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Quantitative Study on the Impact of Green Marketing Strategies on Consumer Purchase Intentions in Pakistan's FMCG Sector

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Keywords: Consumer Skepticism, Green Marketing Strategies, Brand Image.

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This study investigates the influence of green marketing strategies on consumer purchase intentions within Pakistan's fast-moving consumer goods (FMCG) sector using a quantitative research design. Anchored in the Theory of Planned Behavior and the Green Brand Equity Model, the study examines how green advertising, eco-labeling, digital marketing, and green branding affect green brand image, green brand trust, and ultimately, purchase intentions. It also explores the moderating roles of consumer skepticism and price perception. A survey was conducted among 450 consumers across urban and 200 rural Pakistanis. After missing value analysis only 420 urban consumers and 160 rural consumer data were used for analysis and data were analyzed using Structural Equation Modeling (SEM). The results are expected to guide FMCG firms in effectively implementing green strategies that resonate with environmentally conscious consumers.

Keywords: [Consumer Skepticism](#), [Green Marketing Strategies](#), [Brand Image](#)

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Introduction

Green product use is steadily rising in Pakistan as a result of government regulations, business sustainability programs, and consumer awareness (Jamal, [2024](#)). According to studies, educated customers are more likely to buy green products, especially when they are eco-labeled and come with sufficient information, especially in areas like

Southern Punjab and Multan (Kousar et al., [2017](#)). Lack of information is still a major obstacle, though. The relevance of educational programs is shown by the favorable influence that consumer awareness of green goods has on purchase decisions in the textile sector. It is anticipated that customers' intentions to purchase green products will be influenced by green consumerism, which has focused on the tactics used by businesses in green marketing. These are only



deceptive promises, though, so buyers begin to doubt green product claims and are hesitant to purchase them. However, environmental issues have varying effects on people and coexist with the evolution of human culture. Unusual climatic difficulties are dramatically increasing as a result of significant environmental changes (Yang et al., 2024). Credibility is the answer; by lowering the perceived danger of using green products, consumers' skepticism and trust may be diminished. Customers need to be convinced to get interested in making a purchase. The majority of buyers hardly ever pay close attention to the information on the products they purchase, particularly when it comes to environmental factors (Adomako & Tran, 2022). This is because many consumers are unaware of the existence and reality of green products and believe that a product's price and brand are the only factors that set it apart (Watanabe et al., 2020).

Green marketing is a novel notion that emerged in the latter part of the 20th century as a result of this ecologically friendly strategy (Khan et al., 2019). Production, differentiation, pricing, and promotion of goods and services that satisfy customer environmental demands are all examples of green marketing initiatives (Bokil & Sinha, 2021). Chen & Chang (2012) claim that these green marketing initiatives increase customers' propensity to buy. Environmental awareness is a global problem and has grown to be a prominent subject in academic study. Since the 1970s, consumer behavior has profited from the green problem (Jaiswal & Kant, 2018). Understanding consumer behavior, including why consumers make particular decisions, whether they are inclined to purchase or use a product, and the factors that influence their decision to choose one over another, is the foundation of TPB (MacDougall et al., 2021).

This study focuses on the environmental demand for eco-friendly items while investigating green products. For instance, by introducing hybrid vehicles, Toyota and Honda have embraced green technology and protected the environment. Customers have a green buying intention because they think that sustainable development goals are necessary to protect humanity (Malhotra & Srivastava, 2024). This results in consumer skepticism, which happens when customers, particularly those who want to make green purchases, become skeptical when a business overstates its advantages rather than offering fundamental information about a product's environmental effects (Bartikowski & Berens, 2021). Because of this discrepancy, there are few studies examining how cross-channel integration influences

consumers favorably and encourages them to buy green products, as well as how green marketing and digital advertising, consumer skepticism, and Price perception predict green purchase intention. Furthermore, research on the relationship between green marketing strategies and consumer skepticism appears to be scarce, particularly when it comes to comprehending the motivation, attitude, and perception of customers (Sun & Wang, 2019). Therefore, further study is undoubtedly needed to determine how green brand image, consumer skepticism, green marketing strategies, green trust, and price sensitivity affect consumers' intentions to make green purchases.

In the context of the fast-moving consumer goods FMCG sector, this study looks at the parameters in question in connection with green buy intention and attempts to determine if there is a positive or negative link between them. Limited attempts have been made in previous research to conceptualize customer skepticism green marketing strategies in the FMCG sector and green purchasing intention (Uddin et al., 2023). Thus, this study's main goal is to use the theory of planned behavior to comprehend how customers' intentions to make green purchases are influenced by both behavioral and psychological factors. Green brand trust and green brand image are important in evaluating products or ethical behavior (Ardito, 2023). The formation of a positive environmental attitude and the growth of eco-consciousness are greatly influenced by Green brand trust (Gurău & Ranchhod, 2005). It positively affects the level of customer decision-making. Ecologically sustainable activities are more likely to be adopted by people towards those brands that have strong Green brand trust and green brand image (Yang et al., 2024)

Because of its large environmental impact, everyday customer interaction, and quick product turnover, the FMCG (Fast-Moving customer Goods) industry is essential in encouraging green buying intentions. Because fast-moving consumer goods (FMCG) products, which include food, personal care products, and household items, are often purchased, even minor adjustments toward environmentally friendly options can have a substantial and positive influence on the environment (Ahmad et al., 2022).

Using consumer skepticism and price perception as moderators and green brand trust and image as mediators, this study fills this gap by examining the direct and indirect impacts of green marketing components on purchase intention. The current study investigates three specific research goals (ROs) to fill the research gap:

RO1: Quantify the impact of digital green marketing, eco-labeling, green advertising, and green branding on FMCG consumer purchase intention.

RO2: Examine how green brand credibility and image mediate green marketing techniques and purchase intention.

RO3: Assess how customer skepticism and pricing perception moderate the green marketing–purchase intention link.

RO4: Offer data-driven FMCG marketing advice to boost sustainability.

