

Winning Customer through Green Marketing: Examining How and When Green Marketing Affects Green Purchase Intention

Muhammad Sharaiz¹, Raheel Farooqi*², Kaenat Malik PhD³, Sana Azher⁴, & Syed Rizwan Ali*⁵

¹⁻⁴ Business Studies Department, ^{5*} Business Incubation Center, Bahria University Karachi Campus

DOI: <https://doi.org/10.5281/zenodo.15054321>

Corresponding Authors (raheelf82@gmail.com*, rizwan257@gmail.com*)

Abstract: The current study was conducted to empirically investigate the effect of green prices, green products, green places and green promotion on the green brand image along with the role of green brand image in the determination of customer buying intention. The study also considered the moderating effect of social class between green brand image and customer buying intention. The current study selected the quantitative investigative work approach with a selection of explanatory research type. The study also opted cross-sectional design with the application of a survey method for the data gathering and the use of a questionnaire as a tool for data gathering. The targeted population of the current study focused people of Karachi city to understand the perception of green marketing practices among them and its effect on green brand image and green buying intention. The study took a sample size of 384 and followed convenience sampling for response gathering. The collected data is executed with the structural equation model using Smart PLS. The results of the study revealed that there is a considerable effect of green price, place, product and promotion on the green brand image with the significance values of 0.0352, 0.0010, 0.0141 and 0.0000 accordingly. Furthermore, the coefficient values reported for the green price, place, product and promotion on the green brand image are 0.1567, 0.2307, 0.1427 and 0.3314 accordingly. This shows the positive determination of green brand image from green marketing mix with the considerable effect of green brand image on the green buying intention with a coefficient value of 0.6677 along with a significance value of 0.000. However, the moderating effect of social class has not found considerable in between green brand image and green buying intention.

Keywords: green price, green place, green product and green promotion, green brand image

Introduction

Green marketing, also known as long-time marketing, is a strategic approach where companies focus on promoting products or services that are naturally supportive (Huang, Qu & Wang, 2024). Green marketing entails incorporating eco-supportive practices throughout the product Lifecycle, from design and production to distribution and disposal (Widhiarini & Pradiani, 2023). Green marketing has gained considerable traction in the market due to increasing customer awareness about natural issues and a growing priority for long-time products in the last decade (Li, Niu & Wang, 2023). An important factor with an increased level of penetration of green marketing is growing customer awareness and a shift of attitude toward long-term practices (Zhang et al, 2023). An increase in global level concerns about natural changes has been shifting consumers' attitudes toward the range of products and services having naturally supportive attributes or commonly appearing as green alternatives with different brand names (Nielsen. 2022).

Furthermore, literature has been reported on the number of factors in the determination of customer perception and formulated expectations toward green marketing practices. These factors, having a part in the determination of customer attitude, include natural consciousness, health concerns, and ethical considerations (Papista & Dimitriadis, 2012). An important concern often revolves around discussions among market participants is the customer expectation on the level of transparency of different brands with the execution of green practices in their business operation and its true sense (Laroche, Bergeron & Forleo, 2001). The dual concern the customer often experiences toward the green product for substitution includes the execution of naturally supportive practices along with the offering of high quality and performance as compared to older models. There are several investigations conducted to examine these dimensions also considered the demonstrative effectiveness in the adoption of the customers of green products (Benito & Benito, 2006).

Similarly, another empirical study has also revealed that green marketing is successful in fulfilling customer expectations by offering a range of long-term products that meet both natural and quality standards (Egri & Ralston, 2008). An active input of regulatory bodies and cross-border movement of the products have also emphasized the natural aspect of the products sold across borders hence firms have started investing in investigative work and

development to create innovative solutions that minimize natural effects without compromising on performance (Sheth, Sethia & Srinivas, 2011). In addition, firms are in active leverage of green marketing strategies to communicate their sustainability efforts to customers effectively via different channels. The inclusion of digital marketing practices has also facilitated green marketing practices and contributed to the promotion of eco-supportive packaging, promoting energy-efficient manufacturing processes, and providing transparent data about the natural footprint of products offered (Jaiswal & Kant, 2017).

Green marketing is a grooming phenomenon in Pakistan and with the current level of awareness in the country it is in the initial phase but still, the results are remarkable. There is a collective part of regulator, private sector and financial institutions toward its promotion (Khan, Khan & Hameed, 2020). The cross broader trade and the favourable foreign association have also opened the doors for the country to bring in green products through trade activities. There is a considerable share of China in green product sales in Pakistan in solar panels especially (Kaur & Soch, 2019). Furthermore, electric bikes are also gaining considerable penetration in the county and reflecting the sound atmosphere for the green products in the country. An increasing level of operations of green products and a feasible platform of digital marketing have considerably opened the opportunities for green marketing and propagation of the message toward the targeted audience (Khan, Ahmed & Saeed, 2020). Therefore, firms in Pakistan are also becoming aware of the importance of adopting green practices and integrating them into their marketing strategies. This has resulted in the growth of the customer consciousness towards sustainability and naturally supportive practices.

In addition, certification programs for eco-supportive products and government incentives for long-time businesses are also contributing to the expansion of the green market in Pakistan. The current market scenario, instead of such initiatives, still observed with considerable space to explore the market and contribute to the investigative work investigation to make explicit the underlying data and factors for the market participants and other stakeholders to input their part harmonizing the environment for better results (Khan, Khan & Hameed, 2020). The considerably changing natural conditions and higher dependency level of the country on crude oil export have also made it essential for the country to come up with alternative solutions to overcome macroeconomic challenges.

