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The Influence of Green Marketing on Pakistani Consumers' Purchasing Decisions

Abstract

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Keywords: Packaging, Advertising, Green Marketing, Purchasing Behavior.

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Introduction

In the past several years, there has been a growing awareness of sustainable and environmentally friendly practices, which have been on a strong rise in consumer behavior, prompting businesses to implement green marketing strategies to adapt to shifting market demands. Green marketing is about promoting green products that are ecological, sustainable, and appealing to eco-conscious consumers while minimizing adverse environmental impacts (Ottman, 2011). By incorporating green packaging, sustainable sourcing, and transparent advertising, brands are not just improving their image, but also contributing to worldwide targets like for example the United Nations sustainable development goals.

Concern over such issues, resulted in the beginning of green marketing activities in the current time period, with mixed results on the extent to which it impacts purchasing behavior. Consumer perspectives on green products are influenced by a variety of aspects such as advertising, and packaging strategies

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(Amoako, Dzogbenuku, & Doe, 2020). Components such as packaging significantly influence the consumption decisions of consumers. Sustainable packaging improves the perceived value of the product (Mahmoud, 2017). On the other hand, advertising increases awareness but is not directly effective in purchasing unless with the help of a good pricing plan (Agyeman, 2014). Therefore, this research helps to find out the impact of green marketing, advertising, and packaging on Pakistani consumers' purchasing behavior.

The research work is done in the emerging market of Pakistan which is Lahore. The study provides insights into consumer behavior and serves as an insight to promote green consumerism in developing countries, as well as serves as a guide for the organizations working to align their operations with the green consumer trends.

Packaging is vital to consumer attitudes about sustainability. Considering these challenges, the present study aims to fill the gap in empirical research on the effectiveness of green marketing practices in Lahore. The issues raised by consumers will be very different in regard to their level of purchasing power and environmental awareness. By exploring the impact of advertising, and packaging, on consumers' buying behavior, this study hopes to contribute to practical implications for firms that intend to use effective sustainable marketing strategies in emerging economies. The influence of advertising and packaging is explained in relation to the effect of attitudes and norms of consumer purchasing behavior and perceived control over behavior. In terms of a practical perspective, the findings of the study are relevant to businesses that want to develop more effective sustainable marketing plans by identifying which types of elements affect consumer behavior most effectively and how these elements interact and therefore guide the business in developing effective marketing strategies for this sector. Eco-friendly advertisements and green packaging companies would build strong customers (Amoako, Dzogbenuku, & Doe, 2020). This research paper is particularly helpful in studying the relationship between green marketing strategies and Pakistani consumers' purchase decisions. Advertising and packaging play important roles in influencing the consumers' willingness to purchase.

Literature Review:

Green Marketing

Green marketing has been explored and researched extensively in developed economies, where businesses and consumers are more attuned to environmental concerns. However, research on green marketing in secondary emerging markets remains limited, particularly in the context of sustainable development goals. Emerging markets present unique challenges and opportunities for green marketing, as highlighted by (Polonsky, 1994), who noted the importance of regulatory and cultural factors in shaping sustainable practices.

Green marketing involves marketing green products and services that are less harmful to society and the environment. In order to do so there should be proper sustainable production and consumption of products. With the rise in awareness about environmental concerns, global warming, and harmful impact of pollutants which are deteriorating our environment. (Mehraj, 2023) highlighted that young customers are more inclined toward sustainable and green marketing.

Marketers, business professionals, and consumers should be more ethically sound about their product choices (Tiwari & Tripathi, 2011). As environmental concerns have grown over the years, green marketing has become an essential strategy for businesses seeking to align their practices with sustainable goals. This wave of environmental consciousness laid the foundation for what would become a significant movement in the 1990s when sustainability was integrated into marketing practices. By the early 2000s, scholars (Polonsky, 1994) emphasized the importance of green marketing due to its alignment with the economic principle of resource allocation to meet unlimited human wants while managing limited resources. Today, green marketing not only serves as a business opportunity but also as a moral and social responsibility for organizations (Keller, Davis, & Shearer, 1990). For instance, (Choudhary, 2013) describes recent trends in green marketing practices, and also highlights the importance of marketing for attaining sustainable development goals and objectives. Agyeman (2014) explores how socioeconomic factors affect green product purchase decisions in emerging economies. The definition of green marketing is "Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment" (Polonsky, 1994). Marketers generally assume that green marketing is a strategy to increase the buying decisions of potential consumers according to product sustainability and service greenness. According to (Demessie, 2023) businesses that take part in sustainable practices in the overall business model, not only achieve long-

term ecological benefits but also gain a competitive advantage.

