

# IMPACT OF GREEN MARKETING ON CONSUMER BEHAVIOUR

Puja Thapa

MBA Student, Novel Academy, Pokhara, (Nepal)

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## ABSTRACT

### Background

Green marketing promotes eco-friendly products in response to environmental concerns like climate change and global warming. As awareness grows, green consumerism has emerged. This study explores consumer awareness and the impact of green marketing on purchasing behavior in Pokhara, Nepal.

### Objectives

The main purpose of the study is to explore how green marketing influences the consumer attitudes and perception and the impact of green marketing on consumer behavior.

### Methods

The study employed a survey research design with convenience sampling, collecting data from 154 educated professionals aware of environmental issues. Correlation and regression analysis were used to examine the relationship between green marketing and consumer behavior.

### Results

Correlation analysis revealed a positive relationship between consumer behavior and green marketing factors: green branding ( $r = .168$ ), eco-labeling ( $r = .336$ ), and product availability ( $r = .547$ ). The regression model showed a strong overall relationship ( $R = 0.695$ ), indicating these factors collectively influence eco-friendly consumer choices.

### Conclusion

Green marketing practices-eco-labelling, green branding, and product availability significantly influence consumer behavior. To meet rising sustainability demands, businesses should adopt eco-friendly marketing strategies that build trust, loyalty, and support environmental goals.

### Implications

Based on the study's findings, the following implications are suggested:

- **For Businesses:** Focus on better eco-labeling, stronger green branding, and making eco-friendly products more accessible
- **For Researchers:** Study how different consumer groups respond to green marketing, conduct long-term studies, and explore how green marketing builds consumer trust.

**Keywords:** Green marketing, Consumer behavior, eco-labelling, branding, green products

## 1. INTRODUCTION

Green marketing has become a key strategy for companies aiming to raise environmental awareness among consumers. With increasing global attention on environmental issues,

consumers are more inclined to choose eco-friendly products, pushing companies to adopt sustainable practices and effectively promote these initiatives. Alkhatib, Kecskés, and Keller (2023) emphasize that in today's digital age, transparency and accountability in green marketing are more critical than ever, as consumers are carefully evaluating brands' environmental commitments. Research indicates that factors such as eco-labeling, green branding, and product availability strongly influence consumer attitudes and purchasing decisions (Barbu et al., 2022; Correia et al., 2023). However, there is a gap in studies that quantitatively examine the relative influence of these specific green marketing strategies on consumer behavior, especially in emerging markets.

This study explores the impact of key green marketing variables specifically eco-labeling, branding, and product availability on consumer behavior. It seeks to determine which of these factors most significantly affect consumers' choices to purchase sustainable products. Previous studies by Alkhatib, Kecskés, and Keller (2023) highlight the growing importance of green marketing in the digital age, where consumers increasingly demand transparency and environmental responsibility from brands. Additionally, research by Barbu et al. (2022) and Correia et al. (2023) indicates that well-executed branding and clear eco-labeling can build consumer trust and increase their willingness to buy eco-friendly products. However, the success of these strategies may vary depending on consumer groups and product categories. This study builds on existing literature by analyzing the specific influence of branding, product availability, and eco-labeling on consumers' eco-friendly purchasing decisions.

Additionally, this study aims to assess consumer awareness of green products and sustainable practices in Pokhara, Nepal, and explore how consumers perceive the importance of eco-conscious values and their preferences for green products. The findings will provide valuable insights into consumer awareness, helping businesses tailor their green marketing strategies to meet local needs and preferences.

## 2. REVIEW OF LITERATURE

### 2.1 Consumer Behaviour

Consumer behavior refers to how individuals or groups make decisions when choosing, buying, and using products or services. When it comes to green products, purchasing decisions are influenced by both personal and external factors. Personal factors include environmental awareness and individual beliefs, while external influences stem from

marketing efforts and social pressures. Understanding these factors helps businesses promote eco-friendly products more effectively.