In this regard, the part of green marketing has been observed very critical in building up customer attitudes toward green products and understanding their importance in the case of Pakistan. Although is considerable level of studies have been conducted still there is considerable space to explore the underlying factors that have a direct part in the determination of positive outcomes with necessary policy inclusions. This is directed with the definition of the research objective as per below:

- To investigate the effect of green prices, green products, green places and green promotion on the green brand image.
- To investigate the effect of green brand image on the customer buying intention.
- To investigate the moderating effect of social class in between green brand image and customer buying intention.

This is also used to develop the research questions of the study that are mentioned below:

- What is the effect of green prices, green products, green places and green promotion on the green brand image?
- What is the effect of green brand image on the customer buying intention?
- What is the moderating effect of social class between green brand image and customer buying intention?

This study focuses on the market of green products in Karachi city as green products alternative to conventional offerings. In this regard, general customer perception is taken to understand the current market thinking and determine the current part of the green marketing practices in its determination. Furthermore, the present study also works in a cross-sectional scope on the targeted population to capture the response and perform the analysis. As the selected area of study is new and does not with any published source of data hence selected primary data gathering to perform the analysis. The study uses a questionnaire as the data gathering tool and a survey approach for the data gathering.

s

Theoretical Background and Hypotheses Development

There are several theories explaining the effect of a green marketing mix on a customer's buying intention. Those theories include with Theory of Planned Behavior (TPB), the Customer Decision-Making Model, and the Triple Bottom Line (TBL) framework (Huang, Qu & Wang, 2024). Literature has found with significant explanation of the outcome of a green marketing mix with the application of green marketing strategies that influence customer behaviour and decision-making processes (Widhiarini & Pradiani, 2023). Furthermore, these theories revealed the role of green prices, green places, green products and green promotion in the determination of green brand image. Furthermore, the input of the green brand image on the customer buying intention along with the moderating effect of social class in between green brand image and customer buying intention.

Literature Review

Green Marketing Mix

The concept of green marketing, which raises natural and resource depletion concerns, has been gaining attention and popularity. Furthermore, businesses have started to migrate toward green marketing and green supply chain practices to overcome deficiencies and align themselves with changing business conditions (Huang, Qu & Wang, 2024). In this context, green marketing has emerged as a crucial concept in contemporary business practices. The terminology green price same captivating but it also encloses the natural cost within the pricing structure. This is to explain the actual price of the product with consideration of natural aspects and rationalize the price for the customer (Zhang et al, 2023). An investigation has revealed aware customers are often willing to pay prices above the normal price for co-supportive products considering this as an investment contribution toward sustainability (Ottman, 2011). Another dimension of green marketing is the green place. Generally, in the marketing mix, the place has been described concerning the distribution channel adopted and the location from where products are distributed or made available to customers (Nielsen. 2022). In the context of Green Place, an investigative work investigation has revealed Green Place as accessibility to the customer to bring up within the range of the customer to bring up with the adoption of green products.

Green Brand Image

The part of brand image is of the considerable importance of product offers to gain customers' attention during their shopping visits and captivate their attention. Similarly, the concept of green brand image has garnered considerable attention over the period with growing concern on green marketing practices, natural concerns and the depleting condition of non-renewable resources. This has resulted in a growing prioritization of sustainability among customers (Egri & Ralston, 2008). In parallel, Brands are compelled to align their branding strategies with natural values. The concept of green brand image has been described as a customer's perception of a brand's commitment to natural sustainability (Cherian & Jacob, 2013). The green brand image reflects the degree to of a brand is perceived as eco-supportive, socially responsible, and naturally conscious (Papista & Dimitriadis, 2012). A positive green brand image not only enhances customer trust and loyalty but also contributes to a company's competitive advantage in the market (Laroche et al., 2001). The proxies to identify the brand with green practices include the brand's naturally conscious practices. This often comes up with the minimization of carbon emissions, reduction of waste generation, adoption of renewable energy sources, and implementation of long-time sourcing and production processes (Benito & Benito, 2006).

Social Class

Marketing studies have considerably investigated the correlation between social class and natural concerns based on dynamic factors. There philosophical association of social class-based engagement with green practices and its part to input marketers to build up with effective long time strategies (Sheth, Sethia & Srinivas, 2011). The word "social class" is complex and has multi-dimensional aspects including economic, cultural, and social dimensions. In contrast to this, the traditional definition of social class often focuses only on the income or occupation of individuals. Furthermore, literature has also been evident with the education level, lifestyle and consumption pattern as elements of consideration in the determination of social class (Mohr, Webb & Harris, 2001). Literature has explored the association of social class with green practices. A qualitative study has revealed that social class influences individuals' attitudes and behaviours towards natural issues and green consumption (Sen & Bhattacharya, 2001). Another study also revealed that higher social classes tend to exhibit stronger pro-natural

attitudes and behaviours (Baker & Ozaki, 2008). Social class is often attributed to the level of education, awareness of natural concerns and approach to naturally supportive services and products.

Green Buying Intention

Green buying intention refers to the willingness and inclination of customers to choose naturally supportive or long-term products over conventional alternatives when making purchasing decisions. It reflects the extent to which individuals prioritize natural considerations, such as minimizing ecological effects, conserving natural resources, and supporting long-term practices when selecting goods and services (Thøgersen & Nielsen, 2010). Green buying intention encompasses various factors, including natural concern, perceived customer effectiveness, trust in eco-labels, price sensitivity, and social influence, which collectively influence customers' attitudes and behaviours towards naturally responsible consumption. One of the fundamental drivers of green buying intention is natural concern (Bamberg & Moser, 2007). Another study also revealed the positive part of the natural messaging i.e. green marketing and education in shaping customer attitudes towards sustainability and green products. Green marketing results in the development of perceived customer effectiveness (Vermeir & Verbeke, 2006). Perceived customer effectiveness (PCE) refers to customers' beliefs in their ability to make a difference through their purchasing decisions. A study revealed that higher levels of PCE are positively associated with green buying intention (Carrington et al., 2010).