There are three phases of green market evolution as stated by (Peattie, 2001). Ecological green marketing is the first phase, in this phase, all the strategies of marketing are used to mitigate the environmental harms and provide sustainable and eco-friendly solutions for environmental harm. In the second phase, the major focus is on environmental green marketing where the main aim is the use of clean technology that would help in designing innovative and eco-friendly products, which would take care of hazardous pollutants. The last phase was named sustainable green marketing as it came into highlight in the late 1990s and early 2000s which involves the use of sustainable practices for product consumption and production (Peattie, 2001).

As highlighted by (Amoako, Dzogbenuku, & Doe, 2020) marketers and business professionals should also comprehend that green marketing is not purely environmentally related, but it can be used for profit generation for sustainable practices. So marketing isn't just all about promoting the products of the business but also catering to the needs and wants of customers in particular and satisfying society in general (Agyeman, 2014). Through green marketing conflicts among three dimensions of sustainability which are economic prosperity, environmental quality, and social equity can be resolved.

The proposed hypothesis of this research is as follows:

H1. There is a positive relationship between green marketing and purchasing behavior.

Advertising and Purchase Intention

A key aspect of green advertising is its potential to influence brand image and purchase intention. As there is an increasing awareness of sustainability the consumer will prioritize the brands who offer green products. Therefore, firms need to develop advertising strategies that highlight their green initiatives to enhance consumer purchase intention and brand loyalty. Studies by Soltani (2016) and Kotler (2011) have highlighted the significance of aligning marketing strategies with sustainability goals.

Advertisements act as an important factor in consumers' willingness to purchase. Advertisements should reflect the importance of the green product purchase. Advertisements should not be misleading, as misleading advertisements would negatively impact both the firm and the community. It will ultimately harm the ultimate objective of sustainability and green product promotion. Advertisements that are unsustainable in practice negatively impact the environment, society, and consumer purchase decisions.

Unsustainable advertisement strategies which include the excessive use of non-recyclable material and reliance on the resource-intensive media channel negatively impact the environment and also clash with environmental regulations. According to Sharma (2024), targeted advertising would help to reach the potential environmentally conscious consumers. Companies should focus on encouraging green consumer behavior through their extensive advertisement. Green advertisement helps in increasing awareness of green products and their beneficial impact on society and environmental well-being. Businesses can also promote green product purchase decisions through different educational campaigns to highlight the importance of green products and the use of recyclable materials. These educational campaigns will positively affect consumer purchasing behavior.

Many consumers struggle to distinguish between genuine green claims and greenwashing, which diminishes trust in environmental advertising. Greenwashing, defined as misguiding customers about the environmental safety of a product or service, exacerbates this challenge. Bouchareb (2024) highlighted how greenwashing affects consumer purchasing behavior, and ultimately leads to responsible behaviors. It undermines efforts to promote sustainable consumption, as consumers may become skeptical of all environmental claims. Consequently, firms need to adopt transparent and credible advertising practices to build trust and influence green behavioral intentions positively.

Environmental advertising has gained prominence as companies strive to align their marketing strategies with sustainability goals. According to (Ashok & Swathanarayana, 2018) advertisements featuring environmental claims resonate with environmentally conscious consumers and foster brand loyalty. The green advertisement highlights the positive impact of green products on the environment. For example, in the advertisement of electric vehicles, the focus would be on the environmental benefits, reduced emissions, pollution-free environment, and overall positive effect on the community's health. As cleaner air leads to a healthier environment. Consumers will be educated and engaged by emphasizing reduced carbon emissions and biodegradable packaging in eco-friendly product advertisements. The green advertisement highlights the positive impact of green products on the environment. By highlighting the

firm's commitment to sustainability and green initiatives brand image will be improved.

