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## People's Attitude towards Green Marketing Communication and Green Purchasing Behavior

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### ABSTRACT

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The purpose of this study is to determine whether the level of customer interaction with green marketing communications from companies influences their proclivity to engage in green purchasing behavior. This study also investigates the relationship between customer qualities, specifically their environmental attitudes, and the degree to which customers are responsive to green marketing materials supplied by businesses. A self-administered survey was done among people over the age of eighteen who live in Punjab, Pakistan. A total of 150 valid responses were received. Regression analysis, linear correlation, and descriptive analyses were among the analytical techniques used. Based on the study's findings, it is possible to conclude that customers do value green marketing messages from businesses. Furthermore, a substantial association was found between consumers' green purchasing behavior and their responsiveness to business green marketing messages. Furthermore, the findings confirm the assumption that women are more likely to be open to green marketing communications from businesses, and that individuals with a higher degree of education are more likely to be environmentally concerned.

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## Introduction

The utilization of natural resources by human beings has experienced a substantial escalation in recent decades, particularly since the onset of the industrial revolution, leading to a myriad of global environmental issues (Li et al., 2019). These concerns pose a significant threat to the well-being of human populations and have a detrimental impact on biodiversity, as evidenced by a substantial body of scholarly literature. Remarkably, the personal expenditure habits of individuals within a broader societal framework cannot be characterized as environmentally sustainable. Academic sources substantiate the claim that they indeed play a role in exacerbating these pressing environmental issues (Ramayah et al., 2010).

Nevertheless, amidst this disconcerting context, there has been a discernible shift in public consciousness. There is a growing recognition among individuals that the planet is currently facing a critical juncture characterized by alarmingly elevated levels of pollution. The consequence of this heightened awareness is a robust "movement" advocating for the preservation of the environment (Vlek & Steg, 2007). Significantly, both corporations and individual consumers, particularly in more advanced economies, are increasingly recognizing the importance of embracing sustainable manufacturing techniques and environmentally conscious consumption habits.

Purchasing environmentally friendly products for everyday usage exemplifies a commendable practice characterized by ecological awareness. This deliberate decision has the potential to alleviate or reduce a multitude of existing environmental issues. Significantly, as evidenced by numerous academic sources, this concept has garnered substantial attention in recent times, attracting interest from both business entities and consumers (Dąbrowska & Janoś-Kresło, 2018). Consumers are increasingly urging enterprises that provide them with goods to exhibit a steadfast dedication to sustainability, surpassing mere alterations in consumption patterns. These corporations possess considerable influence over consumer demand and, consequently, the environmental implications of consumption (Wiedmann et al., 2020). The literature suggests that sustainability has assumed an increasingly significant role in the realm of business in recent decades, with numerous corporations actively promoting and endorsing the advancement of sustainable consumption.

Furthermore, enterprises are restructuring their operations to align with a more ecologically conscious ideology (White et al., 2019). This transition is being driven by the implementation of more stringent sustainability standards and the integration of advanced technology, with the aim of maximizing their impact on the environment, society, and economy. This assertion is substantiated by scholarly sources. A comprehensive investigation conducted by Forbes has yielded intriguing results, as it successfully ranked and recognized prominent corporations that have demonstrated exceptional proficiency in integrating sustainable practices with robust financial performance (Gonçalves et al., 2016). The present investigation has generated invaluable knowledge regarding the strategies employed by environmentally conscious firms in order to attain success.

Environmentally responsible marketing, commonly referred to as "green marketing," has emerged as an essential strategy for organizations aiming to differentiate themselves in a fiercely competitive market, showcase their dedication to environmental preservation, and adopt an eco-friendlier stance. The findings of Paço et al. (2019) underscore the significance of employing a strategic approach in circumstances where there is limited client interest in specific items,

particularly those that are environmentally friendly. Green marketing serves as a strategic mechanism to effectively convey a genuine dedication towards environmental stewardship and sustainability, while also facilitating active consumer involvement. In the current epoch characterized by heightened awareness of environmental concerns, the adoption of green marketing emerges as a pivotal measure in advancing towards a more sustainable future.