Hypotheses Development

Green Marketing Mix & Green Brand Image

Green marketing and the cultivation of a green brand image have garnered considerable attention in both academic literature and business practice over the period (Kaur & Soch, 2019). Literature has explored various dimensions of green marketing strategies and their effect on customer behaviour, as well as how brands can effectively leverage natural initiatives to enhance their brand image with a prominence of green practices on the brand image (Prakash & Pathak, 2018). An important aspect of green marketing is an emphasis on naturally supportive products and practices by a brand. An investigation revealed that product design and

packaging in communicating natural attributes to customers play a considerable part in green marketing strategy to highlight the green brand image.

H1: There is a considerable effect of green prices on the green brand image.

Brands that have integrated sustainability into their product development process not only appeal to naturally conscious customers but also differentiate themselves in the market (Ottman, Stafford, & Hartman, 2006). Green marketing is a strategic approach that aims to promote products and services embedded with green attributes in a manner that results in the building of the targeted audience interest (Vermeir & Verbeke, 2006). The concept of green marketing has gained considerable attention among businesses to address their clientele having growing natural concerns and considerable level of customer awareness (Lee & Hong, 2020). There are many studies, in the literature, that have been conducted to examine the effect of green marketing practices on green buying intention among customers (Brough et al, 2016).

H1: There is considerable effect of green place on the green brand image.

Another study has highlighted the importance of aligning green marketing strategies with genuine natural values rather than mere greenwashing tactics. This comes with the customer's trust building up of long-term relationship (Ottman, 2011). Furthermore, authenticity and transparency in green claims emerge as critical factors shaping customer perceptions and buying intentions (Auger & Devinney, 2007). Green brand image and its effect on green buying intention have been extensively explored in the literature, reflecting the growing importance of sustainability in customer behaviour.

H3: There is a considerable effect of green products on the green brand image.

The relationship between green brand image and green buying intention is not always straightforward (Baker & Ozaki, 2008). An empirical investigation revealed a positive correlation between customers' intentions to buy naturally supportive products and green brand image other factors such as price, product quality, and availability were observed to mediate part in this association (Delmas & Burbano, 2011). Another study suggested that a positive green brand image may increase customers' intentions to buy naturally supportive products (Chen & Chang, 2012). Furthermore, another study also revealed the varying levels of response among different customer segments that emphasise the targeted approach within the green

marketing strategy to bring up with better association of green brand image and buying intention (Baker & Ozaki, 2008).

H4: There is a considerable effect of green promotion on the green brand image.

Green promotion significantly enhances a brand's sustainable image by showcasing eco-friendly initiatives through advertising and transparent communication. Effective green marketing builds consumer trust while misleading claims (greenwashing) harm credibility. Authentic, sustainability-focused promotions strengthen a brand's reputation and environmental responsibility.

H5: There is considerable effect of green brand image on the customer buying intention.

A strong green brand image significantly influences customer buying intentions by shaping perceptions of environmental responsibility and trust. Consumers are more likely to purchase from brands that demonstrate genuine sustainability efforts, as they align with their values. When a brand's eco-friendly reputation is credible, it enhances consumer confidence, leading to higher purchase intentions. However, inconsistency or greenwashing can weaken this effect, making authenticity crucial for sustaining long-term customer loyalty.

Social Class & Green Buying Intention

Social class has been identified as a considerable determinant of customer behaviour, including green buying intentions. Individuals from higher social classes tend to exhibit greater concern for the environment and are more inclined to engage in pro-natural behaviours, including green purchasing (Griskevicius, Tybur, & Bergh, 2010). Higher levels of education and income are typically associated with higher social classes, which foster greater awareness of natural issues and provide the financial means to afford eco-supportive products (Papista & Dimitriadis, 2012). The relationship between social class and naturally supportive consumption patterns observed considerable attention in literature with considerable association. Social class encompasses socioeconomic status, education level, occupation, and income, which collectively shape individuals' values, attitudes, and behaviours towards sustainability (Khan, Ahmed & Saeed, 2020).

H6: There is a considerable moderating effect of social class between green brand image and customer buying intention.

Social class plays a crucial moderating role in the relationship between green brand image and customer buying intention, as purchasing power, values, and lifestyle preferences vary across different socioeconomic groups. Higher social classes, with greater financial flexibility and environmental awareness, are more likely to prioritize sustainable brands. In contrast, lower social classes may focus on affordability over sustainability, reducing the impact of green branding on their buying decisions. Thus, social class influences the extent to which a strong green brand image translates into actual consumer purchases.

Conceptual Framework

The conceptual framework of the current study has been explained below.

