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The Influence of Green Marketing on Pakistani Consumers' Purchasing Decisions: A Price-Mediated Analysis

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Abstract

The purpose of this paper is to comprehend the effect of green marketing, advertising, and sustainable packaging on customer purchasing activities. In this context, price acts as an important mediator to evaluate consumer's intentions to purchase green products or services of the business carrying out sustainable and green marketing activities. In this paper mediation effect of price is analyzed in detail. Taking into account the overall impact and importance of green marketing on the world's overall well-being, it is important to study its impact on consumer purchasing behavior. In order to find out the impact of green marketing on consumer purchasing behavior a detailed and concise questionnaire was used. The result of this study would be beneficial to the overall well-being of businesses or firms carrying out green marketing initiatives in the emerging market of Pakistan. The majority of respondents positively respond towards companies taking sustainable and green marketing.

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

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The Influence of Green Marketing on Pakistani Consumers' Purchasing Decisions: A Price-Mediated Analysis

Abstract

The purpose of this paper is to comprehend the effect of green marketing, advertising, and sustainable packaging on customer purchasing activities. In this context, price acts as an important mediator to evaluate consumer's intentions to purchase green products or services of the business carrying out sustainable and green marketing activities. In this paper mediation effect of price is analyzed in detail. Taking into account the overall impact and importance of green marketing on the world's overall well-being, it is important to study its impact on consumer purchasing behavior. In order to find out the impact of green marketing on consumer purchasing behavior a detailed and concise questionnaire was used. The result of this study would be beneficial to the overall well-being of businesses or firms carrying out green marketing initiatives in the emerging market of Pakistan. The majority of respondents positively respond towards companies taking sustainable and green marketing.

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Introduction

The objective of this research is to find out the association of green marketing activities taken by firms on consumer purchasing behavior. This research finds out the impact of price as a mediator on consumer purchasing behavior. This study's objective lies in the exploration of the impact of green packaging and green advertising on consumer

purchasing intention. A rise in global concerns for green and environmental conservation has led businesses to integrate green marketing approaches into their operations. However, the effect of green marketing strategies on customer's willingness to purchase, especially in secondary emerging markets like Lahore, Pakistan, is still a debate. Green marketing, green advertising, sustainable packaging, and pricing are of utmost importance, however, how



these elements together impact purchase intention in emerging markets is yet to be studied extensively (Amoako, Dzogbenuku, & Doe, 2020). This study is significant because it gives more insight into the exploration of present literature on green marketing and consumers' willingness to purchase in Lahore, Pakistan. With sustainability a main consideration factor in current times, businesses are forced to modify their marketing plans to satisfy the demands of environmentally friendly customers (Ottman, 2011). Nevertheless, the outcome of green marketing strategies such as advertisement, packaging, and pricing on consumer purchase intention seems to be still a missing puzzle in developing countries (Mahmoud, 2017). This study is particularly helpful in gaining an understanding of green marketing initiatives taken by firms by combining consumer behavior theories.

As concerns over the environment rise, consumers increasingly take notice of the influence their shopping habits have. This trend has resulted in companies turning towards green marketing activities and campaigns to promote green products and policies. But despite the growing significance of environmentally friendly projects, the world lacks awareness of how green marketing affects purchasing behavior among consumers, especially in secondary emerging economies such as Lahore, and Pakistan. Though advertising, packaging, and pricing are identified as central determinants of consumer choice, their independent and combined impact on consumer purchase behavior within the reference of green marketing is still under debate. Additionally, price tends to serve as a barrier to green product adoption because consumers are likely to think they are pricey or of less value than traditional alternatives (Peattie, 2011).

Literature Review

Following is the relevant theoretical work used in this paper to study the association between consumer behavior and green marketing practices.

Consumer Behavior Theory

It offers a template for understanding the process by which people make buying decisions, considering psychological, social, and economic influences (Solomon, 2019). Amoako et al. (2020) apply this theory to the adoption and use of green marketing tactics, such as advertising, pricing, and package design, in consumers' purchase processes. Their work confirms that green marketing is good for purchase behavior, with pricing being a mediating factor. This posits that consumers' purchasing intention for

sustainable products depends on attitudes, subjective norms, and felt behavioral control.

