

Role of Green Marketing on Consumer Purchase Intention towards FMCG Sector: A Mediated Model of Brand Trust and Environmental Concern in Indian Context

¹L. Nisha Martina, ²Dr. K. Sumithra

¹Ph.D Research Scholar, Department of Management Studies,

Bishop Heber College (Autonomous),

Affiliated to Bharathidasan University

Tiruchirappalli-17.

²Assistant Professor/Research Supervisor

Department of Management Studies,

Bishop Heber College (Autonomous),

Affiliated to Bharathidasan University

Tiruchirappalli-17.

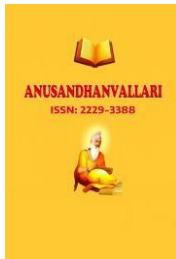
Abstract

In a world that has been increasingly becoming environmentally sensitive, sustainable marketing has been a major constituent in defining consumer behavior especially in fast moving consumer goods industry. Lack of research that dominates to establish the implications of green marketing approaches proceeding consumer buying patterns in the developing economies like India, whose consumers have turned their focus to price, health, and sustainability, have prevailed. This research paper aims to examine green marketing practices its effects on the consumer purchasing behavior, and also to test the mediating role of green brand trust and environmental awareness. The data extracted was analyzed based on a structural equation modeling (SEM) technique using SmartPLS based on the stimulus organism response framework and using 365 Indian customers. The results suggest that green marketing strategies significantly affect consumers' intentions to buy eco-friendly brands, both directly and indirectly, by fostering trust in these brands and raising environmental awareness. The results indicate that the ecological awareness and consumer trust should be cultivated to enhance marketing effectiveness by adhering to eco-friendly principles. This research contributes to the theoretical knowledge of environmental-friendly consumerism. It can be a valuable source of knowledge to fast-moving consumer goods firms that want to make their sustainability practices in line with the changing consumer expectations in new markets

Keywords: Green Marketing Practices, Purchase Intention, Green Brand Trust, Environmental Concern, FMCG, Stimulus, organism and response Theory.

1. Introduction

Over the past few years, there has been a changing trend in consumer behavior through more consciousness of environmental topics and more worry about climate change, in the view of the product sustainability and corporate accountability. Green marketing is now a strategic point of focus by encouraging products and services with appeal to the environment, which companies have embraced in order to satisfy the changing needs of consumers with eco-sensitivity. The fast moving consumer goods industry, with its wide audience coverage and high frequency of consumption, has been at the forefront to adopt green marketing practices such as greener packaging,



bio-degradable products, and sustainable-based advertising (Leonidou et al., 2011; Dangelico and Vocalelli, 2017). Although previous studies had investigated consumer perceptions towards green marketing in the FMCG industry, there was a large gap in knowledge regarding the impact of such environmentally friendly measures on the purchase behaviour and brand loyalty of customers, particularly. Such an imbalance has been aggravated by the fact that consumer preferences have progressively changed towards being more cost-effective, health-conscious, and environmentally-sustained (Nguyen et al., 2020;). Socio-economic diversity and accelerated urbanization in India have provided a distinct kind of consumption environment and therefore it is essential to assess the response of each segment of consumer to green marketing initiatives.

1.2 Research questions:

RQ1: How do sustainable marketing strategies affect the buying decisions of consumers towards fast-moving consumer products?

RQ2: How do green brand trust and environmental concern influence the connection between green marketing strategies and the intention to purchase?

1.3 Objectives

- To study the direct impact of eco-friendly marketing strategies on consumers' purchasing intentions.
- To assess the association between sustainable marketing and consumer trust in environmentally conscious brands, along with their awareness of environmental issues.
- To study the effect of Green Brand Trust and Environmental Concern on consumers' intentions to buy.
- To examine the function of Green Brand Trust and Environmental Concern as intermediaries between Green Marketing Practices and Purchase Intentions.

This study aims to enhance the theoretical knowledge on the concept of green marketing, as well as offer practical knowledge to marketers and policymakers dealing with the aspect of sustainability-oriented markets.

