

Impact of Green Marketing on Consumer Purchase Intention: The Moderating Role of Environmental Knowledge

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In recent years, environmental sustainability has become a top priority in international politics and a vital driver of innovation. Green product companies are growing rapidly as consumers show more interest in environmentally friendly products. This study analyzes the impact of green marketing on customer purchase intention and how environmental knowledge moderates this relationship. Understanding how customers' environmental understanding influences their response to green marketing can help marketers and companies develop effective sustainability-focused marketing strategies. The influence of environmental information and green marketing on consumer purchase intention is not clear. This study examines how environmental information and green marketing affect customers' purchase intentions. The study used a quantitative research design and collected data from 251 users of green products. The results show that Social Influence, Environmental Concern, Subjective Norms, and Perceived Green Control have a positive and significant effect on green purchase intention (GPI). Additionally, the results indicate that environmental knowledge moderates the relationship between GPI and Green Purchase behavior (GPB). This study provides valuable insights for green marketers and businesses by exploring the link between environmental understanding, green marketing, and customer purchase intention. It examines the complex relationship between green marketing, environmental understanding, and customer behavior to help marketers gain a better understanding of sustainability-focused marketing.

1. Introduction

Consumer awareness of climate change and sustainability has spurred eco-friendly product launches. The practice prompted companies to adopt green marketing to promote their products' environmental benefits (Cherian et al., 2012; Kar et al., 2022). Green marketing uses morality to alter client behavior (Dangelico et al., 2017). Packaging recycling, energy efficiency, and sustainable materials are promoted in green marketing (Machová et al., 2022). By emphasizing product environmental benefits, the goal is to attract environmentally concerned consumers and influence their purchases (Giantari et al., 2021). However, environmental awareness and green concern determine how green marketing affects customer purchase intention (Nekmahmud et al., 2022). As environmental concerns and sustainability awareness have grown, consumer preferences for environmentally friendly products and processes have altered. Companies have turned to "green marketing" to promote their products' environmental benefits (Cherian et al., 2012; Kar et al., 2022). To change customer behavior, green marketing appeals to moral and ethical concepts (Dangelico et al., 2017).

Customers are looking for products and services that reflect their values and environmental consciousness as climate change and sustainability become more important. The rise of "green marketing," driven by customer behavior, Energy efficiency, recycling packaging, and sustainable materials are green marketing topics (Machová et al., 2022). Stressing a product's environmental benefits attracts environmentally conscious consumers and influences their purchases. Giantari et al. (2021) Green marketing promotes eco-friendly goods and services to boost sales. However, environmental awareness and concern can restrict green marketing's impact on client purchase intention (Nekmahmud et al., 2022). Environmentalism, sustainability, and consumer awareness have made green consumption a socially relevant topic (Sharma et al., 2019). GPB research and customer attitudes towards eco-friendly products can inform sustainable marketing strategies for enterprises (Carrete et al., 2012; Thøgersen et al., 2012). Emerging economies analyze behavior to encourage sustainability, green consumption, and conservation. Green consumers may choose green items to reduce pollution and help the environment (Tseng et al., 2021).

Green consumers consider the long-term benefits to people and the environment, while conventional consumers prioritize self-interest. (White et al., 2019). For green development and global sustainability, environmentally concerned buyers may buy recycled or remanufactured goods (Li et al., 2021). Research on emerging market consumers' GPB has focused on environmental awareness, knowledge, concern, PCE, willingness to pay, lifestyle, susceptibility, and "green attitude" (Kautish, 2019, Paul et al., 2016; Jaiswal & Kant, 2018; Khare, 2015; Sharma et al., 2023; Singh & Gupta, 2012). Few studies have examined how environmental awareness and recycling affect developing economy customers' GPB (Rana & Paul, 2017). Environmental protection, responsible conduct, product engagement, business environmental friendliness, and social appeal strongly influence green product sales, according to Kumar and Ghodeswar (2015).

