subjective norms and 0.864 with construct green advertisement. Construct five which is mediating variable show sample size 200 with mean 3.7250, standard deviation 0.80367, Cronbach alpha 0.871, composite reliability 0.877, AVE 0.720 shows correlation 0.555 with construct one attitude, 0.605 with construct two subjective norms, 0.627 with construct green advertisement and 0.849 with construct four perceived behavioral control. The dependent variable consumer behavior shows sample size 200 with mean 3.3862, standard deviation 1.105, Cronbach alpha 0.857, composite reliability 0.585, AVE 0.702 shows correlation 0.517 with construct one attitude, 0.606 with construct two subjective norms 0.467 with construct 3 green advertisement 0. 555 with construct four perceived behavioral control and 0.838 with construct five purchase intention.

Table 3: Specific indirect effect, total effect, VIF and path coefficients. Source: The authors.

	Specific indirect effects	Total effects	VIF	Path Coefficients
ATT -> PI -> CB	-0.015			
ATT->CB		0.135	1.903	0.15
ATT ->PI		-0.060	1.896	-0.06
SB -> PI -> CB	0.062			
SB-> CB		0.266	1.955	0.204
SB -> PI		0.243	1.833	0.243
PBC -> PI -> CB	0.101			
PBC -> CB		0.313	2.005	0.212
PBC -> PI		0.396	1.68	0.396
GA -> PI -> CB	0.068			
GA -> CB		0.044	2.121	-0.025
GA -> PI		0.269	1.971	0.269
PI -> CB		0.254	2.076	0.254

Independent variables: ATT (Attitude), SB (Subjective norms), GA (Green Advertisement), PBC (Perceived behavioral control).
Mediating variable: PI (Purchase Intention)
Dependent variable: CB (Consumer behavior)

The table 3 shows specific indirect effect -0.015 indicates that the path from attitude to purchase intention and then from purchase intention to consumer behavior has a negative indirect effect on consumer behavior, whereas the path from attitude directly influences consumer behavior with total effect of 0.135 with the presence of some multicollinearity as it is relatively high. The path coefficient 0.15 represents the strength and direction of the relationship between attitude and consumer behavior, the total effect -0.060 indicates that attitude directly influences purchase intention, the path coefficient-0.06 represents the strength and direction of the relationship between attitude and purchase intention. The second construct subjective norms show specific indirect effect 0.062 this indicates that the path from subjective norms to purchase intention and then from purchase intention to consumer behavior has positive indirect effect on consumer behavior, whereas total effect of 0.266 this indicates that subjective norms directly influences consumer behavior with some suggest multicollinearity. This path coefficient 0.204 represents the strength and direction of the relationship between subjective norms and consumer behavior. The total effect 0.43 on consumer behavior directly influences purchase intention to path coefficient 0.43 represents the strength and direction of the relationship between subjective norms and purchase intention. The specific indirect effect 0.101 from perceived behavioral control to purchase intention and then from purchase intention to consumer behavior has a positive indirect effect on consumer behavior. The total effect 0.313 shows that perceived behavioral control directly influences consumer behavior and the path coefficient 0.212 represents the strength and direction of the relationship between perceived behavioral control and consumer behavior, whereas total effect of perceived behavior control directly influences purchase intention, with total effect of 0.396, The path coefficient of 0.396 represents the strength and direction of the relationship between perceived behavioral control and purchase intention. The specific indirect effect 0.068 this indicates that the path from green advertisement to purchase intention and friend from purchase intention to consumer behavior has positive indirect effect on consumer behavior.

Table 4: Model fit. Source: The authors.

	Saturated model	Estimated model
SRMR	0.08	0.08
d_ULS	1.942	1.942
d_G	1.359	1.359
Chi-square	1396.085	1396.085
NFI	0.689	0.689

Table 4 shows the results of a comparison between the saturated model and the estimated model; the table also shows the fit indices and goodness of fit. Standardized root mean square residual (SRMR) is a major of discrepancy between the observed covariance matrix and the predicted covariance matrix by the model, the value of SRMR is 0.08, which suggests that the estimated model fits the data as well as the saturated model in terms of the overall model fit. The d-ULS represents the discrepancy function based on unweighted least square estimation. The value is 1.942 which is same for both saturated model and estimated model indicates that the estimated model has the same level of fit as the saturated model in terms of the

unweighted least square estimation. d-G represents the discrepancy function based on geodesic distance, the values of 1.359 are same for both saturated model and estimated model which indicates that the estimated model has the same level of fit as the saturated model in terms of geodesic distance. The value of chi square 1396.085 shows that the discrepancy between the observed data and the model predicted data, this value is same for both saturated model and estimated mode suggesting that the estimated model has a similar level of fit to the saturated model. NFI, is an index that measures the relative fit of the model compared to the baseline model, the value is 0.689 are the same for the saturated model and the estimated model which shows the similar level of fit to the saturated model when compared to the baseline model.

Table 5. Results. Source: The authors.

