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### Impact of Green Product Features, Green Pricing Strategy, and Corporate Environmental Responsibility on Green Purchase Intention: The Mediating Role of Consumer Attitude

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<p><b>Kanwal Hussain</b> College of Business Management, Institute of Business Management, Karachi, Pakistan Email: <a href="mailto:kanwal.hussain@jobm.edu.pk">kanwal.hussain@jobm.edu.pk</a></p> <p><b>Altaf Hussain*</b> Department of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazirabad. Email: <a href="mailto:altafhussain@sbbusba.edu.pk">altafhussain@sbbusba.edu.pk</a></p> <p><b>Muhibullah Nahrio</b> Department of Business Administration, Shaheed Benazir Bhutto University, Sanghar Email: <a href="mailto:muhibullah.nahrio@sbbusba.edu.pk">muhibullah.nahrio@sbbusba.edu.pk</a></p> <p><b>Hassan Arif Siddiqui</b> Department of Business Administration, Shaheed Benazir Bhutto University of Veterinary and Animal Sciences, Sakrand Email: <a href="mailto:hassanarifsiddique@gmail.com">hassanarifsiddique@gmail.com</a></p>	<p><b>Abstract</b></p> <p>The main objective of conducting this research is to find out the relationship between Green Marketing Tools (Green Product Features; Green Pricing; Green Advertising; Corporate Environmental Responsibility) and Green Purchase Intention, a conceptual framework underpinned on the Theory of Planned Behavior. The study also investigates the role Consumer Attitudes towards Green Products play as a possible mediator between the relationship of afore-mentioned Green Marketing Tools and Green Purchase Intention of the consumers. In order to carry out the research, a survey questionnaire was prepared measuring six constructs through corresponding six measurement items. The questions were close-ended and were circulated in different online groups, in addition to the seeking of in-person responses. A total of 215 responses were received, which were then examined in SPSS and PLS-SEM software, with a variety of tests performed on the results such as descriptive analysis, reliability, consistency, validity, formel-lacker and path analysis etc. The results showed that all the variables of Green Marketing Tools have a significant and positive relationship with Green Purchase Intention. Moreover, the results also revealed that Consumer Attitude serves as a significant mediator of the relationship between all the variables of Green Marketing Tools and Green Purchase Intention. Findings of the study imply that companies should pay close intention to Green Marketing Tools such as Green Product Features, Green Pricing, Green Advertising and Corporate Environmental Responsibility because these practical aspects/features of the products are weighed-upon heavily by the potential consumers, who analyze these details carefully and form an attitude on green products based on these green marketing tools. The favorable attitude formation then ultimately translates into purchase intention of buying green products.</p>
<p><b>Keywords:</b></p>	<p>Green Product Features, Green Marketing Tools, Theory of Planned Behavior, Consumer Attitude, Green Purchase Intention.</p>



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### Introduction

Nowadays, global warming, climate change, and pollution have increased the stress on everyday life. People are more concerned about increased temperatures, plastic usage, and the extreme rise in global warming (Joshi et al., 2021). Because of these reasons, now many consumers are considering the conventional products' impact on the environment. People are becoming more concerned about the products they are using in their daily lives which can be a reason for increased global warming (Amallia et al., 2021). As this awareness is increasing in people's minds, companies have begun to get themselves to environmentally friendly practices. Companies are becoming better at knowing the green marketing tools, things like eco-friendly labels, reduction of carbon input, recycling, and sustainable-focused campaigns, etc. Past work on this area has pointed out these tools, which help us see how consumers perceive a company's credibility and intentions towards eco-friendly products (Nguyen-Viet, 2022).

Past papers have suggested that consumer attitudes towards green, eco-friendly products are determined by a mixture of emotional and logical factors (Wali & Malik, 2025). But they lack Pakistani consumers' insights. People usually feel good about prioritizing eco-friendly products, but still, at times, people are also considering practical concerns that include price, performance, and convenience. Consumers see the brand as trustworthy when the company relies on environmentally friendly products (Faculty of Commerce and Business Administration, Future University in Egypt, Egypt et al., 2022). When companies are working for the betterment of the environment, consumers expect transparency and an easy-to-understand process so that a company can show honesty and transparency. But sometimes it goes the other way around as well. Companies' claims often felt vague and unclear to consumers, or the company often over exaggerates their green production practices, which can backfire on consumers' choices, as consumers react with skepticism, especially when the consumer's awareness is growing (Hoang Yen & Hoang, 2023).