Green purchasing intention links green attitudes with purchases, according to TPB. According to Joshi et al. (2021), the GPI is important for environmental sustainability. Customers' buying habits and attitudes towards green products must change to reduce environmental impact (Rahman et al., 2020). To reduce the harmful impacts of increased chemical product use, comprehend the GPI (Prakash et al., 2017). Customers become more environmentally conscious by buying green to protect themselves from global warming (Yue et al., 2020). Through green consumption, customers can protect themselves from global warming and increase environmental

awareness (Thøgersen & Noblet., 2012). Modern consumers see eco-friendly products as a way to protect the environment (Heo, & Muralidharan 2019). Businesses must use green production methods to promote their ethical and environmentally friendly practices due to client demand (Fernando et al., 2019). Popularity has made green consumption a top trend in academic and policy debate on consumption's environmental impacts (Rahman et al., 2020). Green marketing supports sustainable or ethical goods and services. Multiple factors can affect customer buying intention. Awareness and understanding of environmental issues and solutions can govern green marketing and purchasing intention (Govender et al., 2016).

2. Literature Review

2.1 Theoretical Background

Theory of reasoned action (TRA) (Ajzen and Fishbein, 1980) and theory of planned behavior (TPB) predict and analyze human behavior. Information drives rational judgment and behavior in both models, according to Madden et al. (1992). According to Ajzen and Fishbein (2018), concepts, attitudes, and intentions are used to guide behavior. According to TRA, attitude and subjective norms influence behavior through behavioral intentions (Madden et al., 1992). People choose and commit to actions through volition (Zhuang at el, 2021). Volitional control—purposeful effort—is an important psychological function that can be conscious or habitual (Linser and Goschke, 2007). Ajzen (1991) found that TPB predicts intention and behavior from non-volitional activities through control or regulation.

According to Ajzen (1985, 1991), the Theory of Planned conduct (TPB) states that purpose initiates conduct. TPB studies attitude, subjective norm, and perceived behavioral control. Ajzen (1991, 2002) defines attitude as an individual's favorable or negative evaluation of a behavior, subjective norm as perceived social pressure or approval, and PBC as performance and control ease. The classical behavior model occasionally uses the Theory of Planned Behavior (TPB), but the TRA introduces Perceived Behavioral Control. Ajzen and Madden (1986) analyze several aspects of behavior and intention, specifically in green marketing, using comprehensive and systematic models of the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA).

2.2 Social Influence and Green Purchase Intention

According to the social identity theory (Fontes et al., 2021) a person's self-concept is generated from his or her decision to belong to a certain social group. It implies that both personal and societal characteristics have a role in how people describe themselves (Wang, 2014). The individual tries to adopt the norms and values of his significant group as their own. Having a social attachment is necessary for a variety of reasons, including the need for self-actualization, social and self-valorization, and the need to leave a positive impression on one's reference group (Fontes et al., 2021; Saleem et al., 2021). Social influence refers to how individuals adapt their beliefs, feelings, and behaviors to their society or environment (Gifford & Nilsson, 2014). Chen-Yu & Seock (2002) suggest that individuals may adapt their views and activities to fit in with other groups or society. According to Ryan (2001), homophily is a social dynamic where individuals demonstrate similar behaviors to associate with others.

Social proof is a significant aspect in behavior studies, since consumers seek it before adopting new products (Thøgersen & Zhou, 2012).

There are various perspectives on societal influence in literature. Recent research in industrialized nations with individualistic cultures suggests that social influence greatly impacts GPB (Costa et al., 2014; Salazar et al., 2013). Studies in collectivist societies (Gasawneh & Al-Adamat, 2020; Chan & Lau, 2001) revealed similar outcomes, as conformity is more important in these economies. The investigations were conducted on well-established products or services. The acquisition of these products or services has become a norm in society.

In contrast, buyers in China, a collectivist country, were not influenced by social norms during the introduction stage of a phenomenon (Thøgersen & Zhou, 2012). This may be due to consumers' individualistic behavior in collectivist societies without established rules. In a seminal article by Yamagishi et al. (2008) social norms were first reported to impact collective cultures. However, little study has examined the impact of social norms in collectivist societies, when the product is in its early stages of development. We believe that organic apparel, still in its infancy in India (Varshneya et al., 2013) will have similar consumer behavior with minimal social influence.