Stakeholder Theory

Stakeholder theory was introduced by (Freeman, 2001) which highlights that businesses should include the interests of all stakeholders including consumers, employees, investors, and the environment when deciding on profit maximization strategies. Amoako et al. (2020) highlighted the idea that as youth drive sustainable change they can play a role in shaping the sustainability agenda; companies should focus on a green marketing approach to gain the interest of broader stakeholder support. The companies that choose to adopt green marketing and sustainable activities should involve multiple stakeholders in order to ensure a sustainable future.

Value-Belief-Norm (VBN) Theory

This theory by Stern (2000) suggests that customers' morals and beliefs about their surroundings are fundamental to the construction of personal norms which subsequently result in eco-positive behavior. In support of the VBN framework research by (Amoako et al., 2020) shows that when consumers have strong beliefs about environmental sustainability in purchasing products, tend to promote greener products. This model was previously used to explain why branded marketing messages positioned as environmentally friendly change consumer behavior in emerging markets.

Theory of Planned Behavior (TPB)

This theory by Ajzen (1991) acts as a useful outline for understanding how consumer intentions translate into behavior, and it aligns well with the empirical approach taken by (Amoako et al., 2020). The mediating role of pricing in the relationship between green marketing strategies and purchase behavior suggests that the ease or difficulty in acquiring sustainable products in response to cost affects purchase decisions in consumers. This aligns with the TPB model's notion that greater perceived ease or difficulty of obtaining sustainable products affects purchase decisions.

Green Marketing and Consumers' Purchasing Behavior

Green marketing, as defined by (Ottman & Polonsky, 1998), encompasses activities that would fulfill society's wants while minimizing environmental harm. American Marketing Association explains green marketing as the marketing of eco-friendly products

that wouldn't harm environmental well-being. So, green marketing involves a wide range of activities from sustainable product production and modification to green packaging and advertising (Tiwari & Tripathi, 2011). Skokanova (2024) highlights the growing importance of green marketing practices where consumers are more conscious about their product purchase decisions. 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).

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

Advertising and Consumers' Purchasing Behavior

Advertising plays a pivotal role in communicating a company's green initiatives and sustainability efforts. (Ashok & Swathanarayana, 2018) noted that as consumers become more environmentally conscious, the demand for green advertising has grown. However, despite the increasing relevance of green advertising, (Carlson, Grove, & Kangun, 1993) argue that it has not been thoroughly examined in a systematic manner. Advertisements that convey environmental responsibility not only impact consumer behavior but also contribute to shaping societal norms around sustainability. Deshmukh (2019) examines the effect of green advertisements on Eco-conscious consumers. Green advertisement is also part of the corporate social responsibility that takes into account the ecological interest of overall society. By using transparent and truthful advertisements companies can gain a competitive advantage. For better awareness, green advertisements focus on environmentally sustainable attributes that have a positive impact on the planet. Transparent reporting of green products ultimately leads to increased customers' interest in a green product purchase decision. Green advertising backed up with certification and third-party verification increases the overall interest of consumers in green product purchase decisions.

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

Packaging and Consumers' Purchasing Behavior

Green packaging also plays a very important role in green product purchase decisions. According to Chekima (2016), in green packaging, there is easier disposal of waste material, which is overall good

for the environmental well-being. Green packaging also reduces carbon footprints and environment-related issues. Green packaging is easily disposable. Green packaging is versatile, as they are the best alternative to synthetic packaging. Eco-friendly packaging can be reused or recycled. It also protects the goods and conserves energy. The use of recycled paper in green packaging reduces deforestation. This reduction ensures energy conservation. Green packaging will ultimately lead to positive branding that will appeal to consumers in green product purchase decisions (Peattie & Ken, 1994) emphasize that addressing packaging waste is one of the important things to consider in sustainable practices. In developing economies, inadequate waste management systems exacerbate the environmental impact of packaging. Discarded packaging accumulates in landfills and waterways, harming ecosystems and public health. This underscores the need for businesses to adopt sustainable packaging solutions and collaborate with stakeholders to improve waste management infrastructure.

While challenges such as high costs and limited availability persist, innovations in sustainable packaging offer promising solutions. By adopting green packaging practices and effectively communicating their benefits, businesses can align with consumer expectations, contribute to environmental sustainability, and gain a competitive edge in the market. As green packaging continues to evolve, it will remain a cornerstone of sustainable marketing strategies.