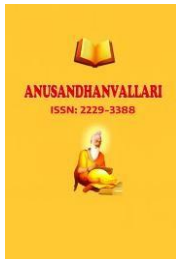
2. Literature Review

2.1 Theoretical Foundation: Stimulus, organism and response Theory

The research is grounded on the Stimulus Organism Response theory established by Mehrabian and Russell in 1974. This framework explains that the Stimulus (S) pertains to environmental triggers, the Organism (O) relates to internal psychological mechanisms, and the Response (R) corresponds to subsequent actions. The S-O-R theory has been widely utilized to interpret consumer behavior and environmental psychology, demonstrating how marketing stimuli can influence pro-environmental choices (Jacoby, 2002; Wang et al., 2020). In consequence, it gives a sound basis of examining the impact of environmental friendly marketing plans on internal image and encouragement of buying attitude within the fast-moving consumer goods industry.

2.2 Purchase Intention and Green Marketing Practices.

The concept of green marketing advocates products and practices which are friendly coherent. Past studies indicate that eco-labeling, recyclable packaging and environment advertising have a positive influence on the consumer attitude and intention (Rahbar and Wahid, 2011). Consumers who perceive environmentally conscious activities as authentic tend to patronise those brands.



H1: Purchase Intention is greatly influenced by Green Marketing Practices positively.

2.3 Green Brand Trust and Green Marketing Practice.

An important element in consumer brand relationship. Green Brand Trust is created by consumer belief in environmental claims and sustainability in a brand. Green marketing that is consistent and transparent gives trust to the brand (Chen, 2010). Consumers get more confidence in the brand when they perceive eco-friendly marketing efforts to be sincere.

H2: Green Marketing Practices affect Green Brand Trust positively but not significantly.

2.4 Purchase Intention and Green Brand Trust .

Individuals who have confidence in eco-friendly brands are more inclined to convert this trust into purchasing actions. Research has shown that brand trust serves as an intermediary between perceived brand sincerity and consumer loyalty or intention (Chatzigeorgiou and Simeli, 2017).

H3: Green Brand Trust has a large positive influence on Purchase Intention.

2.5 Green Marketing and environment issues.

Environmental concern is the awareness of people on the ecological issues and their willingness to support the efforts to resolve them. Green marketing can promote the knowledge of consumers on ecological problems and arouse the interest in environmental sustainability (Kilbourne and Pickett, 2008).

H4: green marketing practice impacts a lot positively on environmental issues.

2.6 Purchase Intention and Environmental Concern.

People interested in the environmental problem are more likely to be involved in the greener purchasing behavior (Joshi & Rahman, 2015). Consumers tend to give preference to those brands which show their loyalty to the environmental ideology and especially in the fast-moving consumer goods industry where product substitutes are much easier.

H5: Environmental Concern has a significant positive impact on the intention to purchase.