People who are more environmentally conscious tend to buy green products more frequently. Social influences, such as cultural norms and peer opinions, also play a role—these can either encourage or discourage eco-friendly purchases. Research suggests that personal values, especially those related to environmental responsibility, are key drivers in motivating consumers to choose sustainable options.

Additionally, Correia et al. (2023) highlight the importance of effective green marketing communication in shaping consumer decisions. The messages that emphasize the ethical and environmental benefits of green products can build consumer trust and increase purchase intent. However, misleading claims, known as greenwashing, can create doubt and reduce the impact of green marketing.

In India, Deshmukh and Tare (2022) found that green marketing strategies significantly influence consumer decisions, particularly in the durable goods sector. More consumers are now considering environmental factors before making a purchase. However, the gap between behavioral intention and actual purchase behavior remains a challenge. While many consumers express interest in purchasing green products, factors such as higher costs, limited availability, and convenience often deter them from following through with their purchase intentions. This discrepancy between intention and action reflects the complex nature of consumer decision-making, where multiple barriers may prevent the intended behavior from translating into actual purchases.

Overall, past research suggests that both internal motivations and external influences shape consumer behavior toward green products. Several key factors contribute to this decision-making process, including awareness, trust, social influence, marketing strategies, and the barriers between behavioral intention and actual purchasing behavior.

## 2.2 Green Branding

Green branding is a process where there is a practice of using environmentally safe products that promotes sustainability. This branding strategy helps to incorporate eco-friendly principles into every aspect of the brand, including product design, packaging, marketing, and corporate practices. The primary objective of green branding is to set products in a unique way in a competitive market by introducing them into the growing consumer demand for sustainable choices (Alkhatib et al., 2023; Skackauskiene & Vilkaite-Vaitone, 2022).

The success of green branding heavily relies on the moral value of the brand's environmental commitments. Consumers tend to trust and support brands that genuinely embrace sustainability, which shows favor toward green

product actions and communications. However, there is also a risk of misleading use of green branding—referred to as *greenwashing*—where products are falsely marketed as environmentally friendly. Greenwashing can create consumer distrust, damaging the brand's reputation and undermining its market image (Khan et al., 2022; Shabbir et al., 2020).

The hypothesis on the relationship between Green Branding and Consumer Behavior is created as the first hypothesis as:

*H1: There is a significant relationship between Green Branding and Consumer Behavior.*

This hypothesis is supported by studies showing that consumers' positive attitudes towards green brands are often driven by transparency, trust, and a perceived placement of the brand's values with environmental concerns (Alkhatib et al., 2023; Deshmukh & Tare, 2022). Therefore, a significant relationship is expected between green branding and consumer behavior due to consumers' increasing preference for brands that demonstrate authentic commitment to sustainability.

## 2.3 Eco Labelling

Eco-labeling is a certification that shows a product meets certain environmental standards. It helps customers make better choices by giving them reliable information about the product's environmental impact. This improves transparency and encourages more responsible consumer behavior. Research shows that eco-labels have a strong influence on what people buy.

According to Alkhatib et al. (2023), eco-labels are important tools in green marketing, as they help customers find environmentally friendly products more easily. Their impact depends on the label's credibility, familiarity, and design. Well-known and clearly presented eco-labels are more likely to gain consumer trust and increase the product's appeal.

*H2: There is a significant relationship between Eco Labeling and Consumer Behavior.*

Among the factors of eco-labeling, *credibility* has the most impact. When consumers believe the label is genuine and trustworthy, they are more likely to purchase the product (Barbu et al., 2022).

## 2.4 Availability of Green Products

The availability of green products refers to how accessible environmentally friendly and sustainable products are to consumers in the market. Green products should be readily available, whether physically in stores or online, to meet consumer demand at the time of purchase. The ability to satisfy consumer needs promptly is crucial for influencing their purchasing decisions. Research highlights that the availability of these products significantly impacts the psychological aspects of consumer behavior, such as how quickly they form perceptions and make decisions regarding their purchase (Gadenne et al., 2011; Reddy et al., 2023).

