THE IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE INTENTION

Batul Issa El-Hussain*1, Nevra Baker Arapoglu*2

*1Graduate Student, Department Of Business Administration, Institute Of Graduate Studies, Istanbul Aydin University, Istanbul, Turkey.

*2Assistant Professor, Department Of Business Management, Istanbul Aydin University, Istanbul, Turkey.

ABSTRACT

The environment, home of all creatures, is being destroyed unprecedentedly with the development of the world economy. The earth is threatened by global warming and environmental destruction, therefore promoting green products is important as concerns toward the environmental issues are rising. Green purchasing practices have emerged because of rising environmental awareness and therefore, marketers all around the world are experimenting it and creating environmentally friendly products in a range of areas to satisfy the demands of environmentally concerned consumers. This study explores the impact of green advertising and brand credibility on consumer purchase intention, shedding light on the evolving dynamics between environmentally conscious marketing strategies and consumer behavior. The study also investigates how levels of environmental knowledge and concern influence consumer decision-making. The goal of the study is to evaluate consumer response and influence over green marketing, which aids in determining if businesses should use green marketing strategies. The research aims to uncover the key factors that contribute to the effectiveness of green marketing in shaping consumer choices and fostering environmentally responsible purchasing behavior. The results offer significant implications for advertisers, policymakers, and businesses striving to align their strategies with the growing market need for eco-conscious products in the marketplace.

Keywords: Green Marketing, Consumer Purchase Behavior, Environmental Concern, Environmental Knowledge, Brand Credibility, Green Products, Climate Change.

I.   INTRODUCTION

Concern for the environment has become a subject of discussion among academics, corporations, and governments in recent years. Since the beginning of the 1980s, various environmental challenges like the greenhouse effect, pollution, global warming, and shifts in weather patterns have emerged, directly linked to the manufacturing sector (Yakup & Sevil, 2011). If we persist in such risky commercial practices without implementing safety measures, the prospects for both humanity and the planet's long-term survival would be jeopardized.

To fulfill the needs and desires of environmentally conscious consumers, green advertising refers to communications that include natural, ecologically sustainable, and environmentally beneficial elements (Zinkhan & Carlson, 1995). Advertising plays a critical role in fostering discussions on environmental issues and raising consumer and manufacturer awareness of eco-friendly products. Consumers who make efforts to maintain a healthy atmosphere are enthusiastic about buying reusable products and express their intentions to buy those products that make ecological statements. Green consumers also take safety into account when making purchases, and those who are more concerned with the environment tend to be drawn toward brands that use recyclable packaging. By holding opinions on statements like, "We have a responsibility to avoid purchasing or using things that are known to be destructive to the environment," we can influence consumers' positive behavior toward ecological concerns (Schwenker, C. H., & Cornwell, T. B, 1991).

There has been a noticeable surge in environmental consciousness among both consumers and businesses. This has prompted many companies to adopt green marketing strategies, integrating eco-friendly principles into their production methods, products, pricing, and other facets of their operations (Ansar, 2013). While every customer possesses their unique motivations for choosing specific goods or brands, the concept of "purchase

intention" denotes the decision-making process underlying such choices. This encompasses the consumer's rationale for selecting a particular brand over others. The act of purchasing is intricately linked with consumer behavior, perceptions, and attitudes. Thus, the present study aims to delve into how green marketing initiatives influence consumer purchase intentions.

Importance of the study:

- Environmental Sustainability: In an era where environmental concerns and sustainability are paramount, understanding how green marketing impacts buyer behavior can contribute to more eco-friendly and sustainable consumption patterns.

- Consumer Awareness: As consumers become increasingly informed about environmental issues, businesses need to align their marketing strategies with these concerns. Research in this area can help businesses tailor their messaging and product offerings to better resonate with environmentally conscious consumers.

- Competitive Advantage: Companies that effectively incorporate green marketing into their strategies can gain a competitive edge in the marketplace. Understanding how green marketing influences purchase intentions can help businesses position themselves as leaders in sustainability and attract a growing segment of environmentally conscious consumers.

- Market Growth and Consumer Behavior Insights: The green market segment has been growing steadily, and it represents a substantial economic opportunity. By studying the impact of green marketing, businesses can tap into this expanding market and adapt their strategies to meet consumer demands effectively. This research also provides valuable insights into consumer behavior, helping businesses anticipate trends and adapt to changing preferences.