Three new contributions are presented in this study. In the context of FMCG sector research, it first introduces the theoretically based framework, a groundbreaking technique for analyzing green purchase intention.

Literature Review:

Theoretical Background

The study looks at how green branding, eco-labeling, digital marketing, and green advertising impact green brand image, green brand trust, and, eventually, purchase intentions. It is based on the Theory of Planned Behavior (TPB) (Ajzen, 1991) and the Green Brand Equity (GBE) Model (Aaker, 2007). According to the Theory of Planned conduct (TPB), which was developed by Icek Ajzen in 1991, a person's intention to carry out conduct is directly impacted by three factors, namely Perception of the behavior: individual assessment of the conduct (e.g., positive or negative), Subjective standards: perceived societal pressure to engage in the conduct or refrain from doing so, Similar to self-efficacy, perceived behavioral control refers to how easy or difficult an activity is seen to be. When it comes to green marketing, TPB has proven crucial in forecasting environmentally conscious customer behavior (Hidayat & Sananta, 2024). For example, a study on Pakistan's Generation Z revealed that social norms and green views had a big impact on people's intentions to make green purchases. Eco-labels and green advertising, according to another study, are examples of green marketing strategies that influence travelers' behavioral intentions to purchase eco-friendly goods. By including environmental concerns, the Green Brand Equity Model expands on conventional brand equity notions. It includes: A company's "green brand image" is how customers feel about its commitment to the environment. "Green brand trust" refers to consumers' confidence in a company's environmental claims. Green Brand Loyalty (Qayyum et al., 2023) is the possibility that

customers will continue to purchase from a brand due to its environmentally friendly reputation.

Hypotheses Development:

Consumer Green Purchase Intentions

According to (Carrión-Bósquez et al., 2024; Ricci et al., 2018) an increasing number of consumers have shown a greater propensity to purchase food products that have ecological certifications and characteristics. Understanding the characteristics that lead to consumer purchase intentions (CPI) has therefore become a significant focus of research for the scientific community (Carrión Bósquez et al., 2023 and Joshi & Rahman, 2015). The academic community needs to have an understanding of the factors that influence the consumer price index (CPI) of millennials (Kashif et al., 2023; Song et al., 2020). Both their perspectives and their consumption patterns are characterized by a strong liking for things that may be found in the environment. According to Bedard & Tolmie, 2018; Nosi et al., 2020 believe having an understanding of environmental concerns is their responsibility.

Green Marketing Strategies

Green marketing attracts eco-conscious clients by branding and promoting a company's environmental commitment (Qayyum et al., 2023). Promoting recycling or energy-saving benefits, eco-labeling to certify environmental standards, sustainable packaging, digital platforms to raise environmental awareness, and green advertising to showcase eco-friendly product attributes (Tan et al., 2022). Environmental considerations in marketing campaigns may differentiate products and establish trust and loyalty with sustainable consumers. Consumers' buying intentions and brand loyalty will be affected. Environmental advertising, eco-labeling, and digital marketing include green marketing methods. Companies use "Green advertising" to promote their products' environmental benefits (Amallia et al., 2021; Chan, 2004). Green advertising emphasizes a product's features and ecological appeal to protect the environment. Several green consumption studies have included green advertising in their study models to determine how advertising messages affect buying decisions Carrión-Bósquez et al., (2024). Although some experts disagree. Zahid et al. (2018) observed green beauty advertising may be misleading. Through the literature review, the authors showed how green advertising affects green consumption differently. This theory was proposed:

H1: Green advertising boosts purchasing intent.

Eco-labels are utilized by communities, industries, and governments to promote environmental safety (Chin et al., 2018). Wojnarowska et al. (2021) say eco-labels show a product's environmental impact. Marketing has frequently used environmental labels to promote eco-friendly products (Song et al., 2020). Eco-labels help customers choose green products and learn about their production (Alamsyah et al., 2019). Eco-labels let consumers choose items with less environmental impact, decreasing environmental damage. Eco-labels improve buyers' perceptions of eco-friendly items and influence their buying intentions (Putri, 2023). Eco-labels boost company image and consumer confidence in sustainable products when buying eco-friendly products (Chi, 2021). Most customers are willing to pay more for eco-label products and choose eco-friendly packaging (Panopoulos et al., 2022). Eco-labels increase customer buying intentions (Illahi et al., 2024). The following theory is proposed:

H2: Eco-labeling boosts buying intent.

Green digital marketing matters. Polonsky et al., (2010) state that green digital marketing is becoming increasingly important in the economy, which argues that individuals use finite resources to meet boundless demands. Numerous scholars have proposed in a variety of publications the rationale behind the adoption of the green marketing idea by businesses (Braik, 2021). The impact of customers' environmental concerns on Green digital marketing is supported by the findings of an empirical study conducted by (Amoako et al., 2022). This is consistent with earlier studies by (Agarwal & Kumar, 2021) and (Joshi & Rahman, 2015). However, prior research by Qayyum et al., (2023) found that "green skepticism" inhibits consumer awareness and environmental concern, which ultimately hurts customers' willingness to buy green products. In the meantime, (Gurău & Ranchhod, 2005) discovered that customers are inclined to learn about and seek information on green products, are eager to support environmental protection, and recognize their duty to the environment. In contrast to only concentrating on raw methods, Amoako et al., (2022) verified in their study that Green digital marketing techniques are advantageous for businesses. According to earlier research, consumers' positive attitudes toward eco-friendly goods and marketing did not necessarily result in their real purchasing decisions (Hidayat & Sananta, 2024). However, according to other research, there is a favorable correlation between green marketing and consumer behavior (Amoako et al., 2020). According to several earlier studies,

customers are more likely to select a product over another if they think it would benefit the environment (Kirkpatrick, 1990). Thus, the following hypotheses are put out in this study in light of the many explanations and descriptions provided above:

H3: Digital Marketing positively influences consumer purchase intention.