These different reactions of the consumers indicate that not all green marketing practices work equally, and their success depends on how your message is relevant to your consumers. This mixture of choices of consumers has become more noticeable in developing markets, where the green practices are increasing, but purchase intentions are still strongly shaped by product value and the consumers' affordability (Zaremohzzabieh et al., 2021). In today's world, companies are confused between whether green marketing is influencing consumer's behavior or it's just a trend that people are following. Because of this prominent gap, there is a need to analyze which factors really impact consumer's decisions while buying the green product.

In past researched consumer attitude and green marketing mix have already been covered, but they lack the main part i.e., the study isn't entirely Pakistan related. Consumers are not entirely from Pakistan as the culture and tradition of Pakistan is differ from other countries. There is a prominent gap as a consequence. The paper focuses on the questions about how green marketing tools (green product feature, green pricing, green advertising and corporate sustainable responsibilities) can influence consumers attitude which leads to purchasing intention. Our research aims to reflect the relationships between these variables. The given framework below focuses on identifying the main consumer issue of the attitude-behavior gap by looking at green marketing mix features.

### 2. Literature Review

Green marketing has emerged as a critical method for firms focusing on enhancing sustainable production to gain consumer trust (Amallia et al., 2021). Green marketing mix tools, i.e., green product features, green advertising, green pricing, and environmental corporate responsibility, can positively influence consumers' buying behavior. Environmentally friendly products increase the trust and brand selections, while credible and trustworthy advertising improves the consumer engagement and awareness (Augtiah et al., 2022). On the other hand, pricing becomes a substantial barrier, as many environmentally friendly products are often expensive, and the research has rarely examined how price sensitivity is interlinked with consumers' attitudes in purchasing behaviour (Wang et al., 2022).

#### 2.1. Definition and Dimensions

##### 2.1.1. Green Product Feature (GPF)

Green product features are directed to the products that are made and designed to decrease the negative environmental impact (Joshi et al., 2021), in addition to the continuous customer value. These features primarily focus on eco-friendly raw materials to reduce resource consumption and extend the product life cycle. Past research suggested that consumers buy green products based on both eco-performance and functional effectiveness (Joshi et al., 2021). Consumers expect to receive an eco-friendly product that can help save the environment, while also delivering the same requirements and maintaining the quality of conventional products.

##### 2.1.2. Green Advertising (GA)

Green advertising directed towards a brand uses one of the Ps of marketing, i.e., Promotion, to create, communicate, and deliver to the customer at the right time, at the right place. Consumers expect the company to deliver on what it is claiming while promoting (Amallia et al., 2021). These advertisements focus on designing the consumer's

perceptions by giving them the signals to care for the environment and design their mind to care about the environment, and they should be responsible for the ethical intent (Amallia et al., 2021). The effectiveness of green marketing mainly depends on how the consumer processes and interprets the message. Past papers show that consumers evaluate green advertisements mainly based on clarity, transparency, and emotional touch (Amallia et al., 2021). When the messages delivered are clear and verified, these green advertisements increase consumer positivity.

### **2.1.3. Green Pricing (GP)**

Green pricing reflects the pricing strategies that are applied to eco-friendly products, depicting both environmental cost and perceived customer value. Eco-friendly products are often launched in the market with premium pricing due to higher production costs and to maintain sustainable sourcing, including ethical practices (Bharti et al., 2025). Consumers assess green pricing in comparison with the price of the environmental value that they received through that green product. Green pricing is mainly perceived in the mind of consumers as a fair price adding value to the environment, and they are often agreed to pay extra or a premium for the sake of the environment as awareness is spreading (Bharti et al., 2025). When consumers considered and justified the green pricing then their attitude towards green products also became positive, which led to the buying of green products (Bharti et al., 2025).

### **2.1.4. Corporate Environmental Responsibility (CR)**

Corporate environmental responsibility (CR) reflects the aim of a company's long-term goals and adds to its vision to go green in the long term. Companies are now focusing on minimizing environmental harm through their actions and using more sustainable, eco-friendly raw materials for production (Jabeen et al., 2023). By following sustainable practices to perform their operations, they are positively helping the environment by reducing pollution, using sustainable raw materials, and keeping in mind environmental ethics. Consumers are relying on corporate environmental responsibility as they are now trusting the brand with what it claims towards the positive environmental intentions (Jabeen et al., 2023).