II.   LITRETURE REVIEW

2.1 Green Advertising

As customers' awareness of the environment has grown, green advertising—a subcategory of green marketing—has become more popular. Green advertising has gained prominence on the public as a response to the growing awareness of environmental issues (Cleveland, Alamas, & Laroche, 2012). Advertising across different media platforms significantly contributes to communicating and raising awareness about environmental issues among the public. Moreover, it plays a pivotal role in stimulating the market demand for eco-friendly products (Grillo, Tokarczyk, & Hansen, 2008). Green advertising is defined as the appeals that try to fulfill consumers' needs and aspirations regarding to health problems and environmental concerns from a variety of angles, including pollution-free, sustainable, and ecological messages (Zinkhan & Carlson, 1995) .Green advertising, also known as environmental or eco-friendly advertising, is a specialized form of marketing that focuses on promoting products or services by emphasizing their environmental benefits and sustainability attributes.

The effectiveness of green advertisements lies in their ability to inform consumers about the environmental benefits associated with certain products or brands, thus promoting a positive attitude towards sustainability (Baker & Ozaki, 2008). Additionally, such advertisements contribute to raising awareness about environmental issues, influencing consumers to opt for eco-friendly alternatives (Banerjee & McKeage, 1994).

2.2 Environmental Knowledge

Customers are paying more attention to environmental effects by choosing eco-friendly products or services as they become more conscious of how maximum usage of resources might harm the environment (Henning & Karlsson, 2011). Consumer knowledge and understanding of the environment, including the ecological effects of various acts and their implications, has improved (Pagiaslis & Krontalis, 2014).

Environmental knowledge is the degree to which the public, as prospective buyers of environmentally friendly products, is aware of matters affecting long-term health and welfare, such as hazardous chemicals, greenhouse gases, recycling of packaging products, and other matters that may have an influence on favorable perceptions of green products (Haryanto & Budiman, 2014). Environmental knowledge can be categorized into two aspects according to findings from Gan et al. (Chen, 2012), first, consumers need to be educated to comprehend how a product affects the environment, and second, consumers need to know that the product is produced in an environmentally friendly way. Customers with environmental knowledge are better equipped to evaluate the

sustainability claims of products. They can analyze labels, certifications, and product information to assess if items are truly eco-friendly, thus making informed decisions that support sustainability (Chen & Chang, 2012). Informed consumers are more likely to adopt habits such as recycling, reducing energy consumption, minimizing waste, and choosing eco-friendly alternatives in their daily lives (Biswas & Roy, 2015). In essence, environmental knowledge empowers consumers to critically evaluate the environmental impact of their choices, make informed decisions that support sustainability, and drive positive changes towards a more environmentally conscious society.

2.3 Environmental Concern

Environmental concern refers to the level of awareness, care, and responsibility individuals or societies exhibit toward environmental issues and sustainability (Dunlap et al., 2000). It encompasses a range of attitudes, values, and behaviors that reflect a commitment to environmental protection and the recognition of the connection between human activities and the health of the planet (Schultz et al., 2004). High levels of environmental concern are associated with a global perspective and a future-oriented mindset. Individuals with strong environmental concern express worry about the future consequences of environmental degradation and seek solutions that ensure the well-being of future generations (Barr, 2007).

The term "green concern" is also referred to as environmental concern or environmental consciousness. In other words, environmental concern and green concern are other names for the same concept. Green concern refers to a person's conscious awareness of ecological issues and their desire to help find solutions (Dunlap & Jones, 2000).

Concerns about climate change originate from an understanding of its varied effects on the environment, society, and the economy. Green advertising is critical in addressing these challenges because it raises awareness, influences customer behavior, and advocates for ecologically beneficial methods. Corporations engage in green advertising to showcase their commitment to environmental responsibility. These campaigns emphasize corporate sustainability initiatives, eco-friendly product development, and transparent business practices, fostering a culture of corporate accountability towards climate change (Lee & Kotler, 2011).

2.4 Brand Credibility

Brand credibility refers to the perceived trustworthiness, authenticity, and reliability of a brand in delivering on its promises and claims (Erdem & Swait, 2004; Chen & Chang, 2012). It holds significant weight in the minds of environmentally conscious consumers, influencing their purchasing decisions and loyalty to eco-friendly products (Furlow, 2017; Chen & Chang, 2012). Businesses that engage in environmentally friendly operations give social value to customers and convey to them that they are environmentally conscious in the way they conduct business.