2.7 Mediation Effects

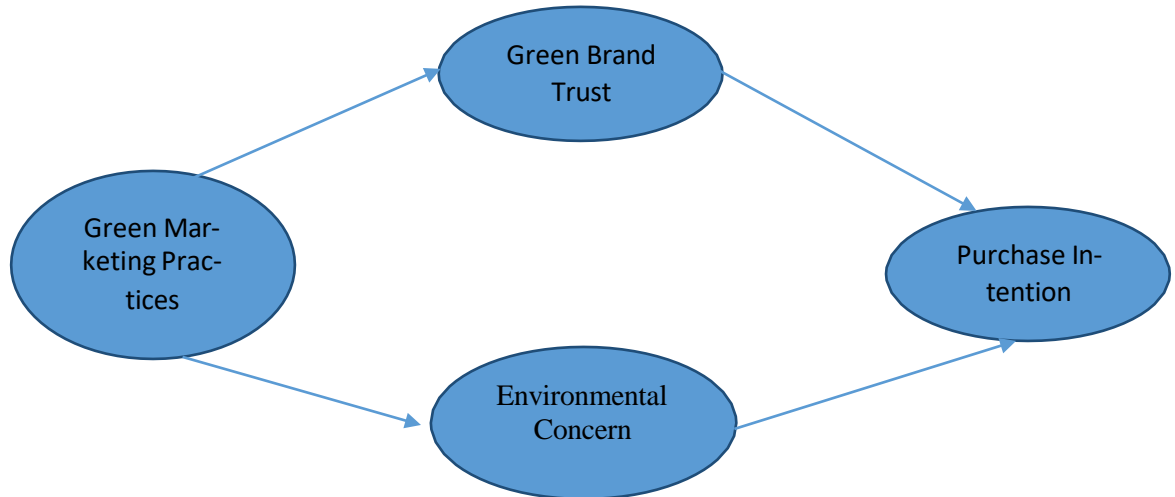
The trustworthiness of eco-friendly brands and environmental issues might be psychological factors that impact how green marketing affects consumer choices. Earlier studies have emphasized the significant part of trust (Chen, 2010) and environmental concern (Yadav and Pathak, 2017) in shaping purchasing intentions.

H6: Green Brand Trust directly mediates the association amid Green Marketing Practices and Purchase Intention.

H7: Green Marketing Practices has a mediation between Purchase Intention and Green Marketing Practices through Environmental Concern.

2.8 Research Gap: This study reports the existing gap exploring how green marketing strategies influence consumer purchasing decisions, focusing on the role of green brand trust and environmental concern as mediators. The research conceptualizes the green marketing practices in terms of the stimulus, which is the organism, which elicits internal consumer stimulus, namely, trust in green brands and concern about the environment which in turn contributes to behavioral outcome; purchase intention. This is aimed at offering in-depth information on the psychological processes that propel green consumerism in the FMCG industry in India.

Figure 1: Conceptual Model



Source: Author

3. Methodology

3.1 Sample Design and Data Collection

The study adopted a quantitative method of research by using a structured questionnaire to collect information of consumers in Tamil Nadu, India. The target group has been made up of persons who are concerned about environmental sustainability and has prior experience on the use of eco-labeled fast-moving consumer goods. To ensure that respondents with knowledge regarding the concepts of green marketing are included, a purposive sampling method which is non-probability in nature was used. The survey was carried out online and offline in a period of two months (May-June 2025) and a total of 412 valid responses were obtained after elimination of the incomplete and invalid entries. The measure consisted of those items that were based on existing scales relating to eco-friendly marketing behaviors, brand loyalty, environmental consciousness, and purchase intention.

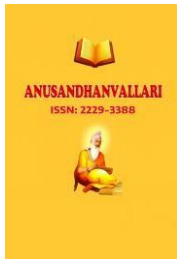
Measurement

Table 1: Measurement Source

Construct	Source
Green Marketing Practices(GMP)	Rahbar & Wahid, 2011
Green Brand Trust(GBT)	Chen & Chang (2013),Chen (2010)
Environmental Concern(EC)	NEP Scale ,Dunlap et al. (2000)
Purchase Intention(PI)	Dodds et al. (1991), Chen & Chang (2013)

Source: Author

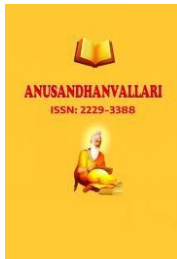
The constructs of this research are measured with the items that are modified with the help of the reputable and vali-dated sources to guarantee the reliability and content validity. Green Marketing Practices (GMP) has been



evaluated based on the scale created by Rahbar and Wahid (2011) which is used to determine how consumers perceive marketing practices that are environmentally conscious such as eco-labeling, green advertising, and recyclable packaging. This scale is important to FMCG products, since green marketing is important in consumer decision making. NEP scale is an eminent instrument in the area of environmental psychology as it sufficiently portrays overall attitudes towards the environment, attitudes toward ecological problems, and commitment to sustainability. In the case of Purchase Intention (PI), a Purchase Intention Scale was constructed based on a mixture of items in Dodds et al. (1991) and Chen and Chang (2013) to understand the willingness and preparedness of consumers with regard to the purchase. Such sources are based on the consumer behavior principles and proved in multiple settings, particularly in the research connected to the environmentally friendly products. The methodological rigor and construct validity of this study is improved with these well-established sources.