The process of developing and marketing a brand that prioritizes eco-friendly principles, environmental sustainability, and ethical business practices is known as green branding (Chi, 2021). Using eco-friendly materials, cutting carbon emissions, and promoting environmental issues are all part of this, and they should be continuously communicated through the brand's branding, packaging, message, and general image (Doszhanov & Ahmad, 2015). Customers are informed by a green brand that the business is dedicated to ethical responsibility and environmental sustainability. Because green branding fosters trust, improves the brand image, and reflects the beliefs of environmentally concerned customers, it has a positive impact on consumer purchase intention. Customers are more inclined to see a brand's products as superior, secure, and ethically made when they believe them to be truly green (Chen & Chang, 2012a). This increases their propensity to purchase. Additionally, it fosters emotional ties as customers believe their purchase advances a larger cause. Green branding encourages brand loyalty and purchase preference, especially among customers who respect sustainability (Doszhanov & Ahmad, 2015). As a result, strong green branding serves as a major motivator for sustainable consumer behavior in addition to helping a company stand out in the marketplace.

H4: Green branding positively influences consumer purchase intention.

The Mediating Role of Green Brand Trust

One of the most significant determinants of attitude is trust (Brudvig, 2015). Additionally, it has been discovered that customer trust affects attitudes and behaviors related to buying organic products (Chen & Chang, 2012b). Customers' decisions to subscribe to renewable electricity suppliers, for instance, are influenced by their level of trust. Customers are less likely to have a favorable opinion of goods from businesses they don't trust, and they won't buy them (Wang et al., 2021). The perceived value and trustworthiness of sustainable products strengthen consumers' intentions to purchase them (Salehzadeh et al., 2023). According to Watanabe et al., (2020), young people frequently use their product selections as a means of expressing their attitudes and actions

about sustainability. A key component of consumer behavior that relates to how consumers feel about the company's organic products is customer trust (Amallia et al., [2021](#)). Customers are more likely to see their desire to buy a product favorably when they trust its qualities and believe in its organic character, especially when it comes to its environmental friendliness (Tan et al., [2022](#)). Customers will also be eager to purchase these organic products (Amallia et al., [2021](#)). People's intention to buy green food items is weakened by strong contradictory feelings about ecologically friendly products (Wang et al., [2021](#)). As a result, the following theory is put forth:

H5: Green brand trust mediates the relationship between green marketing strategies and purchase intention.

Mediating Role of Green Brand Image

By creating a brand identity and values that complement sustainable environmental practices, the marketing effort seeks to improve a company's reputation (Caniago, [2020](#)). The campaign seeks to get a competitive edge while addressing environmental concerns associated with commodities (Yang et al., [2024](#)). Positive emotions evoked by a green brand image impact consumers' intentions to make green purchases (Wahyoedi et al., [2023](#)). The green brand image has successfully increased consumer awareness (Rejón-Guardia et al., [2020](#)). According to previous studies, the perceptions of certain customers have aided green companies in creating a positive brand image, which significantly influences their propensity to buy environmentally friendly products. Furthermore, a variety of brand-related elements, such as attitude, experience, and loyalty, have an impact on consumers' adoption of green products (Alamsyah et al., [2019](#)). Comparing tire brands, evaluating the standing of green product companies, figuring out how successful a company is in the sustainable product market, looking at a company's dedication to green products, and figuring out how much trust customers have in the company are all part of the measurement (Chen, 2010). People's perceptions of green brands have a big impact on how they feel about eco-friendly items (Nagar, 2015). The idea that presenting drone food delivery systems in an environmentally friendly manner influences people's opinions and inclinations to utilize such services is supported empirically by Hwang and Kim (2019). As a result, the following hypothesis is put forth:

H6: Green brand image mediates the relationship between green marketing and purchase intention.

Moderating the Role of Consumer Skepticism

There has been an increase in skeptical research, which may have to do with stakeholders, customers, and companies. Customers' propensity to doubt, question, and disbelieve is effectively demonstrated by skepticism (Foreh & Grier, [2003](#)). It is associated with concepts such as poor trust, cynicism, skepticism, and mistrust. A cautious shopper who chooses to carefully consider a product's promises before making a purchase is likewise associated with consumer skepticism (Nguyen et al., [2019](#)). It should be mentioned here that customers typically have specific expectations for the services they will receive, and they attempt to evaluate the service after receiving it. Customers prefer to evaluate items based on their look, quality, price, and convenience when they aren't sure whether to purchase them, particularly when traditional and green products differ (Pomeroy & Johnson, [2009](#); Uddin et al., [2023](#)). It is crucial to remember that customers' impressions might vary significantly across offline and online environments (Cicciù & Carmona, [2024](#)). Thus, integration becomes crucial because, if integration is not complemented, a service may be viewed as "low" even when customers have a positive overall opinion of it. Actually, skepticism among customers reduces their perception and has a detrimental impact on their decision to buy items (Nguyen et al., [2019](#)). Pre-disposal and situational skepticism are typically included in consumer skepticism. When a customer assesses any marketing scenario, pre-dispositional skepticism "develops at a very young age, and is ingrained in his psyche." Situational skepticism, however, is "independent of the consumers' psychology" (Syadzwinia & Astuti, [2021](#)). The presence of several channels will thus have a detrimental effect on customers' perceptions. It may be inferred from the above that:

H7: Consumer skepticism negatively moderates the relationship between green marketing and purchase intention.