More information is available online these days, making green marketing more accessible to consumers around the world (Kautish, 2018), allowing buyers to see whether their brand is taking actions towards the environment. By evaluating knowledge and reliability, brand credibility estimates an organization's capacity and readiness to continuously uphold performance-enhancing qualifications (Erdem & Swait, 2004).

The value the brand provides is a major aspect that determines buying intention and is frequently taken into consideration when making a purchasing decision (Li & Cai, 2012; Hanaysha, 2018). Credible brands are those recognized as genuinely committed to sustainability, transparent in their practices, and consistent in their environmental initiatives (Chen & Chang, 2012). Brands acknowledged for their environmental credibility are more likely to attract eco-conscious consumers looking for authentic and ethical products (Furlow, 2017). Thus, brand credibility influences the establishment of long-term relationships with environmentally conscious consumers.

2.5 Consumer Purchase Intention

Understanding customers' purchasing intents can assist businesses in determining what drives sales and creates profit. To understand them, businesses should examine how customers' feedback influences their purchases and what elements can contribute to purchasing intention (Nuseir & Madanat, 2015). Intention is a natural mental activity that occurs before a person uses a good or service. Purchase intentions, according to Junaidi (Laksmi & Wardana, 2015), is a result of customer attitudes toward items, which are made up of

consumer perceptions and trust in a brand. Before choosing to purchase a product, consumers had to have already developed a desire for it. Consumer purchase intention is a term used to characterize consumers' decision-making process and the motivations behind their purchases of brands or products (Mirabi, Akbariyeh, & Tahmasebifard, 2015).

Green purchase intention refers to people's propensity and desire to favor brands of goods or services that are more sustainable while making their purchases (Karatu & Mat, 2014). It also reflects the consumer's intention or commitment to choose products that have minimal environmental impact or offer ecological benefits (Kotler et al., 2019). For example, someone who intends to buy eco-labeled clothing, or actively seeks energy-efficient appliances (such as LED light bulbs) demonstrates green purchase intentions by prioritizing environmentally friendly options. Other examples include supporting eco-friendly brands, preferring organic or sustainable foods (foods with minimal packaging), and choosing eco-labeled products.

III. METHODOLOGY

3.1 Research Design

The research design involves the development of a questionnaire featuring validated scales to measure constructs such as awareness of green products, environmental knowledge, brand credibility, green ads, willingness to pay more for eco-friendly options, and purchase intentions. Since quantitative approach is used to collect primary data, this paper qualifies as explanatory research.

Quantitative analysis will encompass descriptive statistics to summarize responses and techniques such as regression analysis to identify significant associations between green advertising strategies and consumer purchase intentions. The findings aim to offer insights into the effectiveness of green marketing efforts and their impact on shaping green purchase intention, thereby contributing to the understanding of sustainable consumption practices in the marketplace Part of the data was gathered via an online self-administered questionnaire. Surveys are useful for obtaining statistics from a broad sample of people who are asked about their opinions. An online survey was chosen since it helps reach a large audience regardless of their geographic location and saves time and money on gathering the required data (Ilieva et al., 2002).

3.2 Research Model

The following model shows the dependent variable "consumer purchase intention" and the independent variables "green advertising", "environmental knowledge", "environmental concern" and "brand credibility".
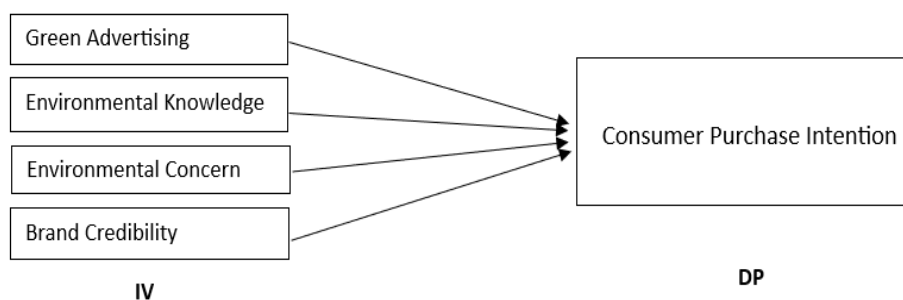

Figure 3.1: Research Model

Based on the research model, four hypotheses are developed:

H1: Green advertising will have a positive impact on consumer purchase intention.