H1: Social influence has a positive impact on GPI

2.3 Environmental Concern and Green Purchase Intention

Environmental concern is a person's awareness, care, and duty for the environment, whereas green buying intention is their willingness and intention to buy eco-friendly or sustainable products. This relationship is essential to global climate change, pollution, and resource depletion initiatives (Cruz et al., 2020; Hou, 2020). Environmental concern is based on consumers' opinion of its importance to the nation (Hartmann et al., 2012). Awareness, attitudes, and emotional responses to environmental issues like pollution, climate change, resource depletion, and habitat destruction are called environmental concern. This concern might range from a general comprehension to a deep emotional commitment to environmental preservation (Schaffrin et al., 2011). A person's willingness and intention to buy environmentally friendly goods and services is called "green purchase intention". Compared to traditional alternatives, these products are often created, manufactured, and packaged with less environmental effect (Moslehpour et al., 2023; Iqbal, 2023).

H2: Environmental concern has a positive impact on GPI

2.4 Subjective Norms and Green Purchase Intention

Subjective norms explain how social expectations affect behavior (Rausch & Kopplin, 2021). Due to their perceived environmental friendliness, customers will support or oppose green products under social pressure (Ruangkanjanases et al., 2020). Subjective norms are a crucial variable in sustainability research that explores how people make decisions and how their social environment influences them. Environmentally harmful activities can be avoided in social settings or replaced with alternatives that are more advantageous to the environment since they indirectly hurt other people (Rausch, & Kopplin, 2021).

Previous research has looked at how subjective norms affect our desire to purchase intention (Park, & Lin, 2020). According to Jung et al. (2021) the propensity to buy recycled items was positively impacted by subjective norms. However, Kumar et al. (2017) discovered that customers' intentions to buy eco-friendly items and their purchasing habits in collectivist cultures were not significantly impacted by subjective norms. According to Rausch and Kopplin (2021) a negligible impact of subjective norms on GPI. The variables interfering with the association between

subjective norms and intention to make green purchases have not yet been thoroughly studied.

H3: Subjective Norms has a positive impact on GPI

2.5 Green Perceived Control and Green Purchase Intention

Green Purchase Intention is a consumer's desire to buy eco-friendly or sustainable products, whereas Green Perceived Control is their belief that their purchases affect the environment. This relationship increases eco-conscious customer behavior. Green Perceived Control empowers and accounts. When they think their behaviors improve the environment, consumers feel more in control of their ecological imprint. Feeling in control may influence their greener shopping choices. Complete product environmental impact information is required. A product's eco-friendliness gives consumers more control. This awareness helps consumers buy with their environmental values, increasing GPI (Sreen et al., 2018).

The perception of green products' environmental benefits is directly tied to Green. Consumers who believe their purchases help the environment are more likely to buy eco-friendly products. Business shapes Green Perceived Control. Green Perceived Control and GPI can increase with marketing that emphasizes consumers' environmental impact (Joshi et al., 2021). Behavior can be affected by Green Perceived Control. Feeling in control of consumption and environmental impact encourages eco-friendly product purchases. Restrictions like limited green product availability, high prices, or difficult access can lower Green Perceived Control and GPI. When these limits seem insurmountable, shoppers may ignore green products. Social factors matter. Customers' Green Perceived Control and GPI can increase if they think their peers or social networks favor eco-friendly products and choices. Social norms and influences strengthen collective responsibility. Green Perceived Control increases with sustainable firms. Seeing companies being environmentally responsible boosts GPI by showing that their purchases matter (Nekmahmud & Fekete-Farkas, 2020).

H4: Green perceived control has a positive impact on GPI

2.6 Green Purchase Intention and Green Purchase Behavior

In general, intention refers to an individual's willingness or preparedness to engage in the behavior under discussion (Han & Kim, 2010; Ajzen, 1985). As a result, green buying intention may be defined as customers' propensity to purchase eco-friendly items or advocate for green replacements (Paul et al., 2016; Chan, 2000). Burhanudin and Ferguson (2018) there are two motivations for the green buying intention: avoiding potential loss and being happy to be a part of environmental improvement.