The proposed hypothesis of this research is as follows:

H2. There is a positive relationship between advertisement and purchasing behavior.

Packaging and Purchase Intention

Sustainable packaging practices typically known as “Green Packaging" involve the use of materials and processes that minimize environmental harm while enhancing product appeal. This literature review examines how packaging impacts green marketing, consumer willingness to purchase behavior, environmental impact, and challenges faced by businesses in adopting sustainable practices. As there are so many firms that are making products that are negatively impacting the environment, from the green movement perspective it is the responsibility of businesses to make their products and services environmentally friendly (Tiwari & Tripathi, 2011). According to Shimp (2000), packaging performs the five cardinal functions. Packaging highlights, the brand. Through good packaging products stand out from its competitors at the time of purchase. The packaging gives a justification of price to the consumer. Packaging signifies brand value and protects the product. Finally, packaging influences consumers' willingness to purchase.

Packaging serves not only as a protective and informative medium but also as a key factor in influencing consumer purchase decisions. Green packaging has emerged as an essential tool for promoting sustainability, enhancing brand reputation, and meeting consumer expectations for eco-friendly products. Sustainable packaging incorporates recyclable, biodegradable, or reusable materials, as well as innovative designs that minimize resource use. This approach aligns with consumer demand for environmentally responsible practices, creating a competitive advantage for businesses that adopt green packaging.

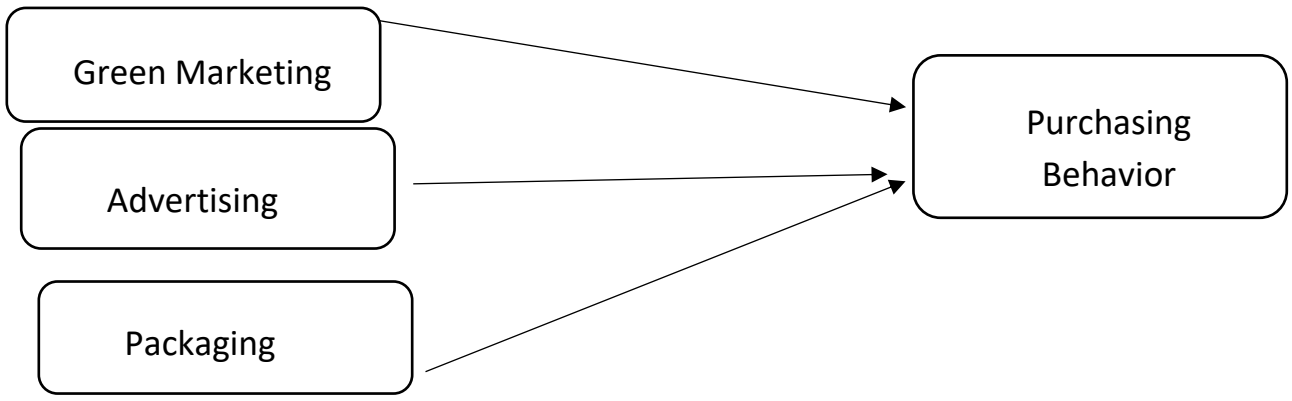
Green packaging significantly influences consumer behavior, shaping consumers' willingness to buy green products at higher prices. Sustainability labeling, such as certifications for recyclability or carbon-neutral production, enhances consumer trust and purchase intentions. Buyers are increasingly more inclined to pay higher prices for products with sustainable packaging, where environmental awareness is high.

Therefore, the study proposed the following hypothesis:

H3. There is a positive relationship between packaging and consumers’ purchasing behavior.

Figure 1

Theoretical Model



Methodology

This research employed a positivist research paradigm, a quantitative research design is used to investigate the relationship between green marketing strategies and consumer behavior in Pakistan (Lahore). This research design corresponds to the research objectives to provide empirical evidence and test hypotheses using statistical methods. Structured questionnaires are used for the data collection of all the exogenous and endogenous variables. This study is cross-sectional as the data collection is done at a single and one specific point in time (Becker, 2012).