## **2.0 Literature Review**

### **1. Attitude towards Green Products**

Various definitions of environmental or green attitudes can be identified within the existing body of scholarly research. Milfont and Duckitt (2010) propose that this concept refers to a psychological inclination that becomes apparent when individuals assess the natural world and demonstrate varying levels of preference or aversion towards it. Green attitudes, often referred to as pro-environmental attitudes, are defined as the manifestation of concern for the environment or the display of a compassionate disposition towards matters pertaining to the environment. Based on an alternative study, individuals who possess negative environmental attitudes exhibit a reduced propensity to engage in environmentally conscious behaviors and demonstrate a tendency to underestimate the significance of environmental issues. Therefore, it is imperative to recognize and address these mindsets. The relationship between individuals' views, intentions, and actual engagement in green shopping has been extensively explored by scholars in the field of green purchasing behavior. In research conducted by Urban and Kaiser (2022), it was shown that there were persistent variations in the environmental attitudes among individuals with varying levels of inclination towards green consumerism in a sample of 28 European nations. The findings of this study allowed the authors to establish a constant and positive correlation across a wide variety of countries between individuals' environmental attitudes, which serve as an indicator of their dedication to environmental preservation, and their propensity to engage in ecologically responsible actions. However, certain studies have demonstrated a modest association, commonly known as the attitude-action gap, between consumers expressed positive attitudes towards environmentally conscious purchases and their subsequent purchasing actions. Several ideas have been proposed to account for the observed disparity, positing that contextual circumstances play a crucial role in shaping the relationship between attitudes and behavior.

### **2. Green Marketing Communication**

The concept of "green marketing" lacks a universally accepted definition, as several scholarly sources have provided multiple interpretations of the term. This marketing approach is alternatively referred to as eco-marketing, ecological marketing, or environmental marketing. There are varying interpretations of the concept, with some perceiving it as a form of commerce that seeks to reduce negative ecological effects, while others conceptualize it as a promotional strategy that prioritizes environmental factors (Groening et al., 2018). Despite the process of change, various definitions persist. To minimize adverse environmental consequences while meeting human needs, green marketing comprises a range of strategies involving product modification, production techniques, packaging, labeling, and advertising.

Effective communication with customers is crucial for socially conscious organizations, since it can significantly influence consumers' purchasing decisions (Nadanyiova et al., 2020). Additionally, the implementation of green marketing strategies can further impact consumer

behavior in terms of product selection. Business entities emphasize the ecologically advantageous attributes of their products, leading to well-informed environmentally conscious consumers who conscientiously evaluate marketing strategies. Effective communication is a crucial factor in facilitating organizational change. Marketing communication initiatives are employed to emphasize the qualities of green products and the eco-friendly acts undertaken by companies (Dangelico & Vocalelli, 2017). Effective green marketing communication is expected to motivate consumers to purchase eco-friendly things from organizations that prioritize environmental consciousness.

Businesses employ several communication channels to disseminate their green marketing messaging, encompassing social media platforms, websites, newspapers, pamphlets, television advertisements, and magazines (Majeed et al., 2022). These platforms endeavor to persuade consumers that adopting environmentally friendly practices is beneficial for both the environment and their personal well-being. Environmental communication employs both verbal and non-verbal forms of messaging. Eco-labels, alternatively referred to as green labels, employ textual or visual means to convey environmental messaging, concurrently providing information pertaining to waste management, packaging, and manufacturing processes that exhibit a higher degree of environmental friendliness (Cherian & Jacob, 2012). While the impact of these labels on consumers' purchasing decisions may vary, they serve as a valuable tool in aiding individuals to select environmentally-friendly items. Numerous researches investigations have examined the influence of advertising on consumers' intentions and behaviors pertaining to environmentally conscious purchasing, so establishing it as an additional crucial determinant. The influence of advertising on environmentally conscious consumer behavior, meanwhile, remains inconclusive based on existing research.