Ajzen (2002) Intention was seen as the best predictor of behavior and the precursor of it. Furthermore, green behavior is described as pro-environmental behavior, which indicates a set of actions that reduces environmental damage by reducing energy consumption, saving water, reducing waste, and avoiding things that are thought to be damaging to the climate (Foster et al., 2022 ; Latif et al., 2022). Thus, green purchasing behaviour refers to the buying of environmentally friendly items. Punyatoya (2015) found that positive intentions towards green products increase the likelihood of a green purchase, while negative intentions decrease it. Research has shown that green purchasing intention and behavior are strongly linked. (Sharma et al., 2020; Thøgersen, 2017; Rahmi, 2017). Other researchers suggest that green buying intention does not cause GPB (Chan, 2001; Crane, 2000; Wong et al., 1996). "Green purchasing behavior" is buying products that benefit

the environment and are environmentally friendly (Yue et al., 2020). Young clients are motivated to buy green products (Yadav & Pathak, 2017) and may buy organic food due to environmental and health concerns. The study suggested that governments should increase environmental literacy and word-of-mouth marketing to promote green shopping habits in addition to their benefits to individuals and society (Nekmahmud & Fekete-Farkas, 2020).

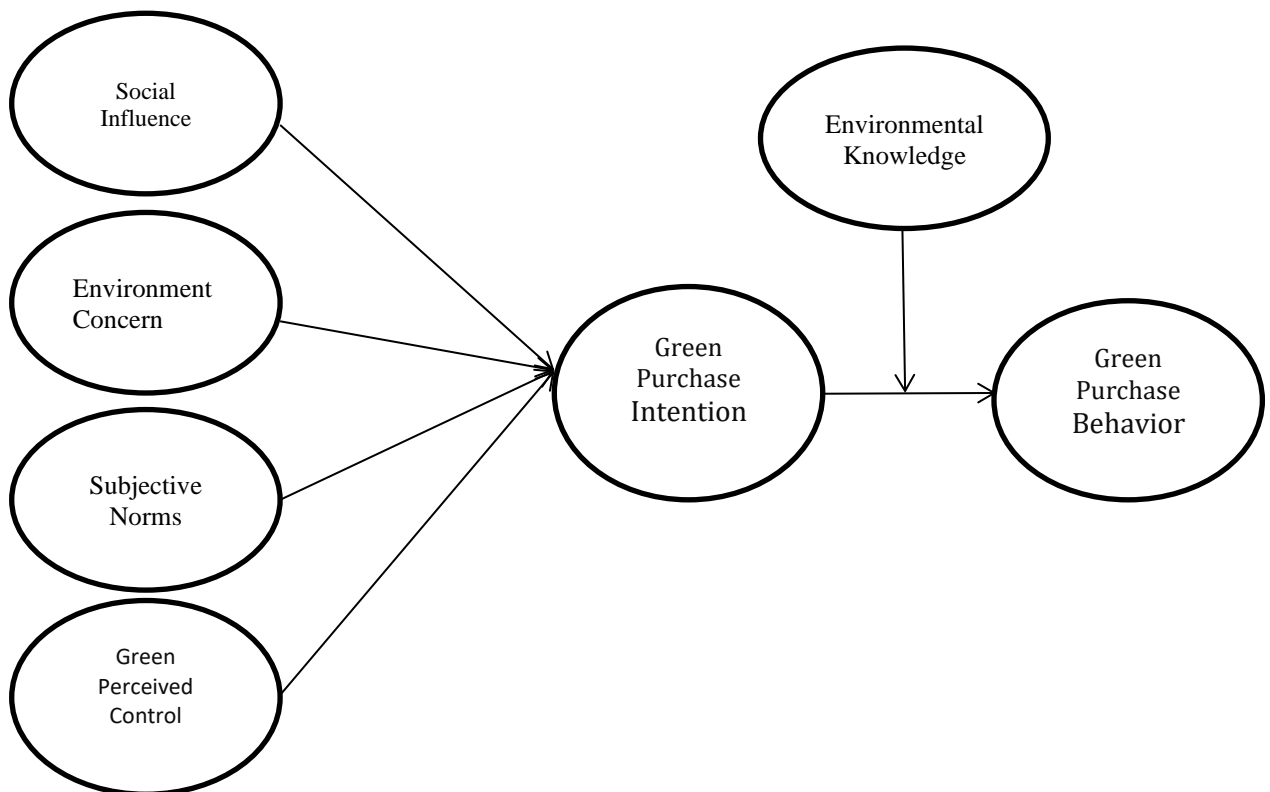
H5: GPI has positive impact on green purchase behavior.