Table 2: Factor Loadings of the Measurement Items

Construct and Statements	Item Code	Loading
Green Marketing Practices(GMP)		
This brand uses eco-friendly packaging.	GMP1	0.688
This brand highlights environmental benefits in advertising.	GMP2	0.813
The labeling on this product shows it is environmentally safe.	GMP3	0.690
This brand promotes its sustainability efforts.	GMP4	0.819
Green Brand Trust(GBT)		
I trust the green claims made by this brand.	GBT1	0.723
I believe this brand is genuinely concerned about the environment.	GBT2	0.776
I rely on this brand's commitment to eco-friendly practices.	GBT3	0.762
I consider this brand to be honest about its environmental initiatives.	GBT4	0.769
Environmental Concern(EC)		
I am very concerned about the environment.	EC1	0.741
I believe environmental issues are among the most critical problems today.	EC2	0.786
I make efforts to reduce environmental harm in my daily life.	EC3	0.808
I feel a personal obligation to help protect the environment.	EC4	0.806
Purchase Intention(PI)		
I intend to buy green products from this brand.	PI1	0.689
I will consider this brand the next time I purchase FMCG products.	PI2	0.819
I am likely to switch to this brand because of its eco-friendly image.	PI3	0.679
I prefer this brand because it cares for the environment.	PI4	0.746



Factor loading of measurement items analysis was done to determine the reliability of indicators of the constructs involved in the ideal. According to Hair et al. (2019), loadings exceeding 0.70 tend to be tolerable, but values just below this threshold can be acceptable when the model in general is very reliable and valid. The loading of item loadings of green marketing was between 0.688 to 0.819. The item that signifies that the brand enables its sustainability endeavors was the most loaded at 0.819 which indicates that the item had a high influence on the overall construct. Though the aspects referring to sustainable packaging (0.688) and safe environmental labeling (0.690) had lower loading, they were retained due to their theoretical significance in the portrayal of green marketing endeavors which are in tandem with the framework by Rahbar and Wahid (2011). The indicators had a good reliability to green brand trust and the item loadings ranged between 0.723 and 0.776. The most association was with the perceptions that the brand is sincerely concerned with the environment (0.776), then came the belief in the integrity and sustainable actions of the brand. The results align with earlier research by Chen (2010) and Chen and Chang (2013), which highlighted the crucial role of trust in shaping consumer perceptions of green brands. Products that were associated with environmental issues were very reliable, as all the loadings were more than 0.74. The strongest loadings were on the elements representing personal attempts to minimize ecological damage (0.808) and a desire to be environmentally conscious (0.806), which represent individual and behavioral considerations of the ecological consciousness. Such results correspond to the environmental paradigm scale presented by Dunlap et al. (2000) that indicates a mixture of ecological awareness and individual responsibility.

The purchase intention loadings were between 0.679 and 0.819. The maximum loading was on the item that indicated the intention of the consumer to take into consideration the brand in future purchasing (0.819). The loading of the factors attributed to switching to the brand due to its eco-friendly image (0.679) and initial purchase intention (0.689) was acceptable, though not high, but can be considered important to the overall construct. These findings justify the propositions of Dodds et al. (1991) and Chen and Chang (2013) in determining green purchase intention.