Despite growing interest in green products, challenges can arise when these products are not easily accessible in certain segments or regions. The lack of availability can hinder consumer engagement and reduce the likelihood of purchasing green products. Therefore, to address these challenges, businesses should focus on optimizing their supply chains to ensure products are available when consumers need them. This will help increase consumer satisfaction and strengthen the overall appeal of green products in the market (Deshmukh & Tare, 2022; Alkhatib et al., 2023).

The third hypothesis shows the relationship between Availability of Green Products and Consumer Behaviour which is represented as:

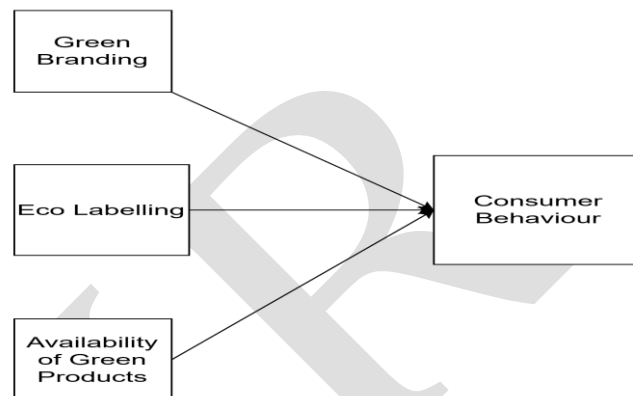
*H3: There is significant relationship between Availability of Green Products and Consumer Behaviour.*

Based on the past research the concern of the consumer and producer both are increasing towards green products due to changes in environment causing various serious issues such as climate change, droughts, global warming, natural calamities etc. While some school of thoughts think that it only covers ecofriendly products rather than it covers the wide range of variety of products. The conscious consumer of today's contemporary world is more shifting toward sustainable choices and making aware approaches to choose the sustainable green products (Anvar, 2014; Barbu et al., 2022; Hasanah & Aziz, 2021). Various researchers have studied consumers' attitude and behavior towards green products and found out that the consumers who choose the green products are the consumers who are concerned about environmental preservation (Govender & Govender, 2016; Hisham Rahahleh et al., 2019). The past studies show the rising green consumers across the globe who are aware about what really the green products can contribute towards preserving the environment and the rising green consumer in the globe is gaining the momentum (Skackauskiene & Vilkaite-Vaitone, 2022; Correia et al., 2023).

Based on review of several studies a specific research gap has been identified in global green marketing practices. There has been most of the studies on green products variables such as price of the green products, challenges to adopt green products but it, itself is a diversified concept, other variables that may affect the green marketing practices that may affect the consumer behavior have not been explored in the Nepalese market. Hence, this research delves to provide the study on the impact of green marketing practices on consumer behavior of Pokhara, Nepal. The study seeks to identify and examine the possible variables that may impact the green marketing practices. Based on the past studies, the theoretical framework works on various independent variables such as: Green Branding, Eco labelling, Availability of Green Products and Dependent variables as Consumer Behavior (Deshmukh & Tare, 2022; Alkhatib et al., 2023).

Based on the past studies, the theoretical framework works on various independent variables such as: Green Branding, Eco labelling, availability of Green Products and Dependent variables as consumer behavior. The conceptual framework of the study is given as:

**Figure 1: Conceptual Framework of the Study**



*Source: (Hasanah & Aziz, 2021; Reddy et al., 2023).*

### 3. MATERIALS AND METHODS

The study used the causal-comparative approach to examine the impact of green marketing on consumer choices. The sampling technique was convenience sampling, with a sample size of 154 total samples from the Pokhara valley. Structured surveys were used to generate measurable insights that could be statistically analyzed, which consisted of single-response, multiple-response, rating scale, and open-ended questions. This allowed the study to identify factors that may influence green marketing. The target population for this study consisted of educated individuals from Pokhara who were familiar with green marketing concepts. Surveys were distributed digitally through Google Forms to ensure comprehensive coverage and accessibility for all participants.