2.7 Environmental Knowledge as a moderator

Consumers define environmental knowledge as the ability to recognize and analyze environmental issues related to human consumption and behavior (Haron et al., 2005). Environmentally aware consumers can better evaluate green marketing claims, distinguish between genuine environmental commitments and greenwashing, and make more informed purchasing decisions. However, less environmentally conscious clients may be more responsive to green marketing campaigns without adequately assessing the advertising's environmental claims (Kumar et al., 2017). Consumer green marketing behavior depends on environmental awareness. Environmental knowledge encompasses understanding sustainability, ecology, and choice impacts. Customers may evaluate green marketing promises and make informed decisions with this knowledge. Environmental awareness moderates green marketing-consumer purchase intention (Hamzah et al., 2021).

H6: Environmental knowledge positively moderates relationship between GPI and GPB

Figure No 1: The Conceptual Framework



3. Methodology

3.1 Data Collection and Sampling

This study used a structured survey instrument to collect data on Social Influence, Environmental Concern, Subjective Norms, Perceived Green Control, Green Purchase Intention (GPI), GPB, and Green Concern, the moderating variable. The survey was given to 251 varied individuals using purposive sampling to ensure demographic representation. A Likert scale was used to rate statements about Social Influence, Environmental Concern, Subjective Norms, and Perceived Green Control. These parameters were examined for their favorable effects on GPI and GPB. Green Concern was also examined as a moderator of Green Purchase Intention and Behavior. To improve clarity and comprehensibility, the survey was pilot tested. The obtained data would be analyzed using regression models to determine relationships and moderation effects in environmentally conscious customer behavior.

4. Results and Discussion

Table No 1: Respondent Profile

	Individual Characteristics	Frequency	Percentage
Gender	Male	132	52.60%
	Female	119	47.40%
	Total	251	100%
Age	18-25 year	76	30.30%
	26-33 year	53	21.10%
	34-41 year	50	19.90%
	42-49 year	25	10%
	50-57 year	25	10%
	Above 57 years	21	8.40%
	Total	251	100%
Income	25,000-50,000	68	27.10%
	50,001-75000	57	22.70%
	75,001-100,000	62	24.70%
	100,001-125000	39	15.50%
	Above 125,000	24	9.60%
	Total	251	100%
Education	Matric/O-level	29	11.60%
	Intermediate/A-level	65	25.90%
	Graduate	82	32.70%
	Master	58	23.10%
	Other	16	6.40%
	Total	251	100%
Occupation	Students	84	33.50%
	Public Sector Employee	48	19.10%
	Private Sector Employee	60	23.90%
	Other	59	23.50%
	Total	251	100%

The study's respondent profile, including gender, age, income, education, and occupation, is shown in Table 1. With 52.60% male and 47.40% female respondents, both opinions are represented. The sample is diversified, with a high concentration in the 18-25 age group (30.30%) and a progressive reduction over older brackets, reflecting a breadth of life stages. A large percentage (27.10%) lie in the 25,000-50,000 income range, while some have higher income. In addition to graduates (32.70%), many people have intermediate or A-level education (25.90%). A large student population (33.50%), public sector employees (19.10%), private sector employees (23.90%), and other unidentified jobs (23.50%). This diversified respondent profile allows for study-wide examination of demographic differences in responses and behaviors.

Table 2 shows the study's measurement model's factor loadings, internal consistency (Cronbach's alpha), composite reliability (CR), and average variance extracted (AVE) for each

Table No 2: Measurement model

Construct	Items	loading	Cronbach's alpha	CR	AVE
Social influence	SIQ 1	0.904	0.853	0.911	0.774
	SIQ 2	0.887			
	SIQ 3	0.847			
Environmental Concern	ECQ 1	0.857	0.876	0.915	0.729
	ECQ 2	0.838			
	ECQ 3	0.861			
	ECQ 4	0.858			
Subjective Norms	SNQ 1	0.845	0.863	0.907	0.709
	SNQ 2	0.861			
	SNQ 3	0.848			
	SNQ 4	0.814			
Green Perceived Control	GPCQ 1	0.836	0.871	0.912	0.721
	GPCQ 2	0.839			
	GPCQ 3	0.87			
	GPCQ 4	0.85			
Environmental Knowledge	EKQ 1	0.82	0.871	0.912	0.721
	EKQ 2	0.846			
	EKQ 3	0.864			
	EKQ 4	0.866			
Green Purchase Behavior	GPBQ 1	0.81	0.849	0.898	0.688
	GPBQ 2	0.817			
	GPBQ 3	0.846			
	GPBQ 4	0.845			
Green Purchase Intention	GPIQ 1	0.803	0.859	0.905	0.704
	GPIQ 2	0.868			
	GPIQ 3	0.869			
	GPIQ 4	0.812			