Table 3: Reliability Measures

Construct	Cronbach's Alpha	Composite Reliability	Composite reliability
Environmental Concern(EC)	0.795	0.805	0.865
Green Brand Trust(GBT)	0.755	0.763	0.843
Green Marketing Practices(GMP)	0.749	0.765	0.841
Purchase Intention(PI)	0.716	0.733	0.824

Source: Author

Table 3 shows that construct reliability was analyzed using Cronbach's Alpha, Composite Reliability (CR), and rho values, which are all higher than the recommended acceptable values of Hair et al. (2019). The value of the Cronbach's Alpha of all constructs was between 0.716 and 0.795, which indicated acceptable internal consistency. The scores in Composite Reliability were within acceptable ranges with the scores of green marketing practices being 0.765, green brand trust being 0.763, environmental concern being 0.805 and purchase intention being 0.733 which are above the recommended minimum of 0.70 which is in line with the reliability of the constructs. Also, the composite reliability estimates using rho, which is a more reliable estimator, were significantly high among the various constructs, and the estimates for convergent reliability were high, and varied in range 0.824-0.865. The results confirm that the items in each construct have a strong reliability to measure the latent

variables behind the measurement model, which validates the reliability and internal consistency of the measurement model.

Table 4: Convergent Validity

Construct	AVE
Environmental Concern(EC)	0.617
Green Brand Trust(GBT)	0.572
Green Marketing Practices(GMP)	0.570
Purchase Intention(PI)	0.541

Source: Author

A convergent validity measurement of Table 4 results in the Average Variance Extracted (AVE) shows that every concepts account variance among its indicators. The threshold value is AVE value of 0.50 or above that is shown in Fornell and Larcker (1981) indicates high enough convergent validity. The findings reveal that all the constructs passed this mark: environmental concern had the largest AVE of 0.617, green brand trust of 0.57, green marketing practices of 0.570 and purchase intention of 0.541. These values indicate that the constructs of the items account more than 50 percent of the variance in the items and thus the model of convergent validity is satisfactory.