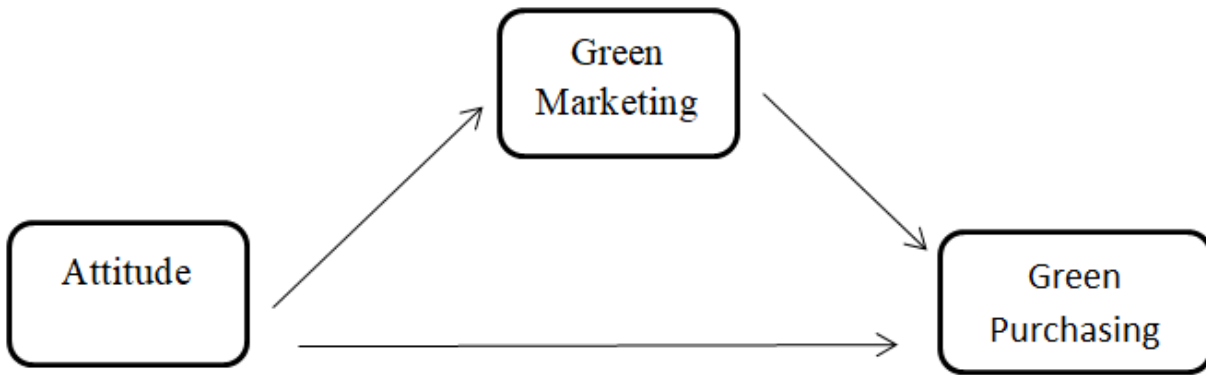
### **3. Green Purchasing Behavior**

Green purchasing, also known as environmentally conscious or sustainable purchasing, entails the deliberate choice made by consumers to select products and services that are developed, produced, or marketed with consideration for the environment. This behavior entails a conscious effort to mitigate the adverse environmental impacts of one's purchase choices (Maniatis, 2016). Key elements of green consumer behavior encompass a preference for eco-friendly items, which entails prioritizing goods derived from sustainable resources and those with reduced energy consumption and waste generation. Consumers seek environmental labels on products, such as low-emission vehicles or energy-efficient appliances, to facilitate decision-making aimed at resource conservation. In addition, environmentally conscious consumers demonstrate their support for enterprises and labels that exhibit a strong commitment to sustainability through active engagement in recycling practices and waste reduction initiatives (Shabbir et al., 2020). There are those that actively advocate for ecologically sustainable behaviors and strive to share knowledge in order to encourage others to adopt similar practices. The primary catalysts of this phenomenon include heightened environmental awareness, concerns regarding climate change, the imperative to safeguard natural resources, and a sense of societal responsibility (Biloslavo & Trnavčević, 2009). To meet the expectations of environmentally aware consumers, businesses are taking action by offering sustainable goods and integrating environmentally friendly practices into their regular activities.

#### **Hypothesis**

**H1:** Attitude towards green products has a significant association with green purchasing behavior.

**H2:** Green marketing communication mediates the role between attitude towards green products and green purchasing behavior.



**Figure 1 Conceptual Framework of study**

### **3.0 Methodology**

The data collection method employed in this investigation was an online survey, in which the questionnaire was self-administered by the participants. To determine the effectiveness of the questionnaire, an exhaustive review of the prior research concerning the environmentally cognizant purchasing behavior of consumers was undertaken. A series of inquiries that were considered crucial for collecting vital data regarding the participants' behavior were subsequently chosen.