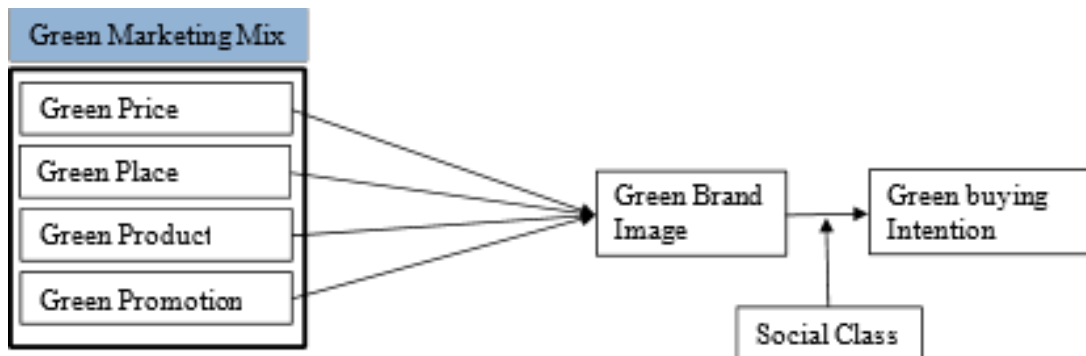


Figure 1 Conceptual Framework

Research Method

The current study was selected with the quantitative investigative work approach. The quantitative investigative work approach involves the gathering and analysis of numerical data to quantify relationships and patterns as is the aim of the current study to elaborate findings and test constructed hypotheses. In addition, the data collected for the current study is from the targeted population. The investigative work design selected for the current study is cross-sectional as the study is focused on the assessment of the green marketing practice on the green brand trust and green buying intention. The collected data is executed with the statistical

technique to extract tables and perform the testing of hypotheses. The targeted population of the current study are the people of Karachi City to understand the perception of green marketing practices among them and its effect on green brand image and green buying intention.

The present study has employed the convenience sampling technique as a pragmatic approach to swiftly gather the necessary number of responses within the constraints of time allocated for conducting and concluding the investigative work. The present study has been selected with a sample size of 384. The current study has selected the questionnaire as a data-gathering tool based on the Likert scale and closed-handed questions. The demographic questions are based on closed-handed questions while study-specific variables are based on Likert scale-based questions. The current study has selected structural equation modelling (SEM) to apply to the developed conceptual framework with application on the data using the PLS-Smart as the software for analysis. The level of significance considered for analysis is a 5 per cent level of significance.

Results & Findings

Descriptive Statistics

The descriptive statistics for the current study are mentioned below. It clearly shows that majorly responses were collected from the males with a response count of 252 i.e. 65.45 per cent and female respondents reported 133 responses i.e. 34.55 percent share in total response. Furthermore, an education-based assessment of the respondents revealed that around 208 responses were collected from respondents having an education level of Masters followed by Bachelor degree holders with 150 responses. The share of other education brackets observed is quite small. Similarly, the age-based assessment of the respondents revealed that the major share of the age bracket 18 to 27 years i.e. around 88.83 responses collected followed by a smaller share of the rest of the age bracket. Last, the income bracket observed from mainly upper middle class around 266 responses were collected from them i.e. 69.09 % of the total response followed by the upper class i.e. 22.34 % of the total response.

Table 1: Descriptive Statistics of Demographics

Demographics	Attributes	Frequency	Cumulative Frequency
Gender	Female	133	34.55
	Male	252	65.45
Education	Bachelor	150	38.96
	M.Phil.	23	5.97
	Masters	208	54.03
	Other	1	0.26
	Ph.D.	3	0.78
Age	18 to 27 years	342	88.83
	27 to 36 years	35	9.09
	36 to 45 years	8	2.08
Income Bracket	Lower Middle Class	33	8.57
	Upper Class	86	22.34
	Upper Middle Class	266	69.09

Measurement Model

There below outer loading values and construct reliability and validity are used to assess the overall model measurements. The input of the outer loading values was also found with considerable input in the determination of its retention in with the latent variables. In the below outer loading values it has been observed that all the items reported values higher than 0.7. The items like GBI1, GBI2, GBI3 and GBI4 for green brand image reported with the outer loading values of 0.8431, 0.8685, 0.7327 and 0.8274 accordingly. Similarly, items like GPD1, GPD2, GPD3 and GPD4 for green products reported outer loading values of 0.8409, 0.7520, 0.8336 and 0.8570 accordingly.

Similarly, items like GPI1, GPI2, GPI3 and GPI4 for green buying intention with the outer loading values of 0.8018, 0.8441, 0.8197 and 0.7987 accordingly. Similarly, items like GPL1, GPL2, GPL3 and GPL4 for green place with the outer loading values of 0.8131, 0.8358, 0.8136 and 0.8133 accordingly. Similarly, items like GPM1, GPM2, GPM3 and GPM4 for green

promotion with the outer loading values of 0.8868, 0.8453, 0.8750 and 0.8576 accordingly. Similarly, the items like GPR1, GPR2, GPR3 and GPR4 for green price with the outer loading values of 0.7860, 0.7442, 0.7238 and 0.8245 accordingly. Similarly, the items like SCL1, SCL2, SCL3 and SCL4 for green price with the outer loading values of 0.9432, 0.9437, 0.9465 and 0.9319 accordingly.

The construct or internal reliability is assessed with Cronbach’s Alpha, Rho-A and composite reliability. The benchmark value for these tests is 0.7 and for composite reliability, the value must be higher than the Cronbach’s Alpha and Rho-A. It has been observed below that the value of Cronbach’s Alpha found for green brand image, green product, green buying intention, green place, green promotion, green price and social class with 0.8354, 0.8391, 0.8329, 0.8364, 0.8891, 0.7723 and 0.9572 accordingly.

Furthermore, it has also found that the value of Rho-A for green brand image, green product, green buying intention, green place, green promotion, green price and social class reported with 0.8401, 0.8452, 0.8331, 0.8365, 0.8907, 0.7805 and 0.9586 accordingly. Similarly, the composite reliability value for the green brand image, green product, green buying intention, green place, green promotion, green price and social class reported 0.8907, 0.8925, 0.8887, 0.8907, 0.9232, 0.8537 and 0.9689 accordingly.