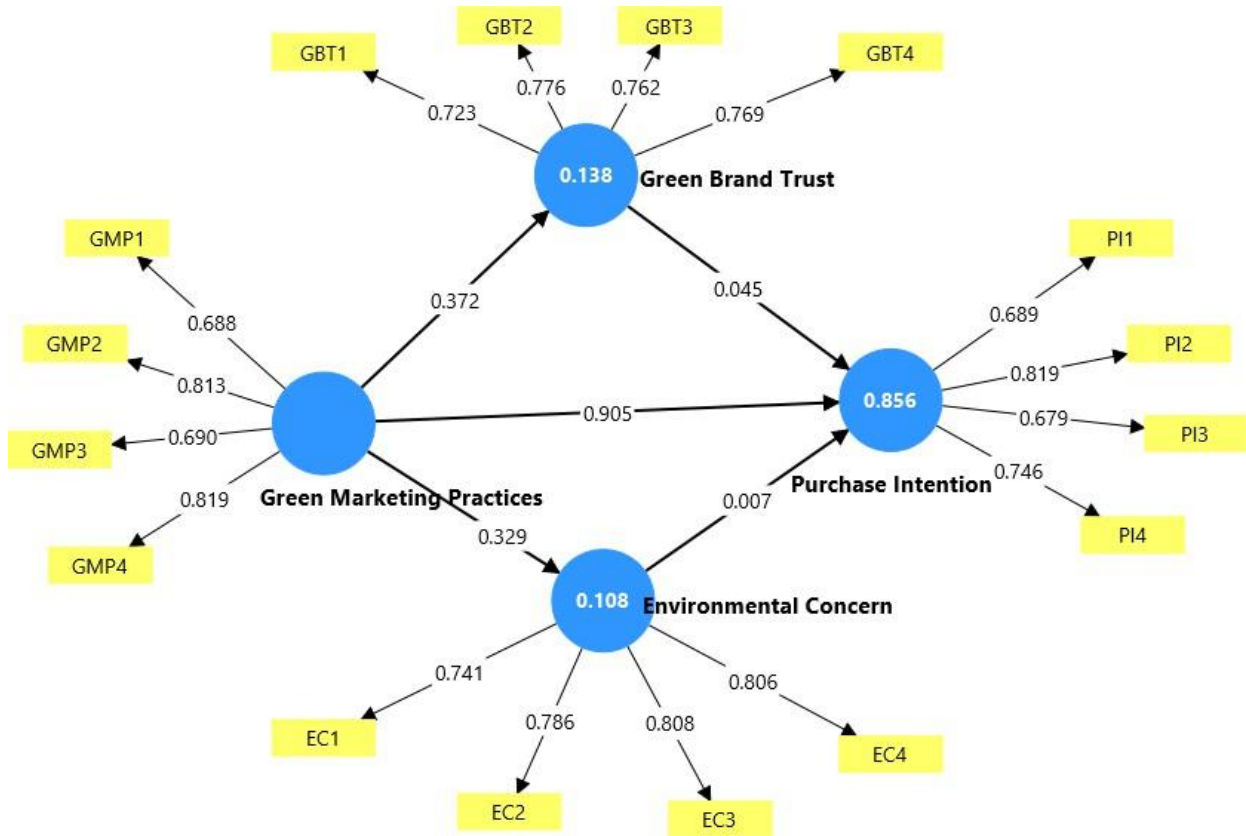
Table 5: Discriminant Validity

Construct	EC	GBT	GMP	PI
Environmental Concern(EC)	0.785			
Green Brand Trust(GBT)	0.708	0.758		
Green Marketing Practices(GMP)	0.329	0.372	0.755	
Purchase Intention(PI)	0.337	0.387	0.924	0.735

Source: Author

Table 5 illustrates the application of the Fornell-Larcker criterion to assess discriminant validity. This is achieved by comparing the square root of the average variance extracted (AVE) of a construct with the correlations between constructs. According to Fornell and Larcker (1981), discriminant validity is established when the square root of a construct's AVE exceeds its correlations with other constructs. The values of the diagonals are given in table 5 which depict the square roots of AVEs; the environmental concern (0.785), green brand trust (0.758), green marketing practices (0.755), and purchase intention (0.735). The values that are introduced are more than the respective correlations that are in their rows and columns, which support the empirical difference between the constructs themselves. The results, therefore indicate that the model can be considered to meet the criteria of discriminant validity.

4. Analysis and result



Source: Author

Figure 2 Path coefficients and t-values of the Model

The structural model illustrated in the figure showcases the connections between Green Marketing Practices (GMP), Green Brand Trust (GBT), Environmental Concern (EC), and Purchase Intention (PI). The path coefficient from GMP to PI is the most robust ($\beta = 0.905$), suggesting that environmentally friendly marketing strategies have a direct and significant impact on consumers' intention to purchase green FMCG products. GMP demonstrates a significant positive influence on GBT ($\beta = 0.372$) and a moderate effect on EC ($\beta = 0.329$), indicating that these practices foster trust and enhance environmental consciousness. Therefore, the two GBT ($b = 0.045$) and EC ($b = 0.007$) have low direct effects on PI, meaning that they have a possible partial mediating effect. The results of R² values are that GMP contributes to 13.8 per cent of the variance in GBT, 10.8 per cent in EC, and an important 85.6 per cent in PI, which illustrates the central role of green marketing on consumer intentions. This model aligns with the Stimulus-Organism-Response (S-O-R) model where GMP is the stimulus that influences internal states (GBT and EC), which in turn result in consumer response (PI).

Table 7: Structural Model Analysis –Path Value

Hypotheses	Path	β Coefficient	t-value	p-value	Result
H5	Environmental Concern -> Purchase Intention	0.592	5.447	0.000	Supported
H3	Green Brand Trust -> Purchase Intention	0.444	4.065	0.000	Supported
H4	Green Marketing Practices -> Environmental Concern	0.329	6.559	0.000	Supported
H2	Green Marketing Practices -> Green Brand Trust	0.372	7.353	0.000	Supported
H1	Green Marketing Practices -> Purchase Intention	0.924	8.258	0.000	Supported