Individual consumers of Lahore are the respondents of the questionnaire, as the research investigates consumer behavior, attitudes, and

perceptions toward green marketing activities. According to (Babbie, 2020) the unit of analysis defines the "what" or "who" being considered for data analysis and data collection. This research primarily focuses on the consumers' willingness to purchase green products and prioritizes those companies who are taking initiative in green marketing strategies and sustainable practices. The scenario of XYZ company performing sustainable practices is made so respondents can easily understand the scenario of questions in Appendix A. The Primary emerging market of Pakistan particularly Lahore is the target population for this research, which is selected as a representative location due to its high concentration of middle-income, educated residents with potential exposure to sustainability issues. A total of 360 questionnaires were distributed. After data cleaning for missing values, 334 valid responses were analyzed. This sample size was deemed adequate for statistical robustness, as supported by prior literature on sample adequacy in quantitative research.

For the present study nonprobability sampling method is used, which includes readily available subjects for study. The convenience sample method is employed to gather data from individuals who were exposed to green marketing initiatives and were available within the research context. Structured questionnaires are instruments that are reliable in behavioral research because they can standardize and compare the responses of all the respondents (Bryman & Bell, 2015). The five-point Likert scale is used in the structured questionnaire. These scale ranges will enable consumers of Lahore to respond according to their purchasing behavior (Agyeman, 2014). Pre-testing of this questionnaire was done on 25 respondents. By doing the pre-testing ambiguous items were identified which can be removed further. To check the reliability and the internal consistency, convergent validity and discriminant validity are done on PLS-SEM. Feedback from respondents in pre-testing helped in the refining of questionnaire items. To gain a better knowledge of consumers, individuals from various demographic subgroups are analyzed. The data collection was done from Google Forms and self-administered questionnaires.

Results

For data analysis, partial least squares (PLS) were used. Confirmatory factor analysis and structural equation modeling were done by PLS-SEM. The reliability and validity of the model were checked by the measurement model. The significance of the hypothesis was tested by the PLS procedure of bootstrap t-values.

Measurement Model Analysis

In this paper reliability and validity of all four variables which include green marketing, advertising, packaging, and purchasing behavior are measured effectively.

Discriminant Validity Analysis

To ensure the constructs in the study were distinct from each other, some key statistical tests were performed. In the Fornell-Larcker Criterion test, each construct has higher variance explained by itself than shared with other constructs, proving that advertising, green marketing, packaging, price, and purchasing behavior are empirically distinct. In Heterotrait-Monotrait (HTMT) ratio analysis the values of constructs lie below the threshold of 0.85, which shows there is sufficient discriminant validity.

Table 1

Fornell- larker criterion

	Advertising	Green Marketing	Packaging	Purchasing Behavior
Advertising	0.754			
Green Marketing	0.403	0.683		
Packaging	0.462	0.477	0.699	
Purchasing Behavior	0.344	0.449	0.525	0.714

From discriminant validity analysis, it is clear that the measured constructs are statistically separate and not overlapping, ensuring the reliability of the findings.

Convergent Validity and Reliability Analysis

The reliability of the construct was assessed using Cronbach's alpha and composite reliability. All constructs meet the threshold value of 0.70 which ensures satisfactory reliability and strong internal

consistency. In order to check the convergent validity, factor loadings and average variance extracted meet the minimum of 0.7 and 0.5 respectively, which ensures sufficient convergent validity of constructs as recommended by (Hair, 2017).