H2: Environmental knowledge will have a positive effect on consumer purchase intention.

H3: Environmental concern will have a positive effect on consumer purchase intention.

H4: Brand credibility will have a positive impact on consumer purchase intention.

3.3 Questionnaire Design and Scales

The purpose of creating a questionnaire is to collect data for this study and assess respondent consumption behavior, environmental knowledge, and perceptions of customers in supporting renewable products. The survey included an overview about me, the main goal of the survey, and a few definitions to clarify some key words for the respondents. The 5-point Likert scale is the basis of the questionnaire utilized in this

investigation. For the independent variables, the range is as follows: (1= Strongly Disagree, 2 = Disagree, 3 =Neutral, 4 = Agree and 5 = Strongly Agree) and (1= Not likely at all, 2= Unlikely, 3= Neutral, 4= Likely, 5= Extremely likely) for the dependent variable scale. All questions were selected from valid and reliable scales to have accurate results for this research paper.

The scales were taken from previous literature studies. The independent variable "green advertising" scale was developed by Richards (2013), "environmental knowledge" scale was developed by Wang et al. (2017), "environmental concern" scale was developed by Mostafa (2006), and the "brand credibility" scale was developed by Erdem & Swait (1998). Lastly, the dependent variable "consumer purchase intention" scale was developed by Feick & Price (1987) and was used to measure individuals' intentions to purchase green products.

3.4 Data Collection and Sample Size

The survey, administered online for its efficiency and reach (Ilieva et al., 2002), targeted a diverse sample of consumers, utilizing a random sampling method to ensure representation across various demographics. The undergrad, grad, and postgrad business students of "Istanbul Aydin University" were the main respondents to this survey. Business majors were picked because it is widely believed that they are more aware of environmental issues and have a greater care for the environment than students from other fields. Additionally, instructors and students from several universities in Turkey and outside were given the questionnaire. A total of 214 responses have been collected via Google forms that were distributed among students using WhatsApp groups, social media, and emails. With 200 observations, the prediction accuracy is associated with a 7% margin of error, following a similar explanation method employed by Thornton and Thornton (2004). This implies that if the survey were replicated, the results would be consistent with those obtained from the current sample in 93% of cases.

IV.   DATA RESULTS AND DISCUSSION

4.1 Demographic Data

Table 4.1: Demographic Sample

Demographic Profile		Frequency	Percentage (%)
Gender	Male	85	39.7 %
	Female	129	60.3 %
Age Group	Under 18	11	5.1 %
	18-25	95	44.4 %
	26-35	75	35 %
	36-45	19	8.9 %
	46+	14	6.5 %
Marital Status	Married	72	33.6 %
	Single	141	65.9 %
	Widowed	1	0.5 %
Highest level of education	Highschool, Diploma or Equivelent	12	5.6 %
	Bachelor's Degree	82	38.3 %
	Master	99	46.3 %
	PhD	21	9.8 %
Occupation	Lecturer	16	7.5 %
	Others	20	9.3 %
	Professor	13	6.1 %
	Researcher	5	2.3 %
	Student	160	74.8 %
Monthly Income	Less than 500$	54	25.2 %
	500-1500	91	42.5 %
	1500-2500	37	17.3 %
	2500-3500	16	7.5 %
	More than 3500$	16	7.5 %

4.2 Explorotory Factor Analysis

Exploratory factor analysis (EFA) aims to determine the latent factors responsible for the observed correlations between the variables, providing insights into the underlying constructs influencing the data. it helps reduce the complexity of datasets by identifying commonalities among variables, simplifying the interpretation of results (Costello & Osborne, 2005). In addition to EFA, two crucial statistical methods used in the early phases of factor analysis are the Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy. The percentage of variance in the variables that might be attributed to underlying causes is measured by the KMO Measure of Sampling Adequacy. A high KMO score (usually more than 0.5) implies factor analysis may be performed on the dataset. To ensure that there is sufficient shared information to uncover underlying components, the KMO statistic is crucial since it indicates the degree of common variation across variables (Kaiser, 1974).