The preliminary version of the survey was verified through the application of the "think aloud" technique, a qualitative research approach that focuses predominantly on cognitive interviewing. The participants were given explicit instructions to freely articulate their opinions regarding subjects that they would ordinarily abstain from discussing in their responses. This approach facilitates the systematic gathering of data concerning the cognitive processes of participants as they fill out surveys. The validation process involved the participation of ten individuals, all of whom provided insightful feedback that resulted in improvements to the questionnaire and the creation of its most recent and accurate iteration. Throughout the refining process, numerous queries underwent modifications in order to augment their clarity and simplicity. Furthermore, in consideration of the concerns raised by the majority of participants regarding the questionnaire's length, specific inquiries were excluded.

The survey was comprised of two fundamental elements. The preliminary section of the survey comprised various inquiries regarding the participants' age, gender, occupation, and educational background, in an effort to collect demographic data. Subsequent to this, the study analyzed critical facets of the green purchasing behavior of the respondents, including their perspectives, actual green purchasing behavior, and degree of involvement with businesses' environmental marketing initiatives. The respondents were given a series of items to evaluate their degree of concurrence, employing a five-point Likert scale that varied from 1 (strong disagreement) to 5 (strong agreement). This selection was determined through a comprehensive analysis of pertinent academic literature.

This study employed a range of statistical approaches to investigate its research hypotheses.

The initial application of descriptive statistics was the examination of the green marketing communication variable, providing a concise overview of its characteristics and extent. Subsequently, a regression model was constructed to assess the impact of green marketing communication on green purchasing behavior. Both parametric and non-parametric tests were independently done to examine the influence of gender and education on individuals' levels of attention towards companies' green marketing communication. This facilitated a comprehensive examination of the aforementioned variables. A multiple regression model was computed to assess the importance of customer variables, specifically gender, attitudes, and education, in relation to their attention towards enterprises' green marketing message. The comprehensive nature of this strategy facilitated the analysis of several factors that influence customers' engagement with green marketing initiatives.

**4.0 Results**

**Table 1 Consumer demographic Profile (N= 150)**

	<b>Respondent</b>	<b>F (%)</b>
<b>Gender</b>	Male consumers	89 (59.4)
	Female consumers	61 (40.6)
<b>Consumer Age</b>	18-25	102 (68.0)
	26-34	48 (32.0)
<b>Educational Level</b>	Undergraduate	67 (44.6)
	Graduate	83 (55.4)

Table 1 presents the demographic profile of the consumer sample, which comprises 150 respondents. Based on the examination of gender distribution, it was found that 59.4% of the respondents identified as male clients, whereas 40.6% identified as female clients. With respect to the age distribution, a considerable percentage of the participants (68 percent of the entire sample) fell within the age bracket of 18 to 25 years. In contrast, 32% of the remaining respondents were between the ages of 26 and 34. The findings regarding academic attainment indicate that 44.6% of the respondents had completed a bachelor's degree, with the majority, comprising 55.4%, having completed a postgraduate program. The demographic information provided presents a thorough synopsis of the characteristics of the sample population (N=150), which is essential for understanding consumer preferences and behaviors within the scope of the study.

**Table 2 Pearson Product Moment Correlation among variables (N=150)**

<b>Variables</b>	<b>Attitude</b>	<b>Marketing</b>	<b>Purchase</b>	<b>M(SD)</b>
Attitude	-	0.32*	0.43*	4.2 (2.11)
Marketing		-	0.74**	3.25 (0.63)
Purchase			-	4.7 (3.01)

Note: p value 0.05\*, P value 0.01\*\*.

Pearson's Product Moment Table 2 shows the correlation coefficients between the study's variables based on a sample size of N=150. The table shows notable correlations between the variables. There is a positive link between marketing attitudes ( $r = 0.32$ ,  $p 0.05$ ) and purchase

behavior ( $r = 0.43$ ,  $p 0.05$ ). Furthermore, there is a significant positive relationship ( $r = 0.74$ ,  $p 0.01$ ) between the variables purchasing and marketing. The mean and standard deviation (M (SD)) values for each variable are also provided to simplify referencing. The average attitude score is 4.2, with a standard deviation of 2.11. The average marketing score is 3.25, with a standard deviation of 0.63. Finally, the average buy score is 4.7, with a standard deviation of 3.01. The correlation coefficients given herein serve to elucidate the direction and size of the correlations among the variables within the context of this inquiry, providing vital insight into the interrelationships between these variables.