construct. Benchmark values of 0.7 or above (Henseler et al., 2015) align with the lowest threshold (Hair et al., 2017). The construct of Social Influence is resilient, with high factor loadings (SIQ 1: 0.904, SIQ 2: 0.887, SIQ 3: 0.847), showing significant item-latent construct connections. The Social Influence measure's reliability and convergent validity are shown by its strong Cronbach's alpha (0.853), CR (0.911), and AVE (0.774). Environmental Concern also has good psychometric qualities, with high factor loadings (ECQ 1: 0.857, ECQ 2: 0.838, ECQ 3: 0.861, ECQ 4: 0.858) and internal consistency (Cronbach's alpha: 0.876), CR (0.915), and AVE (0.729). Subjective Norms, Green Perceived Control, Environmental Knowledge, Green Purchase Behavior, and Green Purchase Intention have high factor loadings and good reliability and validity. Green Purchase Intention has high Cronbach's alpha (0.859), CR (0.905), and AVE (0.704) and a good correlation between items (GPIQ 1: 0.803, GPIQ 2: 0.868, GPIQ 3: 0.869, GPIQ 4: 0.812).

4.1 Validity and Reliability Analysis

Table 3. Discriminant validity

Variable	ECQ	EKQ	GPBQ	GPCQ	GPIQ	SIQ	SNQ
ECQ	0.854						
EKQ	0.834	0.849					
GPBQ	0.828	0.871	0.83				
GPCQ	0.855	0.863	0.844	0.849			
GPIQ	0.829	0.828	0.85	0.831	0.839		
SIQ	0.795	0.804	0.821	0.795	0.819	0.88	
SNQ	0.804	0.828	0.817	0.816	0.826	0.822	0.842

Table 3 shows discriminant validity of the study variables using the square root of the average variance extracted (AVE) on the diagonal and construct correlations below the diagonal. To distinguish model constructs, discriminant validity is essential. This table shows construct correlations below the diagonal and the square root of the AVE for each construct on the diagonal. The square root of the AVE for each construct (diagonal elements) is greater than its correlation coefficients with other constructs. This supports discriminant validity since each variable has more variance in common with its own indicators than with other variables' indicators. Therefore, Environmental Concern (ECQ) has discriminant validity because its correlation with the other constructs is smaller than its square root of the AVE. This pattern applies for all model variables, supporting the idea that the study's measures represent different parts of the components. These findings support the measurement model's discriminant validity, ensuring that the analysis's latent constructs can be distinguished.

Table 4. Hypotheses assessment summary

Variable	Original sample	Sample mean	S.D	T statistics	P values
ECQ -> GPIQ	0.244	0.245	0.064	3.819	0.008
Moderator EKQ -> GPBQ	0.532	0.535	0.085	6.248	0.005
GPCQ -> GPIQ	0.238	0.248	0.087	2.721	0.007
GPIQ -> GPBQ	0.408	0.406	0.081	5.04	0.000
SIQ -> GPIQ	0.239	0.235	0.074	3.253	0.001
SNQ -> GPIQ	0.239	0.232	0.081	2.963	0.003
EKQ x GPIQ -> GPBQ	0.002	0.001	0.02	2.103	0.018

4.2 Hypotheses testing

Table 4 summarizes the study's hypothesis assessment, revealing important correlations between variables. The "Original sample" column shows each hypothesis's estimated coefficients, while the "Sample mean" and "S.D" columns show the sample's mean and standard deviation. The "T statistics" and "P values" columns show the calculated t-values and significance levels, respectively. Study results show substantial relationships. Environmental concern affects green buying intentions, as shown by a calculated t-value of 3.819 and a p-value of 0.008 for the hypothesis relating ECQ to GPIQ. The interaction effect of Environmental Knowledge (EKQ) and Green Purchase Intention (GPIQ) on Green Purchase Behavior (GPBQ) is significant (t-value 2.103, p-value 0.018). The relationships between Green Perceived Control (GPCQ) and Green Purchase Intention (GPIQ), GPIQ and Green Purchase Behavior (GPBQ), Social Influence (SIQ) and GPIQ, and Subjective Norms (SNQ) and GPIQ are all statistically significant, indicating that these factors affect the dependent variables. In conclusion, the hypothesis assessment matches theoretical expectations, supporting the study's correlations. These findings help explain green consumer behavior and emphasize the role of environmental concern, knowledge, perceived control, social influence, and subjective standards in determining sustainable purchase intentions and actions.