This shows that the current model fulfils the construct reliability prerequisites. Similarly, the average variance extract (AVE) was also found with a value above 0.5 for green brand image, green product, green buying intention, green place, green promotion, green price and social class with values of 0.6716, 0.6754, 0.6663, 0.6708, 0.7505, 0.5938 and 0.8861 accordingly.

Table 2: *Measurement Model - Constructs Reliability and Validity*

Latent Variables	Items	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Brand Image	GBI1	0.8431	0.8354	0.8401	0.8907	0.6716
	GBI2	0.8685				
	GBI3	0.7327				
	GBI4	0.8274				
Green Product	GPD1	0.8409	0.8391	0.8329	0.8364	0.8891
	GPD2	0.7520				

Product	GPD3	0.8336	0.8391	0.8452	0.8925	0.6754
	GPD4	0.8570				
Green	GPI1	0.8018				
Purchase	GPI2	0.8441	0.8329	0.8331	0.8887	0.6663
Intention	GPI3	0.8197				
	GPI4	0.7987				
	GPL1	0.8131				
Green	GPL2	0.8358				
Place	GPL3	0.8136	0.8364	0.8365	0.8907	0.6708
	GPL4	0.8133				
	GPM1	0.8868				
Green	GPM2	0.8453				
Promotion	GPM3	0.8750	0.8891	0.8907	0.9232	0.7505
	GPM4	0.8576				
	GPR1	0.7860				
Green	GPR2	0.7442				
Price	GPR3	0.7238	0.7723	0.7805	0.8537	0.5938
	GPR4	0.8245				
	SCL1	0.9432				
Social	SCL2	0.9437				
Class	SCL3	0.9465	0.9572	0.9586	0.9689	0.8861
	SCL4	0.9319				

Discriminant Validity

The discriminant validity is to check whether the existence of higher cross-latent variables correlations or not. This has been assessed via the Fornell Larcker Criterion, HTMT and VIF for the structural equation model. It is quite clear from the below table that all the diagonal values are higher than the non-diagonal values hence supporting the fulfilment of the discriminant validity and non-existence of multi-collinearity.

Table 3: *Discriminant Validity – Fornell Larcker*

	Fornell-Larcker Criterion						
	GBI	GPL	GPR	GPD	GPM	GPI	SCL
Green Brand Image							
(GBI)	0.8195						
Green Place (GPL)	0.6951	0.8190					
Green Price (GPR)	0.6767	0.7412	0.7706				
Green Product (GPD)	0.6533	0.7027	0.6829	0.8219			
Green Promotion (GPM)	0.7272	0.7432	0.7596	0.7140	0.8663		
Green Purchase Intention							
(GPI)	0.7678	0.7346	0.7069	0.6389	0.7110	0.8163	
Social Class (SCL)	0.2665	0.2500	0.3514	0.2917	0.3049	0.3397	0.9414

Similarly, the assessment of the discriminant validity considering HTMT has found that all the values observed are lower than 0.95 hence all the values found lower than then this support the evidence that there is no multi-collinearity and fulfills the requirement of the discriminant validity.

Table 4: *Discriminant Validity – HTMT*

	Heterotrait-Monotrait Ratio (HTMT)						
	GBI	GPL	GPR	GPD	GPM	GPI	SCL
Green Brand Image (GBI)							
Green Place (GPL)	0.8300						
Green Price (GPR)	0.8345	0.9159					
Green Product (GPD)	0.7748	0.8338	0.8433				
Green Promotion (GPM)	0.8416	0.8610	0.9112	0.8229			
Green Purchase Intention (GPI)	0.9199	0.8776	0.8744	0.7608	0.8257		
Social Class (SCL)	0.3024	0.2772	0.4013	0.3207	0.3301	0.3796	

The below VIF table also shows that all the values observed between 1 to 10 hence rejected the probable non-existence of multi-collinearity.

Table 5: *Discriminant Validity/ Multi-collinearity – VIF*

Latent Variable	Items	VIF	Latent Variable	Items	VIF
	GBI1	1.9322		GPI1	1.6931
Green Brand Image	GBI2	2.3536	Green Purchase Intention	GPI2	2.0391
	GBI3	1.4607		GPI3	1.8058
	GBI4	2.0234		GPI4	1.6956
	GPD1	2.0003		GPL1	1.8211
Green Product	GPD2	1.4946	Green Place	GPL2	2.0281
	GPD3	2.0504		GPL3	1.7799
	GPD4	2.0577		GPL4	1.8119
	GPM1	2.6580		GPR1	1.5413
Green Promotion	GPM2	2.2082	Green Price	GPR2	1.4446
	GPM3	2.4798		GPR3	1.4566

	GPM4	2.2514		GPR4	1.7299
	SCL1	5.5342			
Social Class	SCL2	5.3691			
	SCL3	5.6271			
	SCL4	4.6003			

Model Fit

The model fit below shows that the chi-square reported with a value higher shows that the overall model is acceptable and also found that the R-square value for the green brand image reported 0.6028 hence showing that there is a significant collective and strong impact of green place, green price, green product and green promotion on green brand image. Furthermore, the impact of the green brand image on green purchases was also found strong and significant.