### **2.1.5. Consumer Attitudes towards Green Products (GA)**

Consumer attitude towards green products expresses the consumer's overall assessment of eco-friendly products, which are formed through emotions, beliefs, and behavioral disposition. Picturing the Theory of Planned Behavior reflects the key psychological determinant that influences purchasing behavior in a positive way (Liao et al., 2020). Green product usage creates a positive attitude of the consumer towards the environment by thinking of environmental benefits and emotional satisfaction (Liao et al., 2020). These cognitive and affective components refine the predisposition towards the green product buying intention (Liao et al., 2020).

### **2.1.6. Green Purchase Intention (GI)**

Green purchase intention reflects a consumer's calculated willingness and planned effort toward the intention to buy eco-friendly products (Majeed et al., 2022). It shows the motivation of the consumer as they are showing a positive attitude towards the green product, and as consumers are strongly influenced by consumer attitudes. In green marketing, purchasing intentions are often influenced by consumers' likelihood of choosing eco-friendly products over conventional alternatives, as these can harm the environment. Consumers prefer green products over conventional ones and are more likely to spread positive word of mouth. More green purchase depicts a higher profitability as an overall effectiveness (Majeed et al., 2022).

## **2.2. Theoretical Exposition**

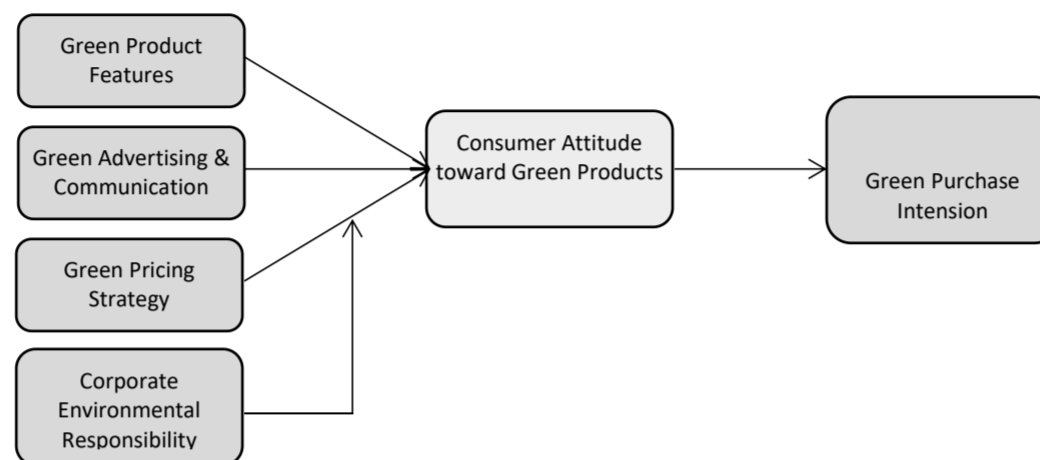
The present research is grounded in the Theory of Planned Behavior (TPB), which provides a well-established framework for understanding how consumer attitudes are translated into behavioral intentions and subsequent actions. This TBP theory was developed by Ajzan (Ajzan, 1991). TBP posits that human behavior is primarily driven by behavioral intention, which in turn is influenced by three psychological elements: attitude towards the behavior, subjective norms, and perceived behavioral control. Among these, the strongest is the attitude, as it is mainly based on the central role. In the topic related to green marketing, TBP put forward the descriptive power in evaluating largely observed attitudes of the consumers and the gap between buying behavior (Ajzan, 1991).

This suggests that attitude alone cannot be adequate unless it is based on credible information and supported by feasibility. Green marketing tools, i.e., green product features, green advertising, green pricing, and corporate environmental responsibility, function as an external stimulus that influences the consumers' attitudes. These attitudes are assessed positively, which in turn leads to buying the green product (Kaur et al., 2022). In this framework, the attitude of the consumer is positioned at the center as a mediating mechanism that creates a link between green marketing tools and buying willingness. In addition, TBP also shows that the buying intentions may not always be in a positive way;

it can also reverse. Some consumers are price sensitive, and eco-friendly products are often of high price which can change the buying intention of the consumer, and they do not buy the eco-friendly product over the conventional product.