4.3 Discussion

Comparing the current study's results to past studies yields a detailed view of the variables' changing environment. The current study supports a growing body of literature that shows Social Influence, Environmental Concern, Subjective Norms, and Perceived Green Control positively affect Green Purchase Intention. These elements' stability across studies shows their strength in affecting people's environmental responsibility. The significant link between GPI and Green Purchase Behavior (GPB) in this study supports previous research showing strong intentions to buy green typically lead to pro-environmental behavior. This consistency across research improves the generalizability of the GPI-GPB link, suggesting a persistent pattern in sustainable consumer decision-making. It's important to consider environmental and demographic factors that may affect observed trends. Comparing these links to prior studies may indicate differences in strength and nature among groups or cultures. Advances in research methodologies and changing consumer attitudes toward sustainability may also affect findings.

The current study supports the positive effect of social, environmental, and psychological factors on green intentions and behaviors, but more research is needed to understand the complex

dynamics influencing sustainable consumer choices.

5. Conclusion and Policy Implication

The impact of green marketing on customer purchase intention has been studied by researchers and marketers. The evidence implies that green marketing can increase customer purchase intention, but environmental awareness and concern can mitigate this effect. The present study examined how environmental awareness moderates green marketing and consumer purchase intention. The data show that environmental knowledge moderates green marketing and consumer purchase intention. The study discovered that green marketing strategies including knowledge, attitude, environmental awareness, and trust positively impact purchase intention. The study also indicated that brand image and trust mediate green marketing and purchase intention. These findings are important for marketers and legislators.

Marketers should design viable green marketing strategies that increase consumer purchasing intention. This can involve promoting product eco-friendliness, environmental benefits, and eco-friendly materials. Green marketers should also establish brand image and trust to increase customer purchase intention. This can include creating a strong brand identity, advocating environmental responsibility, and promoting eco-friendly product materials. Policymakers should promote consumer environmental knowledge to boost green marketing's impact on purchase intention. This includes informing consumers about products' environmental benefits, promoting eco-friendly materials, and encouraging ecologically responsible choices. The study emphasizes the importance of environmental awareness in modulating green marketing and customer purchase intention. Green marketing techniques should take into account target audience environmental understanding. Finally, this study examines how environmental awareness moderates the effect of green marketing on customer purchase intention. The study highlights green marketing strategies that boost consumer purchase intention and the impact of brand image and trust. The study also emphasizes the significance of environmental education to boost green marketing's impact on consumer purchase intention. The findings of this study can assist marketers and policymakers create green marketing strategies to encourage ecologically responsible customer behavior.

5.1 Implication of Research

This study is intended to assist marketers in determining attitudinal elements that will surely facilitate customers' purchase intentions. The study's findings might help green hotel marketers make more educated judgments. The PLS findings have some practical relevance in this investigation. The study can that the behavioural model can be used to environmental knowledge, which had previously been disregarded in studies analyzing green purchasing behaviour. In addition, the integrated behavior model theory establishes the effects of social influence, environmental concern subjective norms, and green perceived control more precisely than the planned behavior model theory. In this study, these factors are given more weight than in previous studies. The study identifies the factors that significantly influence green purchasing intentions. Green marketers should always keep these issues in mind when doing business.

5.3 Future Research and limitation

There were time limits because the research had to be finished in less than a year. The current study focuses solely on the internet shopping segment of the business; no other industries were included. This study was solely quantitative; therefore, it was confined to that another

disadvantage of the study is that the longitudinal research design was not used due to a lack of time and money. Alternatively, further research might be conducted in different countries where green products are of interest. Because the assessment items utilized in this study were adapted from previous literature. The study is based on a Pakistan consumer sample. Future research should evaluate the applicability of our model to various cultures and determine if brand hatred is culturally dependent. Furthermore, future researchers should investigate, such as the development of new assessment techniques that reflect contemporary customer perceptions and behaviors.

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