Source: Author

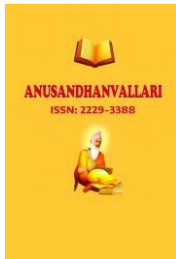
Table 7 expressed a discussion of the structural model, in order to explore and examine the postulated connections among the constructs, through the use of path coefficients (b), t-values, and p-values. Each of the five suggested directions was statistically significant at the level of 0.001 ($p < 0.001$), which presents the strong evidence in favor of the model proposed. The path coefficient ($b = 0.924$, $t = 8.258$, $p = 0.000$) was highest between the direct impact of eco-friendly marketing strategies on buying intention (H1), which shows a strong positive effect. The results of the practices in relation to eco-friendly marketing have significantly influenced the trust in green brands (H2), where the coefficient is 0.372 ($t = 7.353$, $p = 0.000$), and environmental concern (H4), where the coefficient is 0.329 ($t = 6.559$, $p = 0.000$). This restates the power of environmental friendly marketing in shaping the consumer perception.

The intention to buy was positively affected by the trust in green brands, with the path coefficient of 0.444 ($t = 4.065$, $p = 0.000$) showing its relevance as one of the most important predictors of environmental friendly purchasing. Similarly, the effects of environmental concern on purchase intention are significant as seen by a value of path coefficient of 0.592 ($t = 5.447$, $p = 0.000$). These findings confirm the applicability of the stimulus, organism and response model in explaining how green marketing initiatives affect consumer behavior through the psychological processes of trust and interest in the environment.

Table 8: Result of Mediation effect test

Hypotheses	Indirect path	β Coefficient	T value	P value	Result
H6	Green Marketing Practices -> Green Brand Trust -> Purchase Intention	0.794	7.359	0.000	Supported
H7	Green Marketing Practices -> Environmental Concern -> Purchase Intention	0.286	2.502	0.011	Supported

Source: Author



The mediation analysis in Table 8 was used to measure the indirect effect of eco-friendly marketing strategies on consumer purchase intentions through green brand trust and environmental awareness. The results showed that mediating pathways were statistically significant, which validates the proposed hypothesis of mediation effects in the proposed model. The mediation effect of green brand trust on the association between the green marketing practices and the purchase intention was observed to have a coefficient (6) of 0.794, t-value of 7.359 and p-value of 0.000 in Hypothesis 6 (H6). This is an indication that marketing activities caused by environmental responsibility contribute to consumer confidence of a brand, thus boosting the chances of buying environmentally friendly products. These findings are consistent with the available literature on the importance of brand trust in changing the marketing effort to consumer behavioral reaction (Chen, 2010; Chen and Chang, 2013). Hypothesis 7 (H7) tested the other mediating variable of environmental concern in the correlation between green marketing practices and purchase intention. The coefficient of variable (0.286), t-value (2.502) and the p-value (0.11) show that the consumer awareness about the environmental issues increases due to the eco-oriented marketing activities and this consequently affects their buying preference. The findings can be explained by Stimulus-Organism-Response (S-O-R) conceptual framework, which implies that inner mental states, such as trust and concern, play a fundamental role in transforming external marketing stimuli into behavioral intentions.

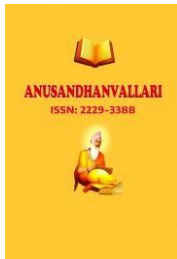
5. Discussion

The findings of the analysis highly reinforce the conceptual framework on the basis of the S-O-R model (Mehrabian and Russell, 1974). It shows that the effect of stimuli in this case being green marketing practices on the organismic states such as green brand trust and environmental concern, which then influenced the responses such as purchase intention. The positive, direct, and significant effect of green marketing practices on purchase intention is consistent with the earlier empirical evidence that marketing based on eco-friendly business approach could lead to the formation of consumer attitudes and behaviors (Rahbar and Wahid, 2011; Yadav and Pathak, 2017). The role of green brand trust as a mediator is important in highlighting the significance of trust in determining the buying behavior of consumers in relation to green marketing initiatives. This observation is in line with previous researches (Chen, 2010; Chen and Chang, 2013), which highlighted that brand authenticity and integrity strengthen the trust of the consumer, particularly with regard to green products. On the same note, it was established that, the relationship between green marketing and purchase intention was mediated by the environmental concern. This implies that consumers will be more willing to adopt green brands as they grow greener because of sustainable marketing practices (Dunlap et al., 2000; Joshi and Rahman, 2015). In general, the results attest to the S-O-R theory showing that both cognitive (trust) and affective (concern) mediators exist, which brings an explanation to the effects of sustainability-driven marketing on consumer behavior.