Table 4.2: Factor Analysis Results for Green Advertising

Items	Loadings
Advertisements of green products influence me to buy green products.	.583
Green advertisements accurately reflect a brand's environmental efforts.	.637
The trend of buying green products among people around me is increasing.	.609
Green advertisements are necessary for environmental awareness.	.536
I am often exposed to green advertisements.	.649
Green advertising increases my trust in a brand's overall corporate social responsibility efforts.	.710
I keep a watchful eye on new and popular green products.	.721
Green advertisements play a significant role in motivating green purchase intention.	.628
I pay attention to eco-friendly advertising.	.680
Green advertising encourages me to seek out and support eco-friendly brands.	.705
Variance Explained (%)	62.07
KMO Measure of Sampling Adequacy	.938
Bartlett's Test of Sphericity (sig.)	.000

Table 4.3: Factor Analysis Results for Environmental Knowledge

Items	Loadings
	.583
I strongly believe that environmental education and awareness are crucial for a sustainable future.	.642
I am very knowledgeable about environmental issues.	.674
I know more about recycling than the average person.	.700
Environmental knowledge enables me to recognize when green advertising is genuine and when it is simply "greenwashing."	.638
I know how to select products and packages that reduce the amount of landfill waste.	.548
Variance Explained (%)	64.65
KMO Measure of Sampling Adequacy	.943
Bartlett's Test of Sphericity (sig.)	.000

Table 4.4: Factor Analysis Results for Environmental Concern

Items	Loadings
I am concerned about environmental issues.	.693
I strongly believe that protecting the environment should be a top priority.	.679
I am worried about the effects of climate change on the planet.	.714
I believe that individual actions can make a difference in protecting the environment.	.714
I feel a sense of moral obligation to take care of the environment.	.632
The impact of climate change on communities greatly concerns me.	.713
I believe that immediate action is necessary to address environmental problems.	.659
I find myself constantly seeking ways to reduce my ecological footprint.	.573
Variance Explained (%)	61.21
KMO Measure of Sampling Adequacy	.920
Bartlett's Test of Sphericity (sig.)	.000

Table 4.5: Factor Analysis Results for Brand Credibility

Items	Loadings
[Brand] has a name you can trust.	.782
[Brand]'s service claims are believable.	.777
[Brand] delivers what it promises.	.794
[Brand] has the ability to deliver what it promises.	.810
Over time, my experiences with [Brand] had led me to expect it to keep its promises.	.765
I am more likely to consider purchasing products from [Brand] that I perceive as credible and trustworthy.	.730
I prioritize purchasing from [Brand] that has established a strong reputation for social responsibility.	.651
[Brand]'s credibility enhances my confidence and willingness to make a purchase.	.640
Variance Explained (%)	64.60
KMO Measure of Sampling Adequacy	.918
Bartlett's Test of Sphericity (sig.)	.000

Table 4.6: Factor Analysis Results for Consumer Purchase Intention

Items	Loadings
I would consider buying green products because they are less polluting.	.733
I would consider switching to other brands for ecological reasons.	.765
When I am exposed to green advertising, I intend to switch to a green version of the product.	.765
I am willing to pay extra for a product that is environmentally friendly.	.789
I am willing to pay extra for a product that is fully recyclable.	.790
I am likely to buy a product that is made using recycled materials from a credible brand.	.645
I am likely to buy a product that is packaged using eco-friendly materials.	.763
I will switch to a brand that offers eco-friendly products, even if it means giving up a brand I am currently loyal to.	.706
I consider a product's environmental impact before making a purchase decision.	.722
I am more likely to engage in repeat purchases from a brand that offers green products.	.664
Variance Explained (%)	66.03
KMO Measure of Sampling Adequacy	.926
Bartlett's Test of Sphericity (sig.)	.000

A statistically significant outcome (p < 0.05) indicates that there are enough substantial correlations between the variables for component analysis to be useful (Bartlett, 1954). EFA is justified if the KMO measure is more than 0.50 and the Bartlett's test of sphericity is significant (Hair et al., 2010). The SPSS software (Statistical Package for the Social Sciences.) in this context is used to check the adequacy. Its range is between 0 – 1, and factors deemed credible by Field (2009) are those whose values are near to 1. In accordance with Kaiser (1960), results greater than 0.05 are regarded as acceptable. As shown in the above tables, items that have a loading greater than 0.5 are considered acceptable and items that had a loading under 0.5 were removed as they are not needed. The statistically significant Bartlett's Test of Sphericity (p < .001) further supports the suitability of the data for factor analysis. The high KMO Measure of Sampling Adequacy values are all above 0.9, which signals that the dataset is highly suitable for factor analysis, with strong common variance among the items.