**Table 3 Regression Analysis**

Interaction	Beta	F-value	t-value	p-value
H1	0.35	10.45	4.69	0.034
H2	0.79	22.89	7.34	0.000

**Note; H1:** Attitude towards green products has a significant association with green purchasing behavior. **H2:** Green marketing communication mediates the role between attitude towards green products and green purchasing behavior.

The outcomes of the regression analysis performed to investigate the associations between the designated interactions and their corresponding predictor variables are displayed in Table 3. It has been ascertained that Hypothesis 1 (H1) is accompanied by a beta coefficient of 0.35 and an F-value of 10.45. A statistically significant correlation exists between green purchasing behavior and attitude toward green objects, according to these findings. The significance mentioned above is further supported by the t-value of 4.69 and the corresponding p-value of 0.034 that were computed. The F-value of 22.89 and the beta coefficient of 0.79 provide substantial evidence in favor of Hypothesis 2 (H2). The results of this study indicate that there is a mediating effect of green marketing communication on the relationship between consumer behavior and perceptions of green products. The statistical significance of the mediation effect is substantial, as indicated by the p-value of 0.000 and the t-value of 7.34. The empirical support for the hypotheses is provided by the regression analysis results, which also highlight the significance of attitude and green marketing communication in shaping customers' choices to participate in green purchasing.

When businesses engage in green marketing communications, consumers frequently direct their attention towards product attributes and manufacturing methodologies. Consumers place a great deal of importance on this characteristic, which compels organizations to incorporate it into their communication strategies. An essential component of these methodologies entails the careful consideration and choice of the most effective communication channels. Irrespective of the channel through which it is accessed (e.g., commercial websites or social networks), the internet possesses distinct attributes that differentiate it from alternative platforms. Digital platforms provide a multitude of benefits, one of which is the capacity to exhibit data in a variety of formats—including but not limited to text, images, videos, audio, and interactive components. By employing this comprehensive strategy, not only does it amplify the appeal of the content but it also fosters active involvement from the clientele (Isenmann et al., 2007). On the contrary, (Shahrin et al., 2017) underscores the importance of recognizing the potential risks. The study's results indicate that the existence of these risks has impeded the implementation of eco-friendly products in particular nations. Consequently, it is imperative that marketing experts thoroughly assess the advantages and disadvantages linked to the implementation of these digital platforms. The preceding assertion emphasizes the significance of employing a thorough and intricate methodology (Shahrin et al., 2017).

## **Discussion**

In contrast to initial hypotheses, the results of this research indicate that the impact of labels and packaging, which are frequently utilized as environmentally friendly, marketing tactics, does not significantly alter consumer behavior. According to the data presented in Statement 4 of Appendix A, the survey respondents exhibited either negligible deliberation or total indifference regarding this specific subject. The observed outcome may be ascribed to the diminished trust that consumers have in the accuracy of product labels. The term "green washing" pertains to the fraudulent activity of employing certifications, seals, and labels to entice consumers through the presentation of unverified assertions concerning the product's positive environmental impact (Bailey et al., 2016). Moreover, the current absence of universally acknowledged and reliable environmental identifiers exacerbates this perception of skepticism (Mushtaque et al., 2021).

The results of the study suggest that individuals who hold more favorable attitudes towards the environment are more receptive to environmental messages from businesses. The effectiveness of green marketing is heightened when consumers have an existing preoccupation with environmental issues. This endeavor is specifically targeted at those who are presently encountering the aforementioned issues (Zabkar & Hosta, 2012). As a result, businesses face more formidable obstacles when attempting to convince customers who demonstrate a diminished regard for environmental issues. Given the specific circumstances of this collective, it is critical to give precedence to the improvement of environmental consciousness by employing effective communication tactics (Cherian & Jacob, 2012).