Table 6 *Model Fit & R Square*

	R Square	R Square Adjusted	Chi-Square
Green Brand Image	0.6028	0.5987	2266.9349
Green Purchase Intention	0.6112	0.6081	2301.483337

Path Coefficient

The below table shows that green brand image has a significant impact on green purchase intention with a significance value of 0.0000 i.e. less than 0.05 while reported with a coefficient value of 0.6677 that is positive hence showing a positive impact of green brand image on green purchase intention. The table also shows that Green Place has a significant impact on green brand image with a significance value of 0.0010 i.e. less than 0.05 while reported with a coefficient value of 0.2307 that is positive and hence shows the positive impact of Green Place on green brand image. The table also shows that green place has a significant impact on green purchase intention with a significance value of 0.0027 i.e. less than 0.05 while reported with the coefficient value of 0.1541 that is positive hence shows positive impact of green place on green purchase intention. The table also shows that green price has a

significant impact on green brand image with a significance value of 0.0352 i.e. less than 0.05 while reported with the coefficient value of 0.1567 that is positive and hence shows the positive impact of green price on green brand image. The table also shows that green price has a significant impact on green purchase intention with a significance value of 0.0426 i.e. less than 0.05 while reported with the coefficient value of 0.1043 which is positive and hence shows the positive impact of green price on green purchase intention.

Furthermore, the table also shows that green product has a significant impact on green brand image with a significance value of 0.0141 i.e. less than 0.05 while reported with a coefficient value of 0.1427 is positive hence showing the positive impact of green products on green brand image. The table also shows that green product has a significant impact on green purchase intention with a significance value of 0.0210 i.e. less than 0.05 while reported with a coefficient value of 0.0953 that is positive and hence shows the positive impact of green products on green purchase intention. The table also shows that green promotion has a significant impact on green purchase intention with a significance value of 0.000 i.e. less than 0.05 while reported with a coefficient value of 0.2217 that is positive and hence shows the positive impact of green promotion on green purchase intention. However, the moderating impact of social class in between grand brand image and green purchase intention has not found significance. Similarly, the direct impact of social class was also not found significant on the green purchase intention as both significance values were found higher than 0.05.

Table 7: *Path Coefficient Matrix*

Description	Estimated Value	Standard Deviation	T-Statistics	P-Value
Green Brand Image -> Green Purchase Intention	0.6677	0.0794	8.2927	0.0000
Green Place -> Green Brand Image	0.2307	0.0690	3.3228	0.0010
Green Place -> Green Purchase Intention	0.1541	0.0499	3.0237	0.0027
Green Price -> Green Brand Image	0.1567	0.0700	2.1153	0.0352

Green Price -> Green Purchase				
Intention	0.1043	0.0479	2.0362	0.0426
Green Product -> Green Brand				
Image	0.1427	0.0610	2.4704	0.0141
Green Product -> Green Purchase				
Intention	0.0953	0.0428	2.3194	0.0210
Green Promotion -> Green Brand				
Image	0.3314	0.0776	4.3363	0.0000
Green Promotion -> Green				
Purchase Intention	0.2217	0.0604	3.6715	0.0003
SC & GBI -> Green Purchase				
Intention	-0.0377	0.0508	0.9116	0.3627
Social Class -> Green Purchase				
Intention	0.1052	0.0653	1.4679	0.1432

Hypotheses Summary

The summary of hypotheses has been mentioned below.

Table 8: *Path Coefficient Matrix*

Sr.	Hypotheses	Sign. Value	Comments
1	<i>H1: There is significant impact of green price on the green brand image.</i>	0.1567 [0.0352]	Alt. Hypo. accepted
2	<i>H2: There is significant impact of green place on the green brand image.</i>	0.2307 [0.0010]	Alt. Hypo. Accepted
3	<i>H3: There is significant impact of green product on the green brand image.</i>	0.1427 [0.0141]	Alt. Hypo. Accepted
4	<i>H4: There is significant impact of green promotion on the green brand image.</i>	0.3314 [0.0000]	Alt. Hypo. Accepted

5	<i>H5: There is significant impact of green brand image on the consumer purchase intention.</i>	0.6677 [0.0000]	Alt. Hypo. Accepted
6	<i>H6: There is a significant moderating impact of social class between green brand image and consumer purchase intention.</i>	-0.0377 [0.3627]	Alt. Hypo. Rejected

Discussion

It is evident from the current study that there is a significant impact of green prices on the green brand image. The coefficient of 0.1567 and a significance value of 0.0352 (p-value < 0.05) suggest that green pricing has a moderate but significant positive influence on the brand's green image. While price plays a role in signalling quality and sustainability, the moderate coefficient indicates that other factors like product quality or marketing may overshadow price sensitivity in shaping the green image. Consumers may not solely focus on the cost of environmentally friendly products but rather on how the price reflects the brand's commitment to sustainability. Therefore, green pricing should be strategically balanced to maintain a strong, sustainable brand image. Literature has also found similar findings. The role of the marketing message has been realized as quite an important at thing point to bring up with customers toward green prices (Khan, Ahmed & Saeed, 2020). There are usually four components of a marketing mix including price, place, promotion and product. Similarly, green marketing practices are also the basis of the same including green prices, green places, green promotion and products (Li, Niu & Wang, 2023).

It is also clearly evident from the current study that there is a significant impact of green places on the brand image. The coefficient of 0.2307 and a significance value of 0.0010 (p-value < 0.05) strongly support the positive impact of distribution channels (green place) on green brand image. This suggests that how and where green products are available—such as in eco-conscious stores or through sustainable delivery systems—directly contributes to the brand's image as an environmentally responsible entity. The significant impact highlights the importance of aligning distribution practices with brand values. However, the effect may vary across markets, emphasizing the need for businesses to adopt tailored distribution strategies based on consumer perceptions of sustainability. Literature has also found similar findings.

Another dimension of green marketing is the green place. Generally, in the marketing mix, the place has been described concerning the distribution channel adopted and the location from where products are distributed or made available to customers (Nielsen, 2022).