To ensure the validity of the questionnaire, a review of past studies was conducted to include the required concepts and constructs in the questions. The questionnaire was then reviewed by a lecturer from a local college to ensure that the questions were clear and understandable. A pilot test was conducted to ensure the reliability of the questionnaire. The result of the pilot study provided a clear indication of the questionnaire's validity for further use in the study.

In this study, the reliability of the questionnaire used to collect data was evaluated using Cronbach's Alpha, a measure of internal consistency and reliability. A high value of Cronbach's Alpha indicates that the questionnaire items are highly interrelated and consistent for further analysis. In this study, the Cronbach's Alpha value was found to be 0.78, indicating a high level of consistency among the questionnaire items.

While convenience sampling allowed for efficient data collection, it may introduce sampling bias. To mitigate this,

efforts were made to include a diverse group of respondents and ensure a balanced representation of demographic variables. However, the sample size ( $n = 154$ ) limits the generalizability to the broader population.

To analyze the collected data, statistical software programs such as SPSS were used to interpret the data. The tool was used to perform various statistical analyses, including mean and median calculations, as well as correlation and regression analyses, to show the relationship between dependent and independent variables.

## 4. RESULTS

### 4.1 Demographic Characteristics of the Respondents

The demographic profile of the respondents has been characterized as: Gender, Age, Occupation, Education and Monthly income. Demographic data was obtained via a structured questionnaire and interpreted using the software SPSS in percentiles and frequencies. The given table represents the demographic profile of the respondents.

**Table 1: Demographic Profile of Respondents**

Profile	Group	Frequency	Percent
Gender	Male	70	45.5
	Female	84	54.5
Age	Under 18	1	0.6
	18-24	20	13.0
	25-34	100	64.9
	35-44	26	16.9
	45-54	4	2.6
	55-64	3	1.9
Occupation	Student	36	23.4
	Employed full time	73	47.4
	Employed part time	14	9.1
	Self-employed	22	14.3
	Unemployed	7	4.5
	Retired	2	1.3
Education	SLC/SEE	1	0.6
	Plus 2	13	8.4
	Bachelors	74	48.1
	Masters	65	42.2
	Doctorate or Higher	1	0.6
Monthly Income	Below 30,000	37	24.0
	Between 30,000 and 60,000	41	26.6
	Between 60,000 and 90,000	19	12.3
	Between 90,000 and 120,000	16	10.4
	Above 120,000	41	26.6

Source: Field survey 2024 and Author's calculation

The demographic analysis provides insights into the sample composition:

- Gender: The sample is relatively balanced, with 54.5% female (84 participants) and 45.5% male (70

participants), indicating a slight majority of female respondents.

- Age: The majority of respondents (64.9%) belong to the 25-34 age group, followed by 16.9% aged 35-44 and 13% aged 18-24. Minimal representation is observed in younger (below 18) and older (45+ years) age groups.
- Occupation: Nearly half (47.4%) of the participants are full-time employees, followed by students (23.4%) and self-employed individuals (14.3%). Unemployed and retired respondents represent a smaller portion (4.5% and 1.3%, respectively).
- Education: The sample exhibits high educational attainment, with 48.1% holding a bachelor's degree and 42.2% holding a master's degree. Only a small fraction has SLC/SEE (0.6%) or a doctorate degree (0.6%).
- Monthly Income: The largest income groups are those earning 30,000-60,000 (26.6%) and above 120,000 (26.6%). Respondents earning below 30,000 make up 24%, while middle-income brackets are 12.3% (60,000-90,000) and 10.4% (90,000-120,000).