A positive correlation has been observed between educational achievement and environmental behavior. Specifically, individuals with a higher level of education demonstrate a greater consciousness of environmental issues and are more likely to engage in actions that are environmentally conscious (Mushtaque et al., 2022). As a result, the study's results also suggest that individuals who have completed more advanced degrees demonstrate a heightened level of awareness regarding the environmentally friendly language utilized by businesses.

Furthermore, the study demonstrates a correlation between customers' environmentally conscious purchasing decisions and their level of receptiveness and attentiveness towards marketing messages that are environmentally favorable on the part of businesses. This discovery is consistent with the investigations carried out by Paço et al. (2019). Hence, it is critical for organizations to recognize green marketing communication as an indispensable instrument for encouraging environmentally aware consumer conduct. Therefore, this study highlights the significance of strategic communication in the context of green marketing by elucidating how consumer perspectives, gender, and level of education affect their receptivity to such communication and, consequently, their environmentally conscious purchasing conduct.

## **Conclusion and Future Recommendation**

Green purchasing is an ethically sound practice that seeks to contribute to the conservation of the natural environment and world. There has been a notable surge in interest and acknowledgement of the effectiveness of this methodology in tackling environmental issues among consumers and businesses in recent times. As a result, there is a growing trend among consumers to exhibit a greater level of interest in acquiring products that are environmentally conscious or eco-friendly in nature. Simultaneously, there has been an increasing propensity among organizations, scholars, and researchers to investigate the marketing implications linked to advocating for a more sustainable and comprehensive environment. This research gives considerable emphasis to the formulation and execution of ecologically sustainable



methodologies. The central emphasis of this inquiry pertains to marketing facets, encompassing pricing, distribution, product, and marketing communication.

The principal aim of this study is to further investigate the correlation between consumers' awareness of environmentally friendly promotional materials distributed by businesses and the subsequent influence of that awareness on their green purchasing conduct. According to Shabbir et al., (2020) have noted the presence of discrepancies in consumer reactions to promotional messages that promote the environment. The study's findings establish a positive correlation between consumers' inclination to make environmentally friendly purchases and their degree of attentiveness towards companies' green marketing communications, thereby providing empirical support for the research hypotheses. Furthermore, our research suggests that individuals who identify as feminine, possess a higher level of education, and hold an environmentally conscious perspective are more likely to interact with green marketing materials distributed by businesses. The findings mentioned above offer support for the claim that organizations can gain advantages by actively informing stakeholders of their commitment to sustainability. This entails the distribution of information that incorporates environmental considerations into the organization's operational procedures, product portfolio, and policies. Effective communication not only facilitates the acquisition of support from stakeholders but also plays a role in bolstering legitimacy, reputation, and transparency. Furthermore, it seems to have a noticeable influence on consumer behavior, influencing them to prioritize environmentally sustainable products in their purchases and resulting in economic benefits.

However, it is crucial to recognize a number of inherent limitations that are present in this study. As a result of the survey being conducted online and the non-random sampling technique utilized, there is a potential for inadequate representation of individuals without internet access in the sample. Additionally, it is significant to mention that the survey distribution via social media channels might have led to a sample that is overly concentrated among frequent users of social media platforms. This prospective bias may have an impact on certain demographic attributes, including educational attainment and age. As a result, it is prudent to exercise prudence when extrapolating the study's findings to a more extensive demographic.

**Waqas Ahmed:** Problem Identification and Model Development, Literature search, Methodology,

**Umar Tahir Khan:** Supervision and Drafting

### **Conflict of Interests/Disclosures**

The authors declared no potential conflicts of interest in this article's research, authorship, and/or publication.

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