It is also clearly evident from the current study that there is a significant impact of green products on the green brand image. The coefficient of 0.1427 and significance value of 0.0141 (p-value < 0.05) reveal a significant, though moderate, positive effect of green products on the brand image. This suggests that while the environmental benefits of the product itself are influential in shaping brand perceptions, they are likely not the sole drivers. Factors like brand communication, consumer trust, and overall brand reputation also play critical roles. The moderate impact underscores the need for brands to ensure that their products are genuinely sustainable and not perceived as greenwashing, which can negatively affect the brand's image if consumers detect inconsistency.

It is also clearly evident from the current study that there is a significant impact of green promotion on the brand image. A coefficient of 0.3314 with a significance value of 0.0000 (p-value < 0.05) strongly supports the critical role of green promotion in shaping a brand's image. This suggests that how a brand communicates its sustainability efforts—through advertising, CSR campaigns, or sustainability certifications—directly influences consumers' perceptions. The robust relationship indicates that promotion is a powerful tool in building and reinforcing the green brand image. However, over-reliance on promotion without substantial environmental actions can lead to accusations of greenwashing, diminishing the long-term effectiveness of these promotional strategies. Brands must align communication with actual sustainability practices to maintain credibility. Literature has also found similar findings. There are many investigations conducted to examine these dimensions and also consider the demonstrative effectiveness in the adoption of the customers of green products (Benito & Benito, 2006).

It is also clearly evident from the current study that there is a significant impact of green brand image on consumer purchase intention. The coefficient of 0.6677 and significance value of 0.0000 (p-value < 0.05) indicate a strong, positive relationship between green brand image and consumer purchase intention. A positive green brand image plays a crucial role in motivating environmentally-conscious consumers to choose that brand over others. The high

coefficient suggests that sustainability-driven consumers are highly influenced by how brands are perceived in terms of their environmental responsibility. However, this relationship may be weaker in markets where price sensitivity is more pronounced or where consumers are less engaged with sustainability. Thus, a strong green image needs to be coupled with other strategic elements like competitive pricing. An empirical investigation revealed the positive correlation between consumers' intentions to purchase environmentally friendly products and green brand image other factors such as price, product quality, and availability observed with a mediating role in this association (Delmas & Burbano, 2011).

It is also clearly evident from the current study that there is a significant moderating impact of social class between green brand image and consumer purchase intention. With a coefficient of -0.0377 and a significance value of 0.3627 (p -value < 0.05), the hypothesis is rejected, suggesting that social class does not significantly moderate the relationship between green brand image and consumer purchase intention. This non-significant result indicates that contrary to common assumptions, green consumer behaviour may not be heavily influenced by social class. This may be due to the increasing democratization of eco-friendly products, with more affordable green options available across different income groups. Additionally, factors such as environmental awareness and personal values could outweigh social class in influencing purchase decisions related to sustainability.

Conclusion

The current study investigated the empirical impact of green prices, green products, green places and green promotion on the green brand image along with the role of green brand image in the determination of consumer purchase intention. Furthermore, the study also considered the moderating impact of social class on green brand image and consumer purchase intention. The current study selected the quantitative research approach with the selection of also explanatory research type. In addition, the present study opted cross-sectional design as the aim is to investigate the phenomenon at a point in time. Furthermore, the study is facilitated with the survey method for the data collection and the use of questionnaires as a tool for data collection. The targeted population of the current study focused people of Karachi city to understand the perception of green marketing practices among them and its impact on green brand image and green purchase intention. The present study was selected with a sample size of

384 and followed by convenience sampling for response collection. The collected data is applied with the structural equation model using Smart PLS.

The results of the study revealed that there is a significant impact of green price, place, product and promotion on the green brand image with significance values of 0.0352, 0.0010, 0.0141 and 0.0000 respectively. Furthermore, the coefficient values reported for the green price, place, product and promotion on the green brand image are 0.1567, 0.2307, 0.1427 and 0.3314 respectively. This shows a positive determination of green brand image from green marketing mix with the significant impact of green brand image on the green purchase intention with a coefficient value of 0.6677 along with a significance value of 0.000. However, the moderating impact of social class has not been found significant in between green brand image and green purchase intention.

Recommendations

The set of recommendations designed based on the above outcomes is mentioned below.

- Green brands should implement competitive green pricing strategies to enhance consumers' green brand image and encourage purchase intentions. Offering eco-friendly products at affordable prices will boost demand in Pakistan.
- Green brand retailers should focus on sustainable supply chain management and eco-friendly distribution channels, ensuring products are easily accessible to environmentally-conscious consumers, thereby strengthening the green brand image and purchase intention.
- Green products businesses should emphasize the environmental benefits of their green products through targeted promotions and awareness campaigns. Highlighting sustainability will foster a stronger green brand image, increasing green purchase intentions.
- Companies offering green products must align their promotional efforts with the values of sustainability. Clear communication of environmental benefits and green brand positioning will enhance consumer trust and increase green purchase intentions.
- Green brands should develop products that are both environmentally friendly and aligned with consumer needs. Innovation in eco-friendly products will strengthen the green brand image and stimulate green purchase intention.
- Green businesses should partner with environmental NGOs and initiatives to showcase

their commitment to sustainability. This partnership will strengthen the green brand image, fostering greater consumer confidence and higher purchase intention.

- **Limitations & Future Direction of Studies**

The set of limitations faced during the present study includes time constraints that were observed as a critical factor throughout the study however managed with the effective alignment of the different action items. Similarly, response collection also found a challenging part. In addition, knowledge of statistical techniques was also found demanding. Future studies should explore the influence of cultural and demographic factors, such as income and education level, on green purchase intentions in Pakistan. Research could also investigate the role of digital marketing and social media in shaping green brand image, as well as the impact of post-purchase behaviour on long-term sustainability.