4.3 Reliability Test

Table 4.7: Cronbach's Alpha statistics

Variable	Number of Items (N)	Cronbach's Alpha (α)
Green Advertising	10	.931
Environmental Knowledge	10	.938
Environmental Concern	10	.928
Brand Credibility	8	.921
Consumer Purchase Intention	10	.942

Cronbach's Alpha statistic, which was utilized to determine the reliability of each scale item used to test the hypotheses, is summarized in the table above. Cronbach's alpha is predicted to be higher than the threshold of 0.70 for high internal consistency (Hair et al., 2010). All indicate an excellent internal consistency given that all of them are above the threshold limit.

4.4 Regression Analysis and hypothesis testing

H1: Green advertising will have a positive impact on consumer purchase intention.

Table 4.8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597a	.357	.354	6.549

a. Predictors: (Constant), GA_score (Green Advertising)

Table 4.9: ANOVA for H1

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5041.212	1	5041.212	117.536	.000b
	Residual	9092.826	212	42.891		
	Total	14134.037	213			

a. Dependent Variable: CPI_score (Consumer Purchase Intention)

b. Predictors: (Constant), GA_score (Green Advertising)

The correlation coefficient between the predicted values and the observed values is 0. 597. When considering the number of predictors, the adjusted R square is 35.4%, accounting for the model's complexity. The p-value is less than the significance level (usually 0.05), suggesting that the model is statistically significant. Therefore, the relationship is statistically significant, suggesting that GA_score influences the CPI_score.

H2: Environmental knowledge will have a positive effect on consumer purchase intention.

Table 4.10: Model Summary of H2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667a	.445	.443	6.081

a. Predictors: (Constant), EK_score

Table 4.11: ANOVA for H2

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	6295.155	1	6295.155	170.250	.000b
1	Residual	7838.882	212	36.976		
	Total	14134.037	213			

a. Dependent Variable: CPI_score

b. Predictors: (Constant), EK_score (Environmental Knowledge)

The correlation coefficient between the predicted values and the observed values is 0.667. When considering the number of predictors, the adjusted R square is 44.3%, accounting for the model's complexity. The correlation is statistically significant ($p < 0.001$). Therefore, environmental knowledge has a positive effect on consumer purchase intention.

H3: Environmental concern will have a positive effect on consumer purchase intention.

Table 4.12: Model Summary of H3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640a	.410	.407	6.273

a. Predictors: (Constant), EC_score

Table 4.13: ANOVA for H3

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	5790.518	1	5790.518	147.131	.000b
1	Residual	8343.519	212	39.356		
	Total	14134.037	213			

a. Dependent Variable: CPI_score

b. Predictors: (Constant), EC_score (Environmental Concern)

The correlation coefficient between the predicted values and the observed values is 0.640. the adjusted R square is 40.7%, accounting for the model's complexity. The overall model is statistically significant ($p < 0.001$), as indicated by the ANOVA test. The relationship is significant, indicating that EC_score positively affects CPI_score.

H4: Brand credibility will have a positive impact on consumer purchase intention.

Table 4.14:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467a	.218	.214	7.222

a. Predictors: (Constant), BC_score

Table 4.15: ANOVA for H4

	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	3078.015	1	3078.015	59.021	.000[b]
1	Residual	11056.023	212	52.151		
	Total	14134.037	213			

a. Dependent Variable: CPI_score

b. Predictors: (Constant), BC_score

The correlation coefficient between the predicted values and the observed values is 0.467. The adjusted R square, at 21.4%, reflects the consideration of the model's intricacy. The overall model is statistically significant ($p < 0.001$), as indicated by the ANOVA test. The relationship is positive, indicating that BC_score has a significant impact on CPI_score.

Table 4.16: Hypothesis Results Summary

Hypotheses	Results
H1: Green advertising will have a positive impact on consumer purchase intention.	Supported
H2: Environmental knowledge will have a positive effect on consumer purchase intention.	Supported
H3: Environmental concern will have a positive effect on consumer purchase intention.	Supported
H4: Brand credibility will have a positive impact on consumer purchase intention.	Supported