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

Pricing and Consumers' Purchase Behavior

Pricing is a crucial element in green marketing strategies, particularly in influencing consumer purchase decisions. Monroe (1990) describes price as a "sacrifice" made by consumers to acquire something they desire. While considering green marketing, the customer is more willing to pay premium prices for sustainable products that are not harmful to the society and environment, especially when they identify that the product aligns with their values (Chekima, 2016). However, there are certain demographic factors such as educational level, gender, and social class that affect the relationship between pricing and customer willingness to purchase. Customers in emerging markets exhibit price sensitivity, and the perceived value of green products can offset price barriers.

H4. Price has a significant positive effect on consumer purchasing behavior.

Green Marketing, Price Mediation and Buying Behavior

Pricing plays a pivotal role in green marketing, serving as both a motivator and a barrier to consumer behavior. Unlike conventional pricing strategies, green pricing must balance affordability with the higher costs often associated with sustainable production and eco-friendly innovations. This paper explores the impact of pricing on green purchase intentions, examining key determinants such as consumer perception, demographic influences, and market challenges. To consumers, price represents a sacrifice (Monroe, 1990) defines it as "the amount of money we must sacrifice to acquire something we desire." In green marketing, this "sacrifice" can be higher due to the premium pricing of sustainable products or services. Green Marketing plays a pivotal role in the long-term sustainability of business and enhances brand loyalty (Mishra, 2023).

For businesses, price is a source of revenue, making it essential to convince consumers of the value of their offering. This is particularly true in the green market, where value propositions extend beyond product functionality to include environmental benefits and ethical considerations. Chekima (2016) highlights the fact that customers are more willing to buy green products for higher prices if they believe the benefits of green products will outweigh their costs.

H5. Price mediates the relationship between green marketing and purchasing behavior.

Advertisement, Price Mediation, and Buying Behavior

The relationship between advertisement, pricing, and green purchase intentions is complex. For some consumers, the desire to purchase environmentally friendly products is strong, but high costs may hinder their ability to act on this intention. On the other hand, consumers who view sustainability as a priority are willing to purchase green products at higher prices. This is particularly evident among highly educated individuals, as (Chekima, 2016) highlights, educated individuals of society are more aware of environmental issues and the perceived value of eco-friendly green products. Furthermore, income levels also influence purchase intentions. Premium pricing strategies are more effective among affluent consumers who have the financial flexibility to prioritize environmental concerns. However, for middle- and lower-income groups, even strong green purchase intentions can be constrained by budget limitations. The use of discounts and promotional activities can also reduce the price of sustainable

products. This technique creates a good impression and builds customer loyalty for green products. There should be proper educational and awareness campaigns that highlight the value of green products. These awareness campaigns would shift the focus from upfront cost to the overall value of long-term energy savings. Truthful and transparent advertisements and educational campaigns play an important role in justifying premium pricing. According to Ummar (2023), a well-curated advertising campaign about sustainable buying would have a significant positive effect on the buying behavior of consumers.

There are certain challenges associated with the pricing of green products as they are a bit more expensive than the conventional alternatives. Rehman (2024) highlights the importance of social media platforms as they play a significant role in green product advertising and purchasing decisions among potential consumers. Advertisements of green products can be done by awareness campaigns that would shift the focus from upfront cost to the overall value of long-term energy savings.

H6. Price mediates the relationship between advertisement and purchasing behavior.

Packaging, Price Mediation, and Buying Behavior

Premium pricing is a common strategy in green packaging, reflecting the additional costs of sustainable production and ethical sourcing. If consumers believe the product justifies the price through superior quality, environmental benefits, or ethical branding, they are more likely to purchase. Research highlights that consumers often judge products by their packaging, with unattractive or environmentally harmful packaging deterring purchases, regardless of the product's quality (Peattie, Ken, 2008). Nonetheless, premium pricing can deter price-sensitive consumers, leading to slower adoption of green products in cost-conscious markets. To address this, businesses are exploring ways to lower costs, such as leveraging economies of scale or adopting more efficient production methods.