**Table 2: Regression Analysis**

Variable	Unstandardized Coefficients (B)	Standardized Coefficients Beta	t-value	Sig.	VIF
(Constant)	1.095		4.353	<.001	
Ecolabelling	.077	.094	1.433	.154	1.259
Branding	.407	.423	5.849	<.001	1.521
Availability	.314	.348	5.333	<.001	1.239
"R"	0.695				
R square	0.483				
F Value (ANOVA)	46.804				

Source: Field survey 2024 and author's calculation

### 4.2 Regression Coefficients

- Branding ( $B = 0.407$ ,  $p < .001$ ): Branding has the strongest impact on the dependent variable. A one-unit increase in branding efforts is associated with a 0.407-unit increase in the outcome variable. This effect is statistically significant.
- Availability ( $B = 0.314$ ,  $p < .001$ ): Product availability also has a significant positive effect, with a 0.314-unit increase in the dependent variable for every one-unit increase in availability.
- Ecolabeling ( $B = 0.077$ ,  $p = 0.154$ ): While ecolabeling shows a positive coefficient, its p-value indicates that the effect is not statistically significant in this model.

### 4.3 Model Fit (R and R-squared)

- $R = 0.695$ : Indicates a moderately strong correlation between the observed and predicted values.



- $R^2 = 0.483$ : Suggests that 48.3% of the variance in the dependent variable is explained by the independent variables (branding, availability, and eco-labelling). This shows the model has a fair explanatory power.

#### 4.4 Model Significance (F-value)

The F-value from the ANOVA (46.804,  $p < .001$ ) confirms that the overall regression model is statistically significant. This suggests that, as a group, the variables (ecolabeling, branding, and availability) significantly explain a portion of the variance in the dependent variable.

Overall, the results suggest that branding and availability are significant predictors of the dependent variable, while ecolabeling does not have a significant impact within this model.

### 5. DISCUSSION

The discussion section examines the impact of green marketing on consumer behavior by comparing the findings with existing literature and highlighting practical implications. The research underscores the growing influence of green marketing on consumers' purchasing decisions, with particular attention to eco-labelling, green branding, and product availability. While these factors have been studied in various contexts, the study aims to develop an understanding of their relative impact on consumer behavior.

#### 5.1 Comparison with the Existing Literature

Green marketing, particularly in the digital age, has been shown to appeal to environmentally conscious consumers. Alkhatib, Kecskés, and Keller (2023) emphasize that transparency in green marketing builds trust, which is a key driver of consumer decisions. This aligns with Deshmukh and Tare's (2022) findings in India, where green marketing practices positively influenced consumers' behavior, making them more receptive to brands with strong environmental values. The study conducted by Correia et al. (2023) also supports this, highlighting the importance of clear and effective communication strategies in promoting sustainable consumption choices. The comparison across these studies reveals a consistent trend: transparent green marketing not only enhances trust but also strengthens consumer engagement with green products.

Additionally, demographic factors and underlying values have a significant impact on green marketing outcomes. For example, Anvar (2014) found that Generation Y consumers in South Africa displayed positive attitudes toward green products due to increased environmental awareness—a finding that resonates with the research by Barbu et al. (2022), which identified eco-labeling, brand trust, and perceived product effectiveness as key determinants of consumer behavior. These insights are consistent with Gadenne et al.'s (2011) work, which shows that consumers' environmental beliefs extend beyond purchase behavior to

influence broader sustainable actions, such as energy-saving behaviors.

Future studies could explore how cultural attitudes and local social norms shape green consumption patterns, particularly in emerging economies like Nepal, where traditions and collective values may influence sustainable behavior differently than in Western contexts.

### 6. CONCLUSION

The study provides insights that help understand consumer behavior regarding green marketing practices, identifying key factors that influence purchasing decisions. The demographic analysis highlights that the younger age group (25–34 years) is a particularly active segment, making it a prime target for green marketing initiatives. The majority of respondents are well-educated full-time employees, suggesting a consumer base that is both informed and environmentally aware. Income distribution is diverse, emphasizing the need for marketing strategies that appeal across economic segments.

Regression analysis confirms that green branding and product availability are the most influential factors in driving consumer choices. Strong green branding, which effectively communicates environmental benefits, significantly enhances purchasing decisions. Likewise, the accessibility of eco-friendly products plays a crucial role in encouraging sustainable consumption. While eco-labelling is recognized as important, its independent impact on consumer behavior is relatively weaker, showing that eco-labelling alone is not sufficient to attract consumers—but when integrated with green branding and product availability, consumers are more likely to choose green products.