V.   CONCLUSION

Our study's findings strongly support hypothesis H1, showing that green advertising influences consumers' intentions to make purchases in significant manners. The positive correlation between exposure to green advertising and increased purchase intention aligns with the literature emphasizing the persuasive power of environmentally focused marketing messages. The results support H2, that consumers' purchasing intentions are positively influenced by environmental knowledge. Higher environmental awareness levels in consumers are often associated with greater willingness to engage in environmentally conscious purchasing behavior. The data from our study supports H3, indicating a positive relationship between environmental concern and consumer purchase intention. Individuals who express a higher-level concern for the environment are more likely to exhibit a positive attitude towards purchasing products with environmentally friendly attributes. Regarding H4, our results provide strong evidence supporting the hypothesis, underscoring the importance of brand credibility in influencing consumer purchase intentions. Customers are more likely to buy sustainable products from companies they believe to be reliable and credible. Building and maintaining a positive brand image, particularly in the context of environmental responsibility, emerges as a crucial factor for companies aiming to enhance consumer confidence and drive purchase intentions.

The growth of the global economy is causing an unprecedented amount of damage to the environment, which is home to all living creatures. Since global warming poses a threat to the planet, it is critical to promote green products as concerns of these issues grow. After formulating and looking at several implications, results show that producing recyclable, renewable and eco-friendly products benefit the economy. In this context, as consumers increasingly demand environmentally friendly alternatives, companies responding to this shift often invest in research, development, and production of recyclable products, contributing to job opportunities (Steg, 2016). Thus, the reduction of waste through recycling minimizes the financial burden on local governments for waste disposal and landfill management (Wagner, Lutz, & Thogersen, 2009).

The study highlights how important brand credibility is in influencing consumers' opinions and level of trust about green marketing. Establishing and preserving a reliable brand image is crucial for businesses using environmentally friendly techniques since customers are growing increasingly sensitive toward the environment (Chernev, 2018). The correlation that has been shown to exist between green marketing and consumers' desire to purchase highlights the possibility for businesses to stand out in the market by using sustainable practices. This supports the claim made by Peattie and Peattie (2003) that a brand's competitiveness is increased by having moral and ecologically friendly characteristics. In a world where consumers are becoming more and more concerned about sustainability, this study adds to the expanding amount of research that highlights the economic benefits of environmentally responsible behaviors. With the world struggling with climate change, it is clear how important studies like this one are in pointing businesses in the direction of sustainable practices that appeal to ethical customers.

VI.   REFERENCES

[1]   Ansar, N. (2013). Impact of Green Marketing on Consumer Purchase Intention. Mediterranean Journal of Social Sciences, 4(11), 650-655.

[2]   Banerjee, S. B., & McKeage, K. (1994). How green is my value: Exploring the relationship between environmentalism and materialism. Advances in Consumer Research, 21, 82–86.

[3]   Barr, S. (2007). Factors influencing environmental attitudes and behaviors: A U.K. case study of household waste management. Environment and Behavior, 39(4), 435–473.

[4]   Bartlett, M. S. (1954). A note on the multiplying factors for various chi-square approximations. Journal of the Royal Statistical Society: Series B (Methodological), 16(2), 296-298.

[5]   Biswas, A., & Roy, M. (2015). The influence of environmental consciousness, environmental concern, and social influence on green purchase intention. Journal of Consumer Research, 42(4), 606-627.

[6]   Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. Management Decision, 50(3), 502–520.

[7]   Chernev, A. (2018). Sustainable consumption: A multilevel investigation of the role of social norms and culture. Journal of the Academy of Marketing Science, 46(1), 1-22.

[8]   Cleveland, M., Almas, S., & Laroche, M. (2012). Determinants of consumer pro-environmental behaviors: A literature review. Journal of Consumer Marketing, 29(6), 412-422.

[9]   Costello, A. B., & Osborne, J. W. (2005). Best practices in exploratory factor analysis: Four recommendations for getting the most from your analysis. Practical Assessment, Research & Evaluation, 10(7), 1-9.

[10]   Dunlap, R. E., Van Liere, K. D., Mertig, A. G., & Jones, R. E. (2000). Measuring endorsement of the new ecological paradigm: A revised NEP scale. Journal of Social Issues, 56(3), 425–442.

[11]   Dunlap, R. E., Van Liere, K. D., Mertig, A. G., & Jones, R. E. (2000). Measuring endorsement of the new ecological paradigm: A revised NEP scale. Journal of Social Issues, 56(3), 425–442.

[12]   Erdem, T., & Swait, J. (1998). Brand equity as a signaling phenomenon. Journal of Consumer Psychology, 7(2), 131–157.

[13]   Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. Journal of Consumer Research, 31(1), 191-198.