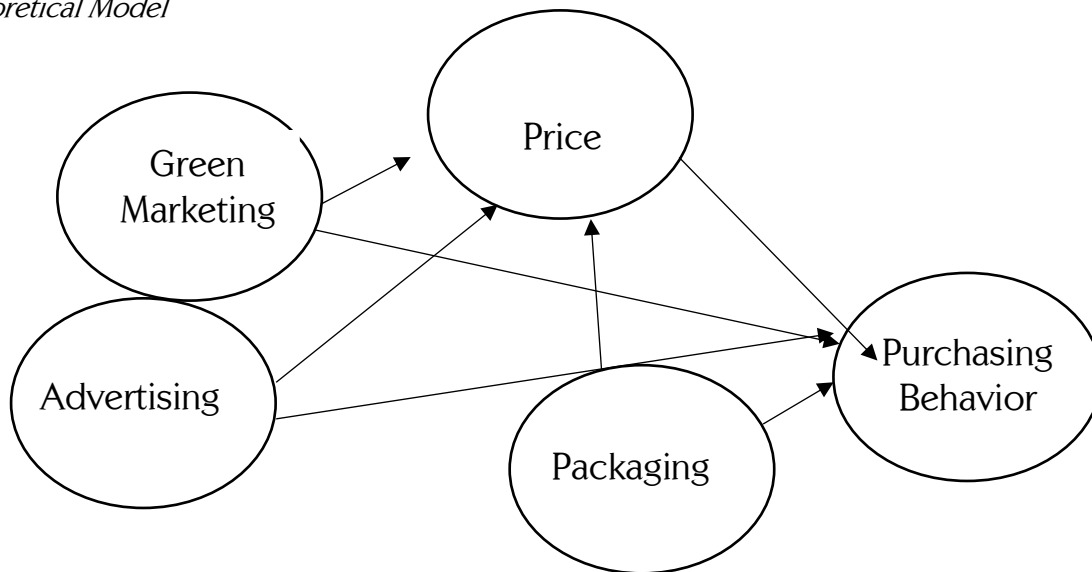
Consumers buy premium-price products that are environmentally friendly. There are certain factors such as product quality, product consumption, production techniques, ecological practices, and educational campaigns that affect the consumer purchase decision. Green products must have the attributes that justify their premium quality and premium price. Companies that have created their name in sustainability are more likely to charge high prices for their products. In order to mitigate the pricing challenges, firms can adopt a tiered pricing

technique, in which firms can offer different ranges of prices for different versions of green products to cater to the needs of a larger consumer base.

H7. Price mediates the relationship between packaging and purchasing behavior.

Figure 1

Theoretical Model



Research Methodology:

Study Design

This research employed a positivist research paradigm, a quantitative research design is used to investigate the relationship between green marketing strategies and consumer behavior. This study is cross-sectional as the data collection is done at a single and one specific point in time (Becker, 2012).

Unit of Analysis

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.

Data Collection Instrument

For data collection structured questionnaire was used. Structured questionnaire helps in data collection about consumer attitudes and behavior related to green marketing and sustainable practices. This instrument is reliable in behavioral research because it 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.

Table 1

Methodology opted for research

Aspect	Description
Research Paradigm	The Positivist Research paradigm is used for research
Instrument	Structured Questionnaire
Unit of Analysis	Consumers of Lahore
Sampling	Data collection is done by convenience sampling technique.
Analysis technique	Structural equational modeling
Time Horizon	A cross-sectional time horizon is used due to limited time constraints.

Result and Discussion:

Demographic Findings

52.85% of data was collected from married people. 60% of data collection was done by females. 37.54% of data collection was done from employed individuals. Most of the respondents are employed (37.54%). 50.75% of respondents have a bachelor's degree. The majority of those surveyed take part in green marketing and sustainable practices (76.6%). Most of the respondents do not take part in green initiatives taken by companies (64.7%). Almost 85.3% of respondents have 0-2 dependents. Responders who have 0-2 dependents are more likely to spend their money on green products.

Overview of Results

H1: Green marketing significantly influences purchasing behavior.

From data analysis, it is clear that there is a statistically significant relationship between green marketing and purchasing behavior having a coefficient of 0.169** with a t-value of 2.748. Thus the (H1) hypothesis is clearly supported. Hence companies taking part in sustainable practices, get more benefits from green marketing strategies as highlighted by (Ottman & Polonsky, 1998). Therefore, Hypothesis 1 is supported

H2: Advertising significantly influences purchasing behavior.