### 3. Hypothesis Development

Green Marketing tools show a company's efforts that they want to deliver to their consumers. And applying the Theory of Planned Behavior, these green marketing tools show consumers' perception, which shapes the attitude of the consumers and their buying willingness. In green product purchase, consumer attitude towards buying the green product plays a vital role in depicting the marketing efforts of the company.



**Figure: 1. Theoretical Framework**

Green product features show the environmental characteristics that are included within the green product that include eco-friendly raw materials, materials which are consuming less energy, and those which are recyclable. Past research suggested that the consumers' assessment of the green attributes is visible and clear, as they will show their attitude through their actions (Chou et al., 2020). Products with green features helps the consumers to perceive their purchase as they are contributing to the environment and they are protecting the environment and therefore it shows the positive attitude of the consumers towards the green product as they felt responsible as by using the green product they are contributing to the environment. It can be hypothesized that:

**H1: Green Product features have a positive effect on consumers' attitudes towards green products.**

Green Pricing shows the financial consumers who are linked with eco-friendly products. Green products often carry a higher price, which is also shown by past research that consumers are often willing to accept the higher price if the product behaves positively towards the environment. If the company is making a green product with higher prices, but they are justifying their price by raising awareness among consumers that these products will be beneficial to the environment, consumers pay extra and are willing to pay a premium for the sake of a good environment. Therefore, it is hypothesized that:

**H2. Green pricing has a positive effect on consumers' attitudes toward green products.**

Green advertising plays an important role in communicating to consumers by using green product features and green raw materials and recycling products to make a product and set a price for that product, but if they aren't communicating to the consumers via advertising, the company's efforts are of no use. The company should be creating an authentic, verified and clear, and transparent advertisement where they clearly show the message of providing the green product to the consumers. A company gains the consumers' trust by showing what is authentic. It is hypothesized that:

**H3. Green advertising has a positive effect on consumers' attitudes toward green products.**

Corporate environmental responsibility shows the company’s commitment towards the environment, that is how they are showing their concern towards the environment. Firms that are involved in eco-friendly practices are often committed to long-term sustainable commitment to the environment. Such commitments can enhance consumers’ attitudes towards the green products that are offered by that company. Based on this reasoning, it is hypothesized that:

**H4. Corporate environmental responsibility has a positive effect on consumers’ attitudes toward green products.**

According to the theory applied to this research, the Theory of Planned Behavior proves that the attitude of consumers is a very important predictor of their willingness to buy green products. In green product consumption, consumers are often favorable towards green products and are likely to buy them. Empirical evidence supports that there is a positive relationship between the consumer attitude and green purchase willingness. Therefore, it is hypothesized that:

**H5. Consumers’ attitudes toward green products have a positive effect on green purchase intention.**

In addition, TPB shows that the external stimuli influence the behavior that is not directly through the attitude of the consumers. Green marketing tools influence green purchase intention through consumers' attitudes towards green products. Consumer attitude functions as a mediating factor that shows how green marketing translates into positive behavior of buying the products. Accordingly, it is hypothesized that:

**H6. Consumers’ attitudes toward green products mediate the relationship between green marketing tools (green product features, green pricing, green advertising, and corporate environmental responsibility) and green purchase intention.**

**4. Methodology**

The research setting for this study focuses on consumers of eco-friendly products in Pakistan, which includes Karachi, Lahore, Islamabad, Rawalpindi, and Faisalabad, where the awareness of eco-friendly products is relatively high. Data is collected by using the cross-sectional online survey form. The survey was conducted online to ensure a wide geographic reach. The data collection time period was for about three weeks. The convenience sampling technique was used, where all consumer behavior can be studied in the emerging markets.

A total of 270 questionnaires were distributed, out of which 215 responses were usable responses were received. Survey items are measured through a Likert scale of 1-5, where 1- strongly disagree, 4- disagree, 3- neutral, 2- agree, and 1- strongly agree. The questionnaire was developed in English and distributed in the same format as well. Demographic variables are also included, such as age, gender, education, and employment, were also included as control variables. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to test the hypothesized relationships using SmartPLS software. The PLS-SEM analysis was conducted in two stages. First, for measuring reliability, convergent validity, and discriminant validity. Secondly, the structural model was assessed to examine the direct effects of green marketing on consumer attitude. Participation in the study was completely voluntary, and the respondents were informed that the survey was an academic purpose survey, and full anonymity of the respondents was assured; no personal information was collected. Respondents were free to leave the survey at any point in the form.