Moderating Role of Price Perception

Price Perception is also important since a consumer starts evaluating a product's worth, advantages, and other aspects based on its cost (Jacob et al., [2022](#)). Interestingly, greener products are typically more expensive than conventional ones, which makes people less likely to buy them. In reality, "competitor pricing" is the standard that buyers use to form their opinions, coupled with a comparison of values and advantages. Customers often weigh the advantages of

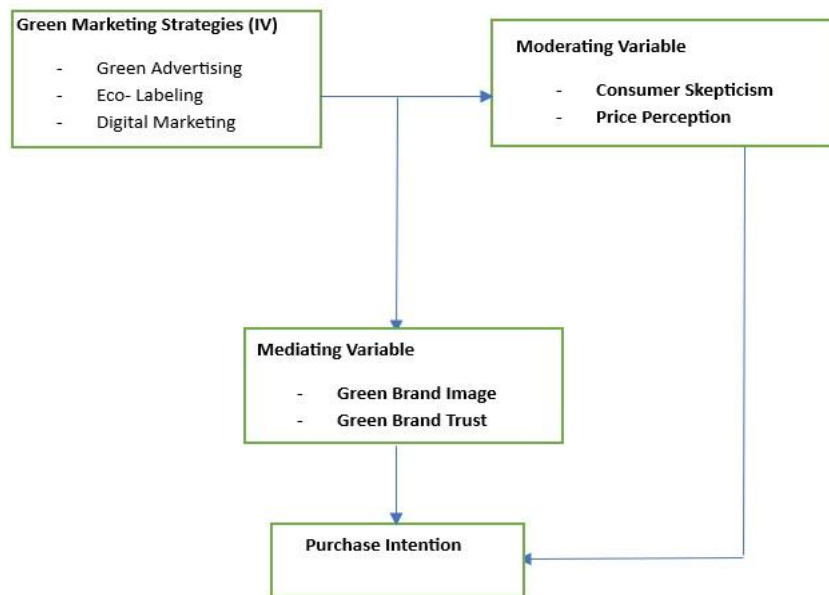
a product against its cost (Grewal et al., 2020). However, the environmental advantages make the consumer attach some value to it, which at first would make him or her decide against buying it. According to a number of earlier research, customers always base their selection on the pricing of a new product (Sun et al., 2022). According to researchers, price sensitivity is a significant predictor of consumers' propensity to purchase green products; in fact, several of them have looked at both the direct and indirect effects of this factor (Lim, 2022).

Nevertheless, little study has been done on price sensitivity as a moderating factor. Lavuri, (2022) study may be one of the few to show that "price sensitivity" does have a beneficial moderating influence between purchase intention and green attitude. These points of view lead to the following hypothesis:

H8: Price perception negatively moderates the relationship between green marketing and purchase intention.

Figure 1

Theoretical Model



Research Methodology

This study used a Quantitative cross-sectional survey design (Boso et al., 2021). The population of this study was the Consumers of FMCG products in Pakistan. A stratified random sample of 400 respondents from urban and rural areas. A structured questionnaire using a 5-point Likert scale to measure constructs such as green trust, price sensitivity, skepticism, and intention. Different Analysis techniques were used for the analysis of data, such as Descriptive statistics (mean, SD), Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM) using AMOS, Multi-group analysis to explore urban vs rural differences, and Moderation and mediation analysis using the bootstrapping method. Measurement Items include Green Advertising, an independent variable (IV) with 4 items on recall, clarity, and influence, adapted from prior studies by (Agarwal & Kumar, 2021), Eco-labeling, an independent variable (IV) with 4 items on trust in labels and awareness (Panopoulos et al., 2022), Digital Marketing an independent

variable (IV) with 4 items online promotions and social media (Desembrianita & Mulyono, 2024), Green Brand Image a Mediating Variable with 4 items on environmental reputation (Y.-S. Chen, 2010), Green Brand Trust a Mediating Variable with 4 items on belief in eco-claims by (Y.-S. Chen, 2010), Consumer Skepticism a Moderator Variable with 4–5 items on doubts about green claims by (Syadzwinia & Astuti, 2021), Price Perception a Moderator Variable with 4 items affordability and premium pricing by (Jacob et al., 2022), and Purchase Intention a dependent Variable with 4 items on the likelihood to buy green products by (Choi & Kim, 2005; Nguyen et al., 2019).

Findings:

Demographic Profile of Respondents

This investigation was carried out in the urban and rural FMCG sectors of Pakistan. In all, 220 respondents in urban and 160 respondents in rural areas who used

FMCG products took part in the study. The demographic features are summarized in Table 1.

Table 1
Demographic Profile of Rural and Urban Respondents

Demographics		Urban		Rural	
		Frequency	Percentage	Frequency	Percentage
Gender	Male	140	63.6	89	55.6
	Female	80	36.4	71	44.4
Age	Under 20	34	15.4	23	14.4
	21–30 years	28	12.7	24	15.0
	31–40 years	58	26.3	25	15.6
	41–50 years	56	25.4	22	13.8
Education Level	Above 50 years	44	20.0	66	41.3
	Matric/ Intermediate	89	40.5	74	46.3
	Bachelor's / Master's	110	50	84	52.5
Income (PKR)	MPhil/PhD	21	9.5	2	1.3
	Below 25,000	37	16.8	31	19.5
	25,000–50,000	85	38.6	36	22.5
	50,001–100,000	59	26.8	39	24.2
	Above 100,000	39	17.7	54	33.8
Total		220	100	160	100

Common Method Bias

When the dependent and independent data come from the same source or technique, frequently at the same time, Common Technique Bias (CMB) distorts study results. Due to measurement errors, variable relationships may be exaggerated or deflated. Self-reported surveys are especially troublesome for CMB because respondents may give socially desired replies or be affected by mood, setting, or question phrasing. Assuring respondent anonymity, changing item forms, or using various data sources, as well as statistical methods like Harman's single-factor test or marker variable analysis, might reduce CMB. It is important to address CMB to guarantee the validity and trustworthiness of research findings, particularly in the social and behavioral sciences.

Bias in behavioral research may result from common method bias (CMB) (Podsakoff et al., 2003). Accordingly, "noise" may undermine the findings of such a study. Due to biased instruments (Chang et al., 2010). This study assessed the structural links between dependent and independent variables using a latent variable technique. In behavioral research, a popular behavioral test known as the Harman one-factor test is employed. We employed Harman's single-factor test to determine if a common technique bias existed (Podsakoff et al., 2003). A single element should ideally not have a variation of more than 50%. 41.4% was the highest percentage of variance that could be accounted for by a single component.