Hypothesis	Beta	T statistics	P values	Results
H1: ATT -> CB	0.15	1.541	0.062	Not supported
H1a: ATT -> PI	-0.06	0.635	0.263	Not supported
H2: SB -> CB	0.204	2.217	0.014	Supported
H2a: SB -> PI	0.243	3.089	0.001	Supported
H3: GA -> CB	-0.025	0.293	0.385	Not supported
H3a: GA -> PI	0.269	3.275	0.001	Supported
H4: PBC -> CB	0.212	2.151	0.016	Supported
H4a: PBC -> PI	0.396	5.562	0	Supported
H5 l: PI -> CB	0.254	3.336	0.001	Supported

Independent variables: ATT (Attitude), SB (Subjective norms), GA (Green Advertisement), PBC (Perceived behavioral control).
Mediating variable: PI (Purchase Intention)
Dependent variable: CB (Consumer behavior)

Table 5 shows the results of the hypothesis. The hypothesis one is not supported because its p value is greater than the level of significance, the hypothesis H1a is also not supported because its P value is also greater than the level of significance, the hypothesis H2 and H2a is supported because this P value is less than the level of significance. The hypothesis H3 is not supported because its p value is greater than the level of significance but hypothesis H3a is supported because its P value is less than the level of significance, the hypothesis H4, H4a are supported because its P value is less than the level of significance.

Discussion

This study focused on the impact of green advertisement on consumer behavior with some other constructs, attitude, subjective norms, basic behavioral control, and purchase intention. Questionnaire was used as instrument tool and data has been collected from 200 respondents from different places in Karachi, there were 24 items measured 4 items for each construct with reliability a=0.933 for attitude, a= 0.880 for subjective norms, a= 0.875 for green advertisement, a= 0.887 for perceived behavioral control, a=0.871 for purchase intention, a= 0.857 for consumer behavior. The study included demographic analysis, descriptive analysis, correlation, mediation analysis. It proved a positive relationship of attitude on consumer behavior but non-significant results, similarly attitude shows negative relationship with purchase intention but non-significant results. The green advertisement shows negative relationship on consumer behavior, but non-significant, green advertisement also shows positive relationship with purchase intention with significant results. Similarly perceived behavioral control subjective norms both show positive and significant results on consumer behavior and purchase intention. Purchase intention also shows a positive and significant relationship with consumer behavior.

Based on previous studies if customers and companies show environmental concerns to sustainable consumption then customers will make purchases of green products. Green advertisement can also play an important role on consumer purchase intention which shows acceptance of hypothesis as well as the study shows the advantage of green advertisement with pre or post purchasing behavior towards green products shows the acceptance of hypothesis (Yazdanifard, 2011).

Conclusion

Consumers are becoming aware of environmental problems, so whenever they make a purchase of any product or services, they should consider eco- friendly products which are less harmful for them. Green products are now becoming quality products. These products are safe for humans as well as for the environment. The hypothesis of influence on green advertisement in consumer behavior is not supported but its impact on purchase intention is supported. Some other variables also included in this study to measure their impact on consumer behavior attitude, subjective norms, perceived behavioral control, attitude has insignificant impact on consumer behavior but subjective norms and perceived behavioral control has significant impact on consumer behavior as well as on green purchase intention.

Advancements and new trends in consumer behavior in the study revealed that consumer attitudes aimed at responsible consumptions such as green advertisement and green purchase intention. The way to demonstrate the results of green marketing through consumer purchase behavior is if organizations show concerns regarding green marketing be effective and increase their profitability.

Implications and Future Research

Green marketing can offer companies a competitive edge in the marketplace by attracting and retaining environmentally conscious consumers. By differentiating a company from its competitors, green marketing not only boosts profitability but also enhances brand image. A strong green brand image can lead to increased customer loyalty. Future research can explore how social influence, personal values, and perceived benefits impact sustainable consumption, offering valuable insights for promoting eco-friendly behaviors. Additionally, studies can focus on product design and innovation, investigating sustainable design, eco-friendly packaging, and the use of renewable materials to support greener practices.

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Appendix

Questionnaire

Thank you for taking time to answer these questions. The following questions are related to green marketing and green advertisement.
Demographics
Q1. Gender
a) Male   b) Female
Q2. Marital status
a) Married   b) Single
Q3. Please indicate your level of education.
a) Matriculation.   b) Intermediate   c) Graduation.   d)others

Q4. Please indicate your work situation.
a) Employed   b) Unemployed   c) Student
Q5. Please indicate your age group.
a)18-25   b)26-35   c)36-45.   d)46-55.   e) above 55

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	5	4	3	2	1
Attitude					
Purchasing green products is a good idea					
Purchasing green products is safe					
Purchasing green products is favorable					
Purchasing green products is better for the environment					
Subjective norms					
I should purchase green products rather than normal products					
I avoid buying products that have excessive packaging					
I try to buy products that can be recycled					
I have switched products for environmental reasons					
Green advertisement					
Green advertising is valuable to society					
Green advertising leads people to be more socially responsible					
Green advertising helps to solve environmental problems					
Green advertising is a good source of information about products and services					
Perceived behavioral control					
I see myself as capable of purchasing green products in future					
I have resources time and willingness to purchase green products					

There are plenty of opportunities for me to buy green products					
I consider the environment impact of my actions when making my decisions					
Purchase intention					
I plan to spend more environmentally friendly products rather than conventional products					
I definitely want to Purchase green products in the near future					
I will consider buying products they are less polluting in coming times					
I will consider switching to environmentally friendly brands for ecological reasons					
Consumer purchasing behavior					
I make a special effort to buy products that are made from special material.					
I have changed products for environmental reasons.					
I make efforts to reduce the use of plastic bags.					
I will not buy products if the company which sales environmentally irresponsible					