**5. ANALYSIS AND RESULTS:**

Of the total questionnaires distributed, 215 valid and complete responses were gathered, meeting the requirements for analysis. The sample predominantly consisted of male respondents (53.5%) and highly educated individuals, with 58.6% holding a Graduate or Postgraduate degree. A detailed breakdown of the respondent demographics is provided in Table 1.

**Table 1. Respondent’s Demography (n=215)**

Demographic Information	Frequency (n)	Percent (%)
<b>Gender</b>		
Female (0)	100	46.5
Male (1)	115	53.5
<b>Total</b>	<b>215</b>	<b>100</b>
<b>Education Level</b>		
Other (1)	1	0.5
Graduate/Postgraduate (2)	126	58.6

College/University (3)	88	40.9
<b>Total</b>	<b>215</b>	<b>100</b>
<b>Occupation</b>		
Student (1)	82	38.1
Employed (2)	77	35.8
Self Employed (3)	33	15.3
Unemployed (4)	23	10.7
<b>Total</b>	<b>215</b>	<b>100</b>

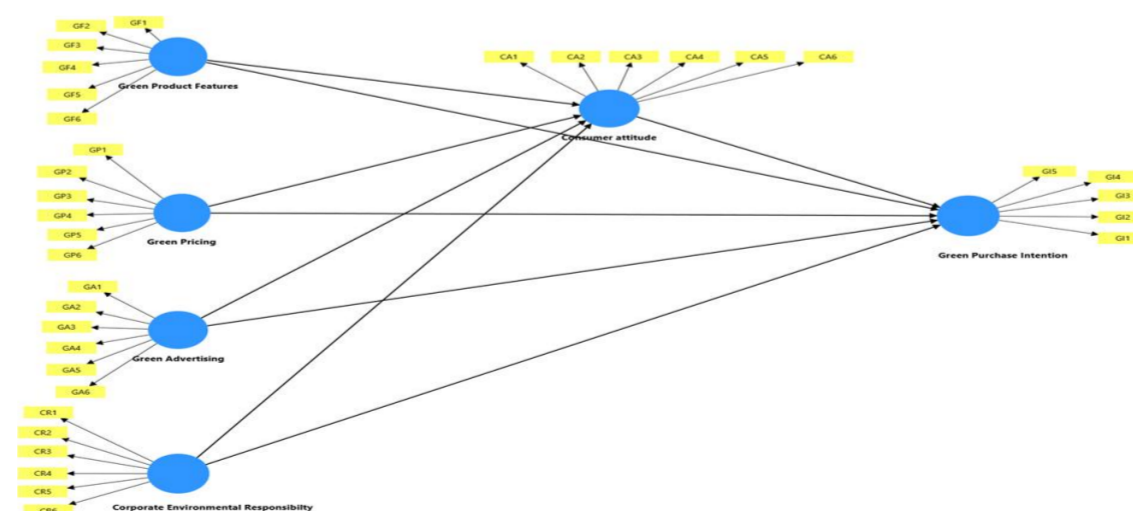
The above frequency table shows that for the questionnaire item “Gender”, out of the total 215 responses, 115 were given by the Males, making up 53.5% of the total responses. On the other hand, 100 responses were obtained from Females, amounting to 46.5% of the total responses. As for the Education Level, college/university students made up 40.9% of the total respondents with 88 responses collected, being represented by code 3. 58.6% of the respondents had the education level of Graduate/Postgraduate, resulting in the fetching of 126 responses. 0.5% of the respondents reported their education levels to be other than College/University and Graduate/Postgraduate. Last but not the least, for item “Occupation”, 38.1% of the respondents reported their occupation to be just students (82 responses), 35.8% of the respondents were employed (77 responses), 15.3% of the respondents were self-employed (33 responses) and 10.7% of the respondents were reported to be unemployed (23 responses).

**Table 2. Descriptive Analysis**

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
<b>Age</b>	215	1	4	1.77	0.887	1.001	0.166	0.207	0.33

The above-produced Descriptive Analysis conducted on Scale Variable “Age” shows that a total of 215 respondents took part in the survey, and the minimum coded response was 1, which represents the age bracket of 18-24, and the maximum coded response 4 represents the age group of 45 and above. The Mean Statistic comes out to be 1.77, which is closer to the coded response 2, which represents the age group 25-34. This implies that the respondents were on average of the ages 25-34.