Validity and Reliability

The composite reliability coefficient (CR), Cronbach's alpha, and item reliability for each construct were computed, and reliability, consistency, and validity were assessed for each construct in rural and urban contexts. Variance inflation factors (VIF) were computed for each construct to identify multi-collinearity problems. Table 2 shows important findings for both rural and urban contexts. Hayes,

(2017), the lowest acceptable AVE value is 0.5, Cronbach's alpha is 0.7, and Hair et al. (2012), the minimal CR value is 0.7. Based on the data, VIF is around 3.4. The selected instruments and constructs were extremely reliable, consistent, and valid across both nations. The constructions were not determined to be Multi-collinear.

Table 2

Validity and Reliability of Rural and Urban Contexts

Variables	Urban					Rural				
	α	CR	VIF	Mean	S.D	α	CR	VIF	Mean	S.D
Green Advertising	0.92	0.88	4.4	4.9	1.91	0.91	0.87	4.9	5.5	1.07
Eco-Labeling	0.91	0.78	4.1	5.5	1.07	0.90	0.78	3.6	5.3	1.18
Digital Green Marketing	0.96	0.81	4.2	5.3	1.17	0.83	0.84	4.4	5.2	1.94
Green Branding	0.94	0.99	4.0	5.2	1.94	0.84	0.93	3.5	5.2	1.87
Green Brand Image	0.92	0.89	3.6	5.2	1.86	0.84	0.85	3.2	4.8	1.03
Green Brand Trust	0.88	0.87	3.7	4.7	1.03	0.76	0.84	3.6	5.3	1.95
Consumer Skepticism	0.87	0.83	4.1	5.7	1.22	0.78	0.82	3.8	5.8	1.22
Price Perception	0.83	0.89	4.0	4.8	1.25	0.80	0.85	3.3	5.2	1.81
Consumer Intension Purchase	0.90	0.87	4.2	5.2	1.82	0.81	0.86		5.5	1.07

Correlation and Discriminant Validity Test

To assess the validity of discrimination, the Fornell-Larcker criteria were applied, calculating the square root of AVE values for each concept and comparing

them to the latent correlations variable. The AVE of any build should exceed its maximum linear relationship with any other construct. The results in Table 3 show that the Fornell-Larcker discriminant validity requirements were fulfilled.

Table 3

Correlation and AVE Values of Rural Context

No	Variables	1	2	3	4	5	6	7	8	9
1	Green Advertising	.745								
2	Eco-Labeling	.641**	.787							
3	Digital Green Marketing	.574**	.706**	.678						
4	Green Branding	.550**	.578**	.699**	.797					
5	Green Brand Image	.460**	.437**	.538**	.583**	.789				
6	Green Brand Trust	.052**	.089**	.012**	.125*	.104**	.799			

No	Variables	1	2	3	4	5	6	7	8	9
7	Consumer Skepticism	<i>-.174**</i>	<i>-.258**</i>	<i>-.233**</i>	<i>-.124*</i>	<i>-.223**</i>	<i>-.175**</i>	<i>.778</i>		
8	Price Perception	<i>-.802**</i>	<i>.841**</i>	<i>.873**</i>	<i>.835**</i>	<i>.703**</i>	<i>.084**</i>	<i>.238**</i>	<i>.777</i>	
9	Consumer Purchase Intention	<i>.784**</i>	<i>.752**</i>	<i>.635**</i>	<i>.581**</i>	<i>.698**</i>	<i>.741**</i>	<i>.782**</i>	<i>.898</i>	<i>.712</i>

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, $N = 160$, Ave values in bold and italic form.

Table 4

Correlation and AVE Values of Urban Context

No	Variables	1	2	3	4	5	6	7	8	9
1	Green Advertising	<i>.87</i>								
2	Eco-Labeling	<i>.531**</i>	<i>.85</i>							
3	Digital Green Marketing	<i>.674**</i>	<i>.806**</i>	<i>.78</i>						
4	Green Branding	<i>.650**</i>	<i>.678**</i>	<i>.789**</i>	<i>.86</i>					
5	Green Brand Image	<i>.760**</i>	<i>.537**</i>	<i>.688**</i>	<i>.873**</i>	<i>.89</i>				
6	Green Brand Trust	<i>.552**</i>	<i>.789**</i>	<i>.762**</i>	<i>.655*</i>	<i>.764**</i>	<i>.79</i>			
7	Consumer Skepticism	<i>-.674**</i>	<i>.558**</i>	<i>.563**</i>	<i>.544*</i>	<i>.673**</i>	<i>.785**</i>	<i>.85</i>		
8	Price Perception	<i>-.502**</i>	<i>.741**</i>	<i>.783**</i>	<i>.875**</i>	<i>.873**</i>	<i>.874**</i>	<i>.658**</i>	<i>.87</i>	
9	Consumer Intension Purchase	<i>.884**</i>	<i>.852**</i>	<i>.875**</i>	<i>.891**</i>	<i>.898**</i>	<i>.891**</i>	<i>.542**</i>	<i>.678</i>	<i>.82</i>

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, $N = 220$, Ave values in bold and italic form.

Confirmatory Factor Analysis

To cross-validate the structure of various factors, we run confirmatory factor analysis (CFA) which is also known as a measurement model and is performed on observed variables to determine whether or not they match the theoretical expectations of the researcher. CFA necessitates that the researcher predetermine the number of factors and the connections between observed measures and their underlying latent constructs, in contrast to exploratory factor analysis (EFA), which finds possible underlying structures without predetermined preconceptions. In the social sciences, it is frequently employed to guarantee construct validity, particularly discriminant and

convergent validity, and validate measurement models. CFA uses a number of model fit indices, including Chi-square, TLI, RMSEA, and CFI, to evaluate how well the suggested model fits the data. A well-fitting CFA model offers a strong basis for structural equation modeling (SEM) and enhances the validity and reliability of scales utilized in research.

We use Structural Equation Modeling to assess the latent variables in the two contexts to discover if the model is acceptable and how they connect. This method lets us check if the data structure matches the data. Confirmatory factor analysis of both urban and rural FMCG sectors is shown in the table below.