These findings highlight the need for businesses to adopt a comprehensive green marketing approach, ensuring both strong branding and widespread product availability. Additionally, using eco-labelling strategies to enhance consumer trust and understanding can further strengthen its influence. Ultimately, businesses that integrate clear, credible, and accessible green marketing practices will be better positioned to meet the growing demand for sustainable products.

### 7. IMPLICATIONS

Based on the findings regarding the impact of green marketing on consumer behavior, the following recommendations are suggested for businesses and future researchers.

#### 7.1 Short-Term Strategies (Immediate Actionable Steps)

##### 7.1.1 Strengthen Green Branding

- Businesses should clearly communicate environmental benefits through branding, as strong green branding significantly influences consumer purchasing decisions.

- Marketing campaigns should highlight sustainability commitments to build trust and appeal to eco-conscious consumers.

### 7.1.2 Enhance Product Availability

- Expanding the availability of eco-friendly products can significantly impact consumer behavior by making sustainable choices more accessible and convenient.
- Retailers should prioritize strategic placement and promotion of green products to maximize visibility—this should also include digital marketing strategies, considering the growth of online retail in Nepal. As, in Nepal online retail marketing is growing and consumers are shifting towards online shopping.

### 7.1.3 Improve Eco-Labeling

- Clarity and relevance of eco-labels should be improved to help consumers easily identify and trust environmentally friendly products.
- Regulatory bodies and marketers should ensure standardized eco-labelling guidelines to minimize consumer confusion.

## 7.2 Long-Term Strategies (Sustainable Growth and Market Development)

### 7.2.1 Demographic-Specific Marketing

- Future research should explore how age, gender, and education levels shape consumer attitudes toward green marketing.
- Targeted marketing campaigns should resonate with diverse consumer segments, ensuring effective engagement.
- Generation Y consumers (Anvar, 2014) are highly receptive to eco-friendly brands, so digital marketing efforts should focus on platforms popular among younger demographics.

### 7.2.2 Developing Consumer Trust and Transparency

- According to Alkhatib, Kecskés, and Keller (2023), businesses should openly communicate environmental benefits to build long-term relationships with eco-conscious consumers.
- Companies should adopt responsible advertising strategies that help meet consumer expectations for sustainability.

### 7.2.3 Invest in Educational Marketing

- Correia et al. (2023) emphasize the role of educational marketing in fostering long-term sustainable consumption habits.
- Companies should engage in educational initiatives to inform consumers about the broader environmental impact of their purchases. This helps in strengthening brand loyalty and ongoing consumer encouragement.

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## APPENDIX

### Questionnaire

#### Independent Variables

##### 1. Eco-labelling

- 1 I always buy eco-labelled products.
- 2 I always notice whether the product carries eco-labels or not.
- 3 I spend time searching for eco-labelled products before making purchases.

##### 2. Green Branding

- 1 I can quickly recall the green image of green brands.
- 2 Green brands are safe for the environment.
- 3 Green Brands provide better quality than other brands.
- 4 Green brands use renewable sources of energy.
- 5 Green brands help us saving the environment.

##### 3. Lack of Availability of Green Products

- 1 I feel like there is lack of availability of green products in the market.
- 2 I feel like due to the lack of availability of green products as a barrier to the adoption.
- 3 I feel difficulties in finding a variety of green products in local stores.
- 4 I feel like purchasing green products online due to limited availability in local stores.
- 5 I feel like not to purchase green products due to the limited availability of such products in the market.

#### Dependent Variable

##### Consumer Buying Behaviour

- 1 When I learn about the negative and harmful impact a product has on the environment, I stop buying it.
- 2 In case there is an alternative, I prefer products which cause less pollution.
- 3 Choosing between two products, I always buy the one which has the minimum impact on people and the environment.
- 4 I change products when they do not comply with the ecological conditions/rules.
- 5 I think green marketing practices positively affect my perception of the brand.
- 6 Knowing a product can be recycled, reused or repaired after use is a reason for me to buy these particular products.