The skewness statistic of 1.001 shows that most of the respondents were of younger ages and the kurtosis statistic of 0.207 suggests the distribution is neither too flat nor too peaked. These skewness and kurtosis values, however, roughly fall between the normality assumption range of 1 and -1, which shows that the data for Age, tends to be of normal distribution, which will also be assumed due to the relatively large sample size of 215 respondents.



**Figure: 2. PLS-SEM**



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The first step of PLS-SEM was to ascertain the reliability, internal consistency, and validity (convergent and discriminant) of the measurement model. For evaluating the reliability of the constructs (measurement model), CR and Cronbach's alpha tests were used. The value of CR ranged from 0.915 to 0.951, whereas Cronbach's alpha ranged from 0.915 to 0.949. The values of both tests were well above the threshold value of 0.70 as recommended by Nunnally and Bernstein (1994). Results showed that all of the constructs (measurement models) were reliable. Convergent and discriminant validity were assessed by applying confirmatory factor analysis (CFA). The values of average variance extracted (AVE) were used to assess the convergent validity of the constructs.

Table 3 shows that the values of AVE ranged from between 0.704 and 0.797. These values are greater than 0.50, so all the constructs were validated (Hair et al., 2018). For discriminant validity, we relied on the Fornell–Larcker. This required comparing the square rooted values of AVE with inter-construct correlation. The values exhibited in Table 4 reveal that all the square rooted values of AVE are higher than the corresponding inter construct correlations (Fornell and Lacker, 1981). It indicates that all the constructs have sufficient discriminant validity. The results of path analysis are exhibited in Table 6. The first set of hypotheses examined the direct impact of various factors on Green Purchase Intention (GI). The results indicate that Green Product Features (GF) has a significant positive influence on GI (beta = 0.253, t = 1.974, p = 0.024). Corporate Environmental Responsibility (CR) was found to be the strongest direct predictor of GI (beta = 0.398, t = 3.197, p = 0.001). Additionally, Green Advertising (GA) (beta = 0.087, t = 2.059, p = 0.04) and Green Pricing (GP) (beta = 0.148, t = 1.792, p = 0.037) also significantly and positively impact GI. The mediation effects through Consumer Attitudes (CA) were also tested. The findings show that CA significantly mediates the relationship between GF and GI (beta = 0.263, t = 2.467, p = 0.007). The indirect path from CR to GI through CA was also highly significant (beta = 0.322, t = 3.918, p = 0.000). Furthermore, CA significantly mediates the impacts of GA (beta = 0.105, t = 2.330, p = 0.020) and GP (beta = 0.100, t = 1.716, p = 0.043) on Green Purchase Intention. Overall, all direct and indirect paths were supported at the 5% significance level, highlighting the critical role of Consumer Attitude in translating green initiatives into innovation.

**Table 3. Measurement Model: Reliability, Consistency, and Convergent Validity**

Constructs	Items	Loadings	Cronbach's Alpha	CR	AVE
<b>Consumer Attitude (CA)</b>	CA1	0.865	0.940	0.941	0.770
	CA2	0.883			
	CA3	0.924			
	CA4	0.851			
	CA5	0.872			
	CA6	0.868			
<b>Corporate Environmental Responsibility (CR)</b>	CR1	0.871	0.943	0.943	0.779
	CR2	0.892			
	CR3	0.890			
	CR4	0.873			
	CR5	0.898			
	CR6	0.870			
<b>Green Advertising (GA)</b>	GA1	0.840	0.942	0.944	0.774
	GA2	0.910			



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	GA3	0.885			
	GA4	0.886			
	GA5	0.863			
	GA6	0.894			
<b>Green Product Features (GF)</b>	GF1	0.783	0.915	0.915	0.704
	GF2	0.829			
	GF3	0.878			
	GF4	0.891			
	GF5	0.839			
	GF6	0.809			
<b>Green Purchase Intention (GI)</b>	GI1	0.889	0.928	0.928	0.776
	GI2	0.893			
	GI3	0.912			
	GI4	0.870			
	GI5	0.839			
<b>Green Pricing (GP)</b>	GP1	0.874	0.949	0.951	0.797
	GP2	0.900			
	GP3	0.909			
	GP4	0.893			
	GP5	0.904			
	GP6	0.877			