Table 2

convergent validity

Constructs	Items	Loadings	Cronbach's alpha	CR	AVE
Advertising	ADS1	0.753	0.747	0.839	0.568
	ADS2	0.783			
	ADS3	0.818			
	ADS4	0.751			
Green Marketing	GM1	0.725	0.718	0.724	0.566
	GM2	0.698			
	GM3	0.693			
	GM4	0.708			
Packaging	PAC1	0.601	0.76	0.792	0.589
	PAC2	0.661			
	PAC3	0.742			
	PAC4	0.779			
Purchasing Behavior	PB1	0.708	0.78	0.781	0.509
	PB2	0.74			
	PB3	0.681			
	PB4	0.725			

Structural Model

The structural model analysis confirms that green marketing has the strongest direct effect on consumer purchase behavior ($\beta = 0.376$, $p < 0.001$), meaning well-designed, eco-friendly green marketing strategies significantly influence consumer purchase decisions. Advertising also plays a notable role ($\beta = 0.273$, $p < 0.001$), suggesting that advertisements that focus on sustainability affect consumer purchasing choices more. Packaging has a moderate but significant impact ($\beta = 0.240$, $p < 0.001$), indicating that consumers consider sustainable packaging in their purchasing decisions, but other factors may influence their final choice. These results suggest that while all three factors contribute to purchasing behavior, green marketing exerts the strongest direct influence, followed by advertising and packaging. Green marketing helps in influencing purchasing behavior and the importance of branding sustainable products is the most important aspect (Ottman, 2011).

Table 3

direct path analysis

Hypothesis	Structural Path	Beta	T Statistics	P values	Hypothesis results
H1	Advertising -> Purchasing Behavior	0.273	3.248	0.000	Supported
H2	Green Marketing -> Purchasing Behavior	0.376	4.348	0.000	Supported
H3	Packaging -> Purchasing Behavior	0.240	3.816	0.000	Supported

Model strength and variance explained.

The study evaluated the explanatory power of the independent variables using R-square (R^2) values. Advertising, green Marketing, and packaging explain 42.1% of the variance in purchasing behavior (R^2 = 0.421). These findings confirm that green marketing strategies play a key role in influencing customers' willingness to purchase.

Table 4

Summary of hypothesis testing

H1: There is a positive relationship between green marketing and purchasing behavior.	Accepted
H2: There is a positive relationship between advertisement and purchasing behavior.	Accepted
H3: There is a positive relationship between packaging and consumers' purchasing behavior.	Accepted

Conclusion

The empirical analysis confirms that green marketing, eco-friendly advertisements, and biodegradable packaging have a significantly positive influence on consumers' purchasing behavior. Business and firms can boost their purchasing behavior by transparently integrating eco-conscious environmental values into the marketing mix. The measurement model analysis using smart PLS validates the internal consistency and the validity of green marketing, advertisement, and packaging which highlights the overall credibility of the research. The extensive statistical analysis clearly suggests that consumer purchasing behavior is positively influenced by sustainable practices. The findings from the data analysis emphasize the use of green marketing strategies to increase consumer purchasing behavior in Pakistan.

Managerial Implications

Long-term sustainability and competitive advantage can be gained by incorporating green marketing strategies into the business and firms. Sustainable practices should be embedded in businesses. Environmental awareness can be increased by collaborating with different NGOs, policymakers, and government authorities. To increase green product purchase decisions, businesses should craft environmentally responsible campaigns that would benefit the long-term sustainability of consumers. This will contribute to a cultural shift towards green consumption.

Research Limitations

For this study, data collection is done from Lahore only. So, there is a limited geographical scope of the study as responses aren't collected from consumers from different geographical regions. This research work is cross-sectional in nature due to time constraints which means data collection is done at a specific point in time. As highlighted in Appendix A same scenario of XYZ company is given to all the respondents. This research work is not focused on any specific industry and has a much broader approach.

Future Directions

This paper has limited literature on the relationship between green marketing strategies and customer's willingness to buy. However, future studies can do in-

depth analysis and literature review on green marketing. This research can also be conducted in different geographic regions to investigate the impacts of different norms and values and social classes of respondents. For future research longitudinal study can be done to find out the consumer's behavior over time. This study could be carried out by incorporating different scenarios of firms carrying out echo-friendly marketing strategies. This would be helpful in getting an insight into the different responses of one respondent under a variety of green marketing strategies. In the future, green marketing and sustainable practices research can also be industry-specific. This paper has a much broader approach. In future mediators and moderators such as brand loyalty and brand awareness can be added to boost explained variance and theoretical insight.

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