Table 5*Confirmatory Factor Analysis of Urban Model*

Description	χ^2	Df	χ^2/df	CFI	GFI	AGFI	RMSEA
Urban Model	31.098	12	3.78	0.987	0.965	0.945	0.76

Table 6*Confirmatory Factor Analysis of Rural Model*

Description	χ^2	Df	χ^2/df	CFI	GFI	AGFI	RMSEA
Rural Model	23.078	11	3.58	0.89	0.87	0.89	0.86

Direct, Indirect, and Moderation Effect

The statistical analysis revealed that the outcomes for the two locations differed. We must thus examine the outcomes from both locations from a different perspective. Every hypothesis was supported in the case of urban areas following statistical confirmation. It is alarming how green marketing strategies (green advertising, Eco-labeling, green digital marketing) affect consumer green purchase intention. According to the regression Analysis, Green Advertising has a positive and significant relationship with consumer purchase intention at (B=0.072, p=.014) in an urban context and (B=0.068, p=.012) in a rural context, which means our first hypothesis is accepted. Similarly, Eco-Labeling has a positive and significant relationship with consumer purchase intention at (B=0.177, p=.000) in an urban context and (B=0.043, p=.002) in a rural context, which means our second hypothesis is also accepted.

With an analysis, green digital marketing has a positive and significant relationship with consumer purchase intention at (B=0.013, p=.500) in an urban context and

(B=0.025, p=.021) in a rural context, which means our hypothesis number three is also accepted. Green branding also shows a positive and significant effect on consumer purchase intention (B=0.085, p=.035) in an urban context (B=0.075, p=.024) in a rural context. Concerning the indirect effect, green brand trust shows a positive and significant mediating effect between green marketing strategies and consumer purchase intention at (B=0.105, p=.000) in an urban context and (B=0.097, p=.014) in the rural context. As per the analysis, both direct and indirect effects are positive and significant which shows partial mediation. The Green Brand image also shows a positive and significant mediating effect between green marketing strategies and consumer purchase intention at (B=0.011, p=.048) in an urban context and (B=0.087, p=.037) in the rural context. As per the analysis, both direct and indirect effects are positive and significant which shows partial mediation. The effect of green marketing strategies is acceptable on consumer purchase intention in urban and rural contexts, with mediating effects, which means our hypotheses 5th and hypothesis 6th are acceptable.

Table 7*Direct and Indirect Effects of Both Urban and Rural Models*

Hypotheses	Path	Urban		Rural		Remarks
		Coefficient	p Value	Coefficient	p Value	
H1	GA->CPI	0.072	.014	0.068	.012	Supported
H2	EL->CPI	0.177	.000	.043	.002	Supported
H3	DM->CPI	0.013	.500	0.025	.021	Supported
H4	GB->CPI	0.085	.035	.075	.024	Supported
H5	GMS->GBT->CPI	0.105	.000	0.097	.014	Supported with Partial Mediation
H6	GMS->GBI->CPI	0.011	.048	0.087	.037	Supported with Partial Mediation

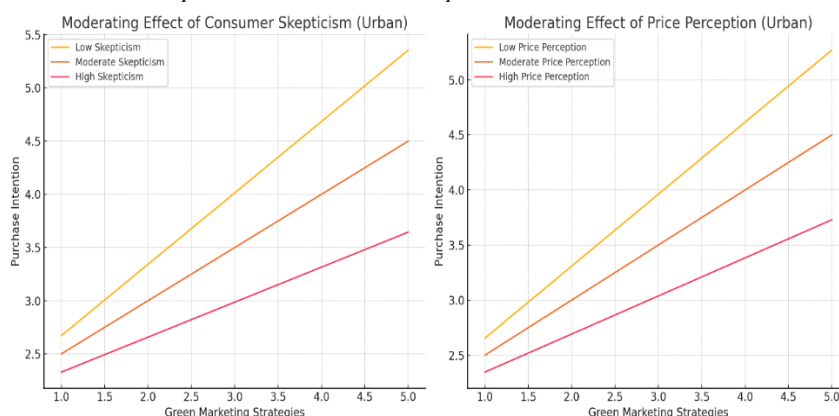
Note: GA=Green Advertising, CPI=Consumer Purchase Intension, EL=Eco-labeling, DM=Digital Marketing, GB=Green Branding, GMS=Green Marketing Strategies, GBT=Green Brand Trust and GBI=Green Brand Image.

According to the moderation study, which is analyzed by (Preacher & Hayes, 2004), consumer skepticism has a major impact on the relationship between green marketing strategies and consumer purchase intentions ($\beta = -.1711, p < 0.05$) in urban areas and ($\beta = -.761, p < 0.001$) in, rural areas. It means alignment between green marketing strategies and consumer purchase intentions is low when employees have a high level of skepticism. Hence, H7 was supported.

The SPSS process approach (Preacher & Hayes, 2004) is also used to examine hypothesis 8, which states that price perception also acts as an inverse component in promoting the purchase intention of green products via various means. Price perception negatively moderates the relationship between green marketing strategies and consumer purchase intentions ($\beta = .1541, p < 0.01$) in urban areas and ($\beta = .1541, p < 0.001$), in rural areas, which means alignment between green marketing strategies and consumer purchase intentions is low when employees think about the high level of price perception. Hence, H8 was also supported.