From data analysis, it is clear that there is a statistically significant relationship between advertising and consumer's willingness to purchase having a coefficient value of 0.183** and a t-value of 5.051. This highlights that the (H2) hypothesis is also supported. There is a statistically significant impact of advertising on consumer's willingness to purchase. Businesses that are truthful about the ecofriendly advertisement, are more likely to gain more consumer attention.

H3: Packaging significantly influences purchasing behavior.

From data analysis, it is clear that there is a statistically significant relationship between packaging and consumer's willingness to purchase having a coefficient value of 0.231** and a t-value of 0.089.

Thus, the (H3) hypothesis of this research is fully supported. Consumers' willingness to purchase is significantly influenced by packaging. It is clear that by using biodegradable packaging, and renewable materials consumers' willingness to purchase will increase.

H4: Price significantly influences purchasing behavior.

The direct relationship from PRI to PB has a coefficient value of 0.384**, a t-value of 5.756, and a p-value of 0.000. Thus, the (H4) hypothesis of this research is fully supported.

H5: Price mediates the association between green marketing strategies and purchasing behavior.

The indirect effect path ADV -> PRI -> PB shows a coefficient value of 0.066**, a t-value of 2.615, and a p-value of 0.009, suggesting a significant mediation effect. Therefore, Hypothesis 5 is supported.

H6: Price mediates the association between advertisement and purchasing behavior

From the above data analysis, it is clear that GM -> PRI -> PB there is a statistically significant relationship between packaging and consumers' willingness to purchase having a coefficient value of 0.140**, a t-value of 2.763, and a p value of 0.006.

Thus, the (H6) hypothesis of this research is fully supported. Consumers' willingness to purchase is significantly influenced by price and advertisement.

H7: Price mediates the association between packaging and purchasing behavior

From the above data analysis PAC -> PRI -> PB it is clear that there is a statistically significant relationship between packaging and consumer's willingness to purchase where price acts as a mediator having a coefficient value of 0.074**, and a t-value of 4.180. Thus, the (H7) hypothesis of this research is fully supported.

From the above direct path analysis and indirect path analysis, it is clear that price partially mediates the relationship between advertisement, green marketing, packaging, and purchasing behavior. Data analysis claims that the hypothesis is fully supported.

Measurement Model Analysis

The quality of all the constructs (Green marketing, advertising, packaging, price, and consumer purchasing behavior) are measured by the reliability and validity of constructs in Smart PLS.

Reliability Analysis

The internal consistency 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.

Convergent Validity

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). In some cases, factor loading values are between 0.6 and 0.7 which are still acceptable but need a little improvement.

Table 2

Convergent Validity

Constructs	Items	Loadings	Cronbach Alpha	CR	AVE
Advertising	ADS1	0.761	0.747	0.842	0.574
	ADS2	0.799			
	ADS3	0.838			
	ADS4	0.714			
Green Marketing	GM1	0.723	0.818	0.774	0.563
	GM2	0.657			
	GM3	0.684			
	GM4	0.744			
Packaging	PAC1	0.729	0.76	0.794	0.592
	PAC2	0.766			
	PAC3	0.742			
	PAC4	0.759			
Purchasing Behavior	PB1	0.723	0.78	0.806	0.51
	PB2	0.751			
	PB3	0.68			
	PB4	0.723			
Price	PRI1	0.739	0.792	0.786	0.592
	PRI2	0.685			
	PRI3	0.8			

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 a 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 Ratio (HTMT) analysis, the values of constructs lie below the threshold of 0.85, which shows there is sufficient discriminant validity. From discriminant validity analysis, it is clear that the measured constructs are statistically separate and not overlapping, ensuring the reliability of the findings.