**Table 4. Measurement Model: Fornell-Larcker Criteria for Discriminant Validity**

	CA	CR	GA	GP	GF	GI
<b>CA</b>	0.878					
<b>CR</b>	0.796	0.882				
<b>GA</b>	0.737	0.835	0.880			
<b>GP</b>	0.690	0.762	0.752	0.893		
<b>GF</b>	0.758	0.734	0.774	0.637	0.839	
<b>GI</b>	0.869	0.782	0.742	0.689	0.718	0.881

### 5.1. Robustness of the Results:

To test the strength of the findings, Heterotrait-Monotrait (HTMT) ratio methodology was employed and Fornell-Larcker criterion was used to test discriminant validity. Table 5 shows the results of this analysis. The results indicate that the range of values of HTMT is between 0.680 and 0.881 with all the values below the conservative level of 0.90 and thus, the results validate the discernment validity. The largest value of HTMT was in Consumer Attitude (CA) and Green Purchase Intention (GI) = 0.881 indicating a high degree of relatedness but well within acceptable statistical values. Bootstrapping was also used to verify the stability and importance of the path coefficients. Every single-tailed confidence interval of the significant paths was not zero and the hypothesis of the relationships was thus justified. Indicatively, the relationship between Corporate Environmental Responsibility (CR), and Green Purchase Intention (GI) had a confidence interval of [0.187, 0.593]. These are strong results of the first structural model reported in Table 6.

**Table 5. Measurement Model: Hetrotrait-Monotrait Ratio of Correlations for Discriminant Validity**

	CA	CR	GA	GP	GF	GI
CA						
CR	0.844					
GA	0.782	0.886				
GP	0.728	0.805	0.794			
GF	0.815	0.788	0.832	0.680		
GI	0.881	0.835	0.791	0.732	0.776	

**Table 6. Structural Model: Hypotheses Testing Results (at 5% significance level)**

Path	$\beta$ -value	t-value	p-value	2.50%	97.50%
GF → GI	0.253	1.974	0.024	0.055	0.474
CR → GI	0.398	3.197	0.001	0.187	0.593
GA → GI	0.087	2.059	0.040	0.012	0.177
GP → GI	0.148	1.792	0.037	0.006	0.275
GF → CA → GI	0.263	2.467	0.007	0.098	0.446
CR → CA → GI	0.322	3.918	0.000	0.175	0.446
GA → CA → GI	0.105	2.330	0.020	0.018	0.193
GP → CA → GI	0.100	1.716	0.043	0.008	0.197

### 6. Discussion:

The research, grounded on the Theory of Planned Behavior (TPB), investigated the ways the attitude of consumers can be affected by green aspects of the marketing mix and the way the perception influences the consumer intentions in making green purchases. The cause of human behavior according to TPB is the behavioral intention that is mainly determined by attitudes regarding the behavior itself (Zaremohzzabieh et al., 2021). In accordance with this theoretical approach, the findings of the present research demonstrate that the aspect of green marketing strategies has a significant implication on the customer attitudes that subsequently influence their readiness to purchase environmentally friendly products.

The findings indicate that green product features have a positive influence on the perceptions of consumers with regard to green products (Faculty of Commerce and Business Administration, Future University in Egypt, Egypt et al., 2022). This finding confirms the argument by TPB that positive judgments about a behavior would reinforce positive attitudes, which subsequently lead to behavioral intention. Whenever the customers perceive that the green products are durable, efficient, and environmentally safe, they



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tend to form positive perceptions about the benefits of green consumption. The results can be compared with the previous studies that point to the fact that the environmental and functional characteristics enhance consumer attitudes and spur the purchase decisions that are environmentally friendly. In the same way, the findings reveal that green advertising has a strong influence on the customer's beliefs.

TPB also holds that green advertising can influence the perceptions and judgments of green products by the consumers as an external source of information. Open, authentic and simple environmental messages can stimulate positive attitudes towards the products, producing a decrease in skepticism and a rise in trust towards green products. This generates earlier research that shows the significance of perceived authenticity and clarity of messages in a green marketing communication (Hoang Yen & Hoang, 2023).

The results also show the significance of green pricing in the perception of customers despite the fact that price sensitivity is still a challenge. The findings indicate that the cost can undermine this relationship in high cost markets, particularly price-sensitive markets, although TPB indicates that positive perception leads to behavioral intention. Even when the consumers can be positive about green products, they might not be willing to purchase them due to economic reasons (Zaremohzzabieh et al., 2021). This supports the TPB-related argument that, without sustainable economic conditions, attitudes may not always translate into actual behavior. In addition, it was also found that corporate environmental responsibility (CER) has a positive influence on consumer perception towards green products. Based on the TPB framework, corporate environmental practice enhances favorable behavioral reactions by boosting consumers' perception of ethical intentions of a business enterprise.