References

Bamberg, S., & Möser, G. (2007). Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour. *Journal of Environmental Psychology*, 27(1), 14-25.

Brough, A. R., Wilkie, J. E., Ma, J., & Isaac, M. S. (2016). Is eco-friendly unmanly? The green-feminine stereotype and its effect on sustainable consumption. *Journal of Consumer Research*, 43(4), 567-582.

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics*, 97(1), 139-158.

Chan, R. Y. (2019). Consumer responses to corporate social responsibility (CSR) initiatives: Examining the role of brand credibility and moral identity centrality. *Journal of Business Ethics*, 158(3), 683-701.

Cherian, J., & Jacob, J. (2013). Green marketing: A study of consumers' attitude towards environment friendly products. *Asian Social Science*, 9(4), 224-233.

Darnall, N., & Edwards, D. (2020). Financing sustainability: An analysis of challenges and

opportunities for small and medium-sized enterprises. *Business Strategy and the Environment*, 29(1), 299-313.

Davies, A. R., & Leung, T. K. (2012). The meaning of 'green': Contrasting consumer perceptions of green products and practices in the United States and China. *Journal of International Marketing*, 20(3), 98-114.

Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California Management Review*, 54(1), 64-87.

Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California Management Review*, 54(1), 64-87.

Egri, C. P., & Ralston, D. A. (2008). Corporate responsibility: A review of international management research from 1998 to 2007. *Journal of International Management*, 14(3), 319-339.

González-Benito, Ó., & González-Benito, J. (2006). A review of determinant factors of environmental proactivity. *Business Strategy and the Environment*, 15(2), 87-102.

Huang, S., Qu, H., & Wang, X. (2024). Impact of green marketing on peer-to-peer accommodation platform users' repurchase intention and positive word-of-mouth: mediation of trust and consumer identification. *International Journal of Contemporary Hospitality Management*, 36(3), 691-712.

Jaiswal, D., & Kant, R. (2017). Exploring green consumer behavior towards eco-friendly products. *Journal of Cleaner Production*, 162, 544-554.

Jones, R., & Levy, D. (2021). The role of financial incentives in promoting green practices: A systematic review. *Journal of Sustainable Business*, 15(2), 78-92.

Kaur, J., & Soch, H. (2019). Green Marketing: A Catalyst for Competitive Advantage. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 8(9S), 632-635.

Khan, A. A., Ahmed, M., & Saeed, R. (2020). Understanding consumer perception of green marketing in Pakistan. *Qualitative Market Research: An International Journal*, 23(4), 746-763.

Khan, N. A., Khan, R. A., & Hameed, Z. (2020). Understanding Green Purchase Behavior among Consumers in Pakistan: A Conceptual Review. *Journal of Business and Retail Management Research*, 14(2), 66-75.

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503-520.

Lee, K., Song, W., & Lee, J. (2017). The influence of green consumption values on consumer choice intention: A moderated mediation analysis of sustainable consumption types and perceived consumer effectiveness. *Sustainability*, 9(10), 1779

Lee, S., & Hong, Y. (2020). Access to sustainable resources and green marketing practices: A study of manufacturing firms. *Journal of Environmental Management*, 265, 110495.

Li, C., Niu, Y., & Wang, L. (2023). How to win the green market? Exploring the satisfaction and sentiment of Chinese consumers based on text mining. *Computers in Human Behavior*, 148, 107890.

Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *The Journal of Consumer Affairs*, 35(1), 45-72.

Nielsen. (2022). Sustainability Imperative: Insights on the Consumer Journey in Pakistan. Retrieved from [insert link to the Nielsen report, if available].

Papista, E., & Dimitriadis, S. (2012). Exploring consumer-product relationships in environmentally friendly products. *European Journal of Marketing*, 46(11/12), 1701-1722.

Peattie, S. (2001). Golden goose or wild goose? The hunt for the green consumer. *Business Strategy and the Environment*, 10(4), 187-199.

Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: Marketing influence on consumer purchase decision. *Journal of Consumer Marketing*, 25(5), 281-293.

Prakash, G., & Pathak, N. (2018). Green Consumerism: A Review on Buying Behaviour of Green Products. *Imperial Journal of Interdisciplinary Research*, 4(7).

Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225-243.

Sheth, J. N., Sethia, N. K., & Srinivas, S. (2011). Mindful consumption: A customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39(1), 21-39.

Thøgersen, J., & Nielsen, K. (2010). Willingness to pay for environmentally friendly products: A meta-analysis of the literature. *Journal of Environmental Management*, 91(2), 280-293.

Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude-behavioral intention" gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169-194.

Vermeir, I., & Verbeke, W. (2006). Sustainable Food Consumption: Exploring the Consumer "Attitude – Behavioral Intention" Gap. *Journal of Agricultural and Environmental Ethics*, 19(2), 169-194.

Widhiarini, N. M. A. N., & Pradiani, T. (2023). Investigating the Impact of Green Marketing on Stay Decisions: The Mediating Role of Green Consumer Behavior. *International Journal of Social Science and Business*, 7(2), 435-447.

Xu, L., & Wu, J. (2022). Financial assistance and green marketing: The mediating role of environmental commitment. *Journal of Business Ethics*, 181(3), 489-504.

Zhang, Z., Sami, F., Ullah, I., Khan, S. U., & Khan, S. (2023). Analyzing the green marketing approaches and their impact on consumer behavior toward the environment in China: a logistic regression approach. *Environment, Development and Sustainability*, 1 -22.