5.1 Theoretical Implications

To begin with, it builds upon the Stimulus-Organism-Response (S-O-R) model by empirically validating its use by the field of green marketing, specifically in the FMCG sector of an emerging economy like India (Jacoby, 2002; Wang et al., 2020). The exploration of the external marketing stimuli in the study as mediating variables is enriched with the addition of green brand trust and environmental concern as mediation variables, which improve the theoretical insight into the process of converting external marketing stimuli into actual consumer behaviors using the internal psychological and emotional processes.

Second, the analysis helps to consolidate the theoretical relationship between environmental friendliness marketing and consumer trust, a field to which little has been previously devoted in the previous sustainability and



branding literature (Chen and Chang, 2013; Kang and Hur, 2012). The determination of environmental concern thereby confirming its reliability and cross-cultural applicability in the modern consumer behavior study.

Third, the findings offer understanding of the dual nature of the process involving consumer evaluation based on the green marketing effectiveness because it is clear that consumer assessment depends on both cognitive (trust) and emotional (environmental values) reactions (Yoon and Chung, 2018; Biswas and Roy, 2015).

5.2 Managerial Implications

On the managerial perspective, the results can serve as an actionable advice to the marketers and brand managers who are out to influence the sustainable buying habits. The direct and indirect importance of eco-friendly marketing on the purchase intention is high, which explains the need to consider authentic and transparent environmental efforts in branding strategies. To appeal to the responsible environment, marketers can use eco-friendly packaging, proper labeling, and sustainability-related messages (Leonidou et al., 2013; Dangelico and Vocalelli, 2017).

Additionally, establishing the green brand trust should be one of the strategic priorities. Companies ought to make sure that their message on environment corresponds with their real practices because disconnects may undermine the credibility and decrease consumer confidence. The third-party certifications, clear sustainability reporting, and apparent corporate social responsibility (CSR) measures can build trust. Also, the brands need to invest in consumer education programs, which encourage sustainable consumption habits and environmental awareness. High awareness creates a long-term brand loyalty in the customers who are ethically aware (Yadav and Pathak, 2017; Vermeir and Verbeke, 2006). Since the sample is mainly raised of educated young professionals in the field of marketing, digital and social media can be used to convey green messages to this demographic (Nguyen et al., 2020).

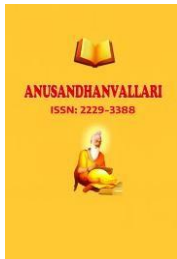
5.3 Conclusion

The current study presents an excellent empirical data on the contribution of eco-friendly marketing practices to purchase intentions by the mediation of the green brand trust and environmental concern. The hypotheses put forward were all affirmed with the main focus being on the fact that the aspects of cognitive trust and emotional environmental concern are the main influenced factors in influencing sustainable consumer behavior. The research enhances the body of knowledge on the theoretical background of green marketing and consumer behavior as well as provide practical implications to the brands that would like to use sustainability as a competitive advantage. This will probably lead to an increase in consumer loyalty, market positioning, and brand identity, as sustainable consumption becomes especially relevant in the developing markets, so a business that incorporates environmental friendliness into its key marketing strategies will reap its rewards.

Moderating factors that could be investigated in the future include demographics, cultural factors, or perceived risks of greenwashing. Longitudinal research can also determine the inspiration of green marketing programs towards consumer trust in such programs across a period of time. On the whole, the present research provides a strong background on the translation of sustainability communication into the behavioral intention in the context of the FMCG.

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