By engaging in environmental responsibility, customers will trust a business that practices environmental responsibility more and hence their desire to support green businesses. This paper has shown that consumer attitude is a key mediator between green marketing tools and the green purchase intention which is in line with the fundamental principle of TPB (Amallia et al., 2021). The findings indicate that green marketing strategies do not have an instant impact on purchasing intention unless positive attitude of customers is established by green marketing strategies. This highlights the importance of the process of attitude building as a psychological process that transforms green marketing initiatives into behavioral outcomes. The presence of an attitude-behavior gap signifies the need of marketers to enhance the attitudinal conviction by effective sustainable practices, value-based pricing, and honest communication.

### 6.1. Implications:

This study helps to fill the gaps existing in the literature by utilizing the practical implications of the Theory of Planned Behavior (TPB) to the green marketing situation in a developing market. The findings confirm the primary argument of TPB, which states that customer attitudes play a major role in the purchase intention particularly in the context of environmentally conscious shopping. The research improves the explanatory capability of TPB in the explanation of the attitude-behavior gap noted in green consumer behavior as it empirically demonstrates the mediating role of consumer attitude between green marketing mix products and green purchase intention. Also, the study provides the contextual relevance by giving data about a region that is still underexplored in studies related to green marketing, which is Pakistan.

The findings of the study provide valuable information to the marketer and business leaders who aim at effective means to promote green products. As these attributes significantly affect the positive consumer attitudes, companies should aim at developing authentic green product attributes that offer the environmental and functional benefit. In ensuring no confusion arises among the consumers, the managers are also advised to invest in clear and trustworthy green advertising and ensure that the claims made to the consumers regarding the environment are clear, verifiable and aligned with actual practices. Green pricing by businesses should be based on value and the long-term environmental and social benefits well stated to justify the price premium based on green products because pricing remains a sensitive aspect.

Concerning practicality, the findings show that an increase in green purchase intentions needs to be achieved through increasing environmental awareness of consumers. Sustainable consumption can be promoted through legislators and regulatory bodies by promoting the concept of environmental education, eco-labels, and sensitization of the general population.

Businesses should also be encouraged to expose their corporate environmental responsibility programs to enhance consumer trust and positively influence the perceptions of the green products. This can be used to advance more broad goals in sustainability, by filling the gap between positive intentions and actual green purchase intentions. In general, the inferences of the study draw the attention to the necessity of the strategic combination of corporate responsibility, price-making, communication strategies, and product design with the psychological mechanism and practical constraints of the customers in case of successful green marketing. By addressing these issues together, businesses and policymakers can help encourage more sustainable consumer behavior and enable the long-term sustainability of the environment. Businesses and policymakers may promote more sustainable consumer behavior and support long-term environmental well-being by tackling these factors jointly.

### 6.2. Conclusion, limitations and future directions:

The research was conducted with the aim of studying the influence Green Marketing Tools (Green Product Features, Green Pricing, Green Advertising and Corporate Environmental Responsibility) have on shaping Consumer Attitude towards Green Products and then subsequently, how it affects the Purchase Intention of the customers towards buying Green Products. The study also investigates the direct relationship between Green Marketing and Green Purchase Intention. Similarly, the study also examines the mediating effect of Consumer Attitude, between the relationship of Green Marketing Tools and Green Purchase Intention. The results showed that all the variables of Green Marketing Tools have a significant and positive relationship with Green Purchase Intention.

Additionally, the results also revealed that Consumer Attitude serves as a significant mediator of the relationship between all the variables of Green Marketing (Green Product Features, Green Pricing, Green Advertising and Corporate Environmental Responsibility) and Green Purchase Intention. Although our study helps in understanding the role Consumer Attitudes play in translating Green Marketing initiatives into shaping the Purchase Intention of consumers towards green products, a gap which was not being sufficiently addressed by much of the existing literature on similar subjects, there are still limitations, with regards to effectively measuring Purchase Intentions. Hence, future researchers can perhaps rely on measures other than questionnaires/survey questions, to effectively gauge Consumer Purchase Intention, such as examining actual purchase behaviors by tracking real buying behavior from sales record etc.

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