Figure 2

Moderation Graph for Consumer Skepticism and Price Perception in Urban Areas

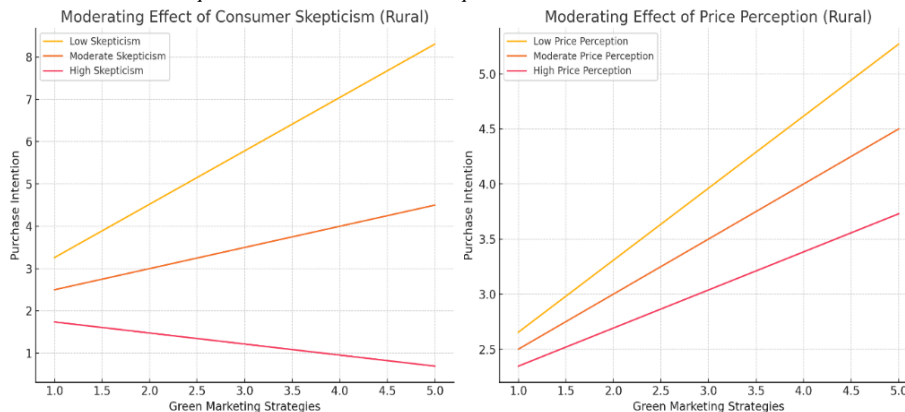


The association between green marketing tactics and purchase intention in metropolitan areas is moderated by customer skepticism, as seen in the left graph. The curve flattens as skepticism rises, suggesting a decreased correlation between purchase intention

and green marketing. The right graph illustrates how pricing perception acts as a moderator. Although the effect is less pronounced than skepticism, a high price impression also lessens the favorable influence of green marketing on purchase intention.

Figure 3

Moderation Graph for Consumer Skepticism and Price Perception in Rural Areas



There is a greater negative moderation and a steeper slope for consumer skepticism in rural regions shown in the left graph. This demonstrates that high levels of skepticism considerably reduce the influence of green marketing on purchase intention in rural areas. The association is adversely moderated by price perception, the same as in urban data in the right graph. Despite green marketing initiatives, people in rural regions are less likely to purchase green products when they believe they are pricey.

Discussion

Because they increase brand trust and correspond with customers' rising environmental concerns, green marketing methods have a substantial impact on consumer purchase intentions. Supporting eco-friendly activities, such as using sustainable packaging, ethical manufacturing practices, and environmentally conscious marketing that emphasizes environmental benefits, helps businesses gain the confidence of their customers and project a positive brand image (Syadzwinia & Astuti, 2021). Additionally, green marketing helps reduce the potential risk connected with green products by providing honesty and dependability through ecological labels and certifications, which in turn boosts consumers' trust to buy (Akkermans et al., 2021). Green marketing is becoming a major factor in influencing customers' intentions to make purchases in both established and emerging economies as they look for ways to help safeguard the environment. Green marketing strategies contain green advertising, eco-labeling, and green digital marketing to create the purchase intention of customers in the FMCG sector.

Our first hypothesis is that Green advertising attitudes affect consumer purchase intentions. Green advertising has a positive impact on attitudes toward green products, according to the findings of this study. This effect is significant since our first hypothesis is accepted. Therefore, Pakistani rural and urban residents' perceptions of FMCG sector green products are positively and significantly impacted by green advertising more in urban areas compared to rural areas due to the lack of technologies and awareness. The more commercials that are shown, the more likely it is that prospective buyers will find them entertaining and that they will learn more about eco-friendly items, which will facilitate their choice to buy (Pratiwi et al., 2018). Potential customers' choices for eco-friendly items and their positive views about green products in Jakarta are more likely to be impacted. The research by Agarwal and Kumar (2021) on green purchasing intentions and the consequence of green advertising on attitudes toward the

environment and green purchase intentions is supported by this study. Marketing views are positively and significantly impacted by ecologically friendly advertising, according to the study (Alamsyah et al., 2020).

In this study, our H2 is that eco-labeling has a positive and significant impact on green consumer purchase intention. This indicates that there is empirical support for hypothesis 2, which holds that eco-labeling influences FMCG consumers' intentions to buy organic products. As a result, customers in both urban and rural areas think that products with eco-labels are ecologically conscientious and support the results of previous research (Illahi et al., 2024; Wojnarowska et al., 2021). This study demonstrates that by providing consumers with verified information about the environmental effect of items, eco-labeling greatly influences their intention to make a purchase (Braik, 2021; Song et al., 2020). By acting as a signal of environmental stewardship, eco-labeling encourages consumers to make choices that align with their sustainability ideals (Putri, 2023; Sun et al., 2022).

The third hypothesis is that the robust and favorable relationship between purchase intention and digital marketing shows how effective digital marketing strategies are in promoting environmentally friendly products. Digital marketing has become a powerful tool for increasing customer awareness and encouraging engagement due to its wide reach and interactive characteristics (Desembrianita & Mulyono, 2024). This outcome is in line with other research showing how important digital marketing is in influencing consumer purchase decisions (Ardito, 2023). This highlights for practitioners how important it is to invest in effective digital marketing strategies that leverage SEO, social media, and content marketing to attract and retain clients. Personalization in particular may enhance the customer experience and raise the likelihood that they will purchase by providing them with timely and relevant information about green products (Hidayat & Sananta, 2024).

According to a fourth hypothesis, green branding and green marketing strategies work effectively together to enhance a business's environmental reputation and influence consumer behavior. Green branding involves developing a brand identity that aligns with environmental principles, while green marketing strategies use digital platforms, eco-labeling, advertising, and sustainable product features to spread these concepts. When combined, these strategies strengthen the brand's green image and authenticity, which increases consumer trust and purchase intent (Chen, 2010). According to (Cicciù & Carmona, 2024) green branding enhances the

credibility of green marketing claims by incorporating sustainability into the core values of the business.

More recently, (Ardito, [2023](#)) discovered that strong green branding increases the brand's attractiveness and credibility by serving as a link between green marketing initiatives and customer loyalty. As a result, green branding gives businesses a competitive edge in marketplaces that prioritize sustainability by enhancing the efficacy of green marketing techniques. Green branding encourages brand loyalty and purchase preference, especially among customers who respect sustainability, according to research (Putri, [2023](#)).