[14]   Feick, L., & Price, L. (1987). The Market Maven: A diffuser of marketplace information. Journal of Marketing, 83-97

[15]   Field, A. (2013). Discovering statistics using IBM SPSS statistics. Sage.

[16]   Furlow, N. E. (2017). Environmental sustainability in the hospitality industry: Best practices, guest participation, and customer satisfaction. Journal of Hospitality and Tourism Research, 41(6), 732–755.

[17]   Grillo, P., Tokarczyk, J., & Hansen, M. H. (2008). Understanding green marketing and consumer behavior: An integrative review. Journal of Business Research, 61(10), 959-965.

[18]   Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis: A Global Perspective (7th ed.). Pearson.

[19]   Haryanto, D., & Budiman, A. (2014). The influence of green marketing on purchase intention: A study

on consumers of green products in Semarang, Indonesia. International Journal of Marketing Studies, 6(1), 11-21.

[20] Henning, M., & Karlsson, M. (2011). Sustainable business models: Towards a framework for evaluating business models for sustainability. Mediterranean Journal of Social Sciences, 4(11), 650-655.

[21] Ilieva, J., Baron, S., & Healey, N. M. (2002). Online surveys in marketing research: Pros and cons. International Journal of Market Research, 44(3), 361-376.

[22] Kaiser, H. F. (1974). An index of factorial simplicity. Psychometrika, 39(1), 31-36.

[23] Kautish, P. (2018). Environmentally conscious consumer behavior and green marketing: An analytical study of the Indian market. In P. Kautish (Ed.), Green consumerism: The behavior of a new age consumer (1st ed., Chapter 7). Apple Academic Press, Inc.

[24] Kotler, P., Armstrong, G., Harris, L. C., & Piercy, N. (2019). Principles of Marketing. Pearson.

[25] Lee, K., & Kotler, P. (2011). Social marketing: Influencing behaviors for good. SAGE Publications.

[26] Mostafa, M. M. (2006). Antecedents of Egyptian consumers' green purchase intentions: A hierarchical multivariate regression model. Journal of International Consumer Marketing, 19(2), 97-126.

[27] Pagiaslis, A., & Krontalis, A. K. (2014). Green consumption behavior antecedents: Environmental concern, knowledge, and beliefs. Psychology & Marketing, 31(5), 335-348.

[28] Peattie, S., & Peattie, S. (2003). Ready to fly solo? Reducing social and environmental footprints through consumers' responsible behavior. Australasian Marketing Journal, 11(1), 24-35.

[29] Pickett-Baker, J., & Ozaki, R. (2008). Proactive public relations and green public relations: An analysis of environmental consciousness and environmentally responsible behavior. Journal of Business Ethics, 78(4), 611-622.

[30] Richards, L. (2013). Examining green advertising and its impact on consumer skepticism and purchasing patterns. Elon Journal of Undergraduate Research in Communications, 4(2), 1-4.

[31] Schultz, P. W., Shriver, C., Tabanico, J. J., & Khazian, A. M. (2004). Implicit connections with nature. Journal of Environmental Psychology, 24(1), 31–42.

[32] Schwenker, C. H., & Cornwell, T. B. (1991). An examination of ecologically concerned consumers and their intention to purchase ecologically packaged products. Journal of Public Policy & Marketing, 10(2), 77-101.

[33] Steg, L. (2016). Values, norms, and intrinsic motivation to act pro-environmentally. Annual Review of Environment and Resources, 41, 277-292.

[34] Thornton, R. J., & Thornton, J. A. (2004). Erring on the Margin of Error. Southern Economic Journal, 71(1), 130-135.

[35] Wagner, T., Lutz, R. J., & Thogersen, J. (2009). New products from the ivory tower: Do consumers care about eco-friendly packaging and products? Journal of Business Ethics, 90(2), 279-291.

[36] Wang, J., Bao, J., Wang, C., & Wu, L. (2017). The impact of different emotional appeals on the purchase intention for green products: The moderating effects of green involvement and Confucian cultures. Sustainable Cities and Society, 34, 32-42.

[37] Yakup, D., & Sevil, A. (2011). A theoretical approach to concept of green marketing. Journal of Contemporary Research in Business, 12(3), 45-62.

[38] Zinkhan, G. M., & Carlson, L. (1995). Green advertising and the reluctant consumer. Journal of Advertising, 24(2), 1-6.