Table 3

Fornell-Larcker criterion

Constructs	Advertising	Green Marketing	Packaging	Price	Purchasing Behavior
Advertising	0.758				
Green Marketing	0.409	0.681			
Packaging	0.461	0.482	0.701		
Price	0.419	0.438	0.536	0.743	
Purchasing Behavior	0.340	0.450	0.520	0.583	0.714

Direct Effects on Purchasing Behavior

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 4

Direct path analysis

Relationships	Beta	Standard deviation	T statistics	P values
ADS -> PRI	0.173	0.061	2.825	0.005
ADS -> PB	0.183	0.060	5.051	0.006
GM-> PRI	0.191	0.058	3.291	0.001
GM -> PB	0.169	0.061	2.748	0.006
PAC -> PRI	0.364	0.064	5.712	0.000
PAC -> PB	0.231	0.089	2.587	0.010
PRI -> PB			5.746	0.000

Mediation Effect of Price

Since Price is a key mediator, the study further investigated its role in consumer purchasing decisions. The mediation analysis reveals that green marketing has the highest indirect effect on purchasing behavior via price ($\beta = 0.140, p < 0.01$), suggesting that customers are willing to buy premium price eco-friendly products if they are marketed truthfully. Meaning that premium or sustainable

packaging justifies higher prices, which in turn influences consumer purchasing behavior. Packaging also indirectly impacts Purchasing Behavior through Price ($\beta = 0.074, p < 0.01$). Advertising shows a significant effect through Price ($\beta = 0.066, p < 0.01$), implying that advertising can enhance brand image and awareness. These findings highlight that Price acts as a crucial link between sustainable marketing efforts and consumer behavior, particularly for Packaging.

Table 5*Indirect path analysis*

Relationships	Beta	Standard deviation	T statistics	P values
ADV -> PRI -> PB	0.066	0.025	2.615	0.009
GM -> PRI -> PB	0.140	0.027	2.763	0.006
PAC -> PRI -> PB	0.074			0.000

Model Strength and Variance Explained

The study evaluated the explanatory power of the independent and mediating variables using R-square (R^2) values. Advertising, green marketing, and packaging explain 42.1% of the variance in purchasing behavior ($R^2 = 0.421$). Price as a mediator accounts for 35.1% of the variance ($R^2 = 0.351$). These findings confirm that green marketing strategies play a key role in influencing customers' willingness to purchase, with Price acting as an essential factor in mediating these effects.

Conclusion

This paper helps in understanding how green marketing activities contribute to the environmental well-being of Pakistani consumers' purchasing decisions. The impact of all the exogenous variables (Advertising, green marketing, and packaging) is studied on endogenous variables (Purchasing behavior) where price acts as a mediator. From the detailed analysis of data, it is concluded that customers buying behavior is significantly influenced by all the independent variables and mediators (price) but their effects vary in strength. As green marketing efforts positively influence consumer purchasing behavior, price also acts as an important detriment. In other words, consumers may not tend to increase purchasing even with green marketing efforts without the perception that the price of green products is reasonable or that the added environmental value provided is justified. Notably, the findings also suggested that price sensitivity could significantly attenuate the impact of sustainable marketing initiatives, especially in economic environments that restrict customer willingness to pay a premium for environmentally friendly alternatives.

Managerial Implications

Green marketing and sustainable strategies give a competitive advantage to businesses and firms. In order to optimize buyer's engagement with green products, transparent advertisement can play an

important role. Attractive green packaging with eco-labeling and certification can gauge and attract more customers. By having a multi-sectoral collaboration approach, awareness of the long-term sustainability of green products can be created. This would ultimately contribute to the cultural shift to green product production and consumption.

Limitations and Future Research Directions

This research is helpful in understanding the effect of green marketing efforts on customers buying attitudes. For this paper 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. In the future, this research can also be conducted in different geographic regions to investigate the impacts of different norms, values, and social classes of respondents. This research work is cross-sectional in nature due to time constraints which means data collection is done at a specific point in time. For future research, longitudinal study can be conducted to find out the consumer's behavior over time. As highlighted in Appendix A, the same scenario of XYZ company is given to all the respondents. In the future research could be carried out by cooperating with different scenarios of firms carrying out eco-friendly marketing strategies. This would be helpful in getting an insight into the different responses of single respondents under a variety of green marketing strategies. In this research, only the impact of one mediator (Price) is studied. Price acts as an important mediator in this research, which partially mediates the relationship between green marketing, advertising, packaging, and consumer buying behavior but for further research in the future, some other mediators such as brand perception, and consumer environmental awareness can be added. This research work is not focused on any specific industry and has a much broader approach. In future the green marketing and sustainable practices research can also be industry-specific.

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