Green brand trust indirectly affects consumer purchase intention. Attitudes toward green products are favorably impacted by green brand trust. This indirect relationship is significant; it means our fifth hypothesis is acceptable. As a result, attitudes in Pakistan toward green products are positively and significantly impacted by green brand trust. The more likely a green product is to satisfy the expectations of potential customers, the more it will influence consumers' preferences for eco-friendly items and their positive views when they see eco-friendlier products in rural and urban areas of Pakistan, but urban areas are more conscious of the brand than rural areas. The research done by (Desembrianita & Mulyono, 2024) is supported by this study. This study examines the variables that influence customers' perceptions of eco-friendliness and concludes that views are positively and significantly impacted by green brand trust. The crucial role that customer trust plays in their decision-making processes was confirmed when it was found to be a strong predictor of purchase intention. Customers must have faith in a brand's dependability, honesty, and skill, particularly when it comes to green products, which are frequently linked to increased perceived risks and expenses (Wahyoedi et al., [2023](#)). This research emphasizes how crucial it is for businesses to establish and preserve customer trust through open and moral business practices. Building trust for practitioners entails several tactics, including making sure that products are of high quality, giving accurate information, and taking part in CSR initiatives. Customers' propensity to buy might be considerably raised by a green brand image (Salehzadeh et al., [2023](#)).

In addition to having a direct impact on customer purchasing decisions, the green brand image also amplifies the impact of environmental concerns and green marketing on purchase intentions. This suggests that companies need to invest in order to develop and

maintain their green brand image (Alamsyah et al., [2020](#)). According to this study, digital marketing is effective in influencing consumers' immediate purchase intentions as well as creating long-lasting relationships with them (Caniago, [2020](#)).

The findings demonstrate that the moderation hypothesis, H7: consumer skepticism damages the customer's purchasing intention, has empirical validity (Syadzwinia & Astuti, 2021). This implies that there is proof that skepticism and purchase intention are related. This finding is in line with studies by Cicciù & Carmona, [2024](#) and Uddin et al., [2023](#) which showed that customers' intentions to purchase environmentally friendly products are not significantly impacted by skepticism about advertising information.

The study's findings supported Hypothesis H8, which postulated that price sensitivity moderates the relationship between purchase intention and subjective standards. The lack of a noticeable moderating effect suggests that price sensitivity has minimal impact on the link between consumers' intentions to purchase green products and subjective criteria (Lavuri, [2022](#)). Since no previous studies have looked at this particular relationship, this discovery defies assumptions and points to a research void.

Theoretical and Practical Implications

The current study has some helpful implications. First, the study discovered that, particularly in Pakistan's urban and rural regions, customer purchase intentions toward green products, green brand image, green brand trust, and green marketing techniques were all significantly influenced by these factors. Additionally, marketers might use eco-labeling, green advertising, and spokespersons, such as well-known public personalities or opinion leaders, to highlight the benefits of green products for the environment and customer welfare. Price sensitivity, according to (Malhotra & Srivastava, [2024](#)), is the extent to which a person is willing to pay more for a certain product in exchange for financial and psychological benefits. According to this perspective, environmental responsibility, a psychosocial characteristic, serves as a sign that customers are psychologically prepared to make individual contributions to the resolution of environmental issues. The comparatively high costs of green items have decreased, which is encouraging for the environment and suggests that Pakistani consumers could put their interests ahead of environmental and social concerns. In actuality, this is demonstrated by the fact that environmental responsibility influences environmental awareness

and the intention to consume in a green manner. Thus, this study offers a significant theoretical implication to our understanding of consumers' environmental and green responsibility and how environmental concerns affect consumers' intentions to engage in green purchases.

This study demonstrates that raising environmental and green brand awareness might improve purchasing intentions. Therefore, companies should raise customers' green brand understanding by boosting green brand image and trust if they wish to increase consumers' propensity to purchase green brands. Eco-labeling, sustainability reports, and green packaging are examples of green communication strategies that businesses should prioritize since they help boost consumer confidence in a brand's environmental commitment. Policymakers can also recommend laws and regulations that try to reduce consumer mistrust about organic food. These measures include inspecting farms that put foods labeled as organic on the market, penalizing companies and producers that use deceptive or false organic labels, and replacing self-declared claims with standardized, appropriate, and trustworthy organic food labeling. This can help preserve the legitimacy of organic labeling, change public perceptions, and raise the perceived worth of green food for customers. FMCG brands should invest in credible green advertising and authentic certifications to build trust. Price-sensitive strategies (e.g., smaller pack sizes) can mitigate price perception concerns. Educational campaigns may reduce consumer skepticism and greenwashing fears.

Limitations and Future Recommendations

There are limitations to the current investigation. Green marketing strategies, green branding, green brand image, and green brand trust of purchase intention were the main topics of the study. It is anticipated that future research will evaluate the relationship between product attributes, customer happiness, and behavioral intentions in light of the growing demand from consumers for environmentally friendly environments. The results may be impacted

by the fact that the participants' data came from a single Pakistani FMCG sector. Since consumer behavior varies by city and new findings might improve the efficacy of confirmatory factor analysis, research from different regions would give a more realistic picture of the problem. The study does not focus on any specific product and excludes the outward look of eco-friendly goods, which might have important ramifications for comprehending eco-aware consumer behavior. In order to get a better understanding of green products, future research might employ longitudinal data to identify variations in consumer behavior. Additionally, cross-sectional statistics have been utilized to assist in understanding customer purchasing behavior. Convenience sampling has been used in large locations in urban and rural areas like supermarkets, colleges, and shopping malls, as is the case with most survey research. To confirm these research findings, other investigations might be carried out in various locations.

Conclusion

This quantitative investigation provides robust empirical evidence of how various green marketing strategies influence purchase intentions within Pakistan's FMCG sector. The proposed framework and model offer valuable insights for both academics and practitioners committed to sustainable marketing. Green advertising ought to be shown for green businesses. The green product raises the level of awareness among potential customers. Environmentally friendly assertions are made to give buyers the impression that a product's performance is connected to environmental sustainability. Customers' preference for green products may be influenced and trusted by the green product. Interest in purchasing eco-friendly items is boosted by green advertising and eco-labeling. It preserves an ecologically friendly philosophy while being good for the environment. Product innovation, green brand image, and brand trust raise consumer confidence and satisfy the demand for eco-friendly goods.

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