

Antecedents of Green Marketing Mix, and Purchase Intention of Environment-friendly Products: Evidence from the North Indian States

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Abstract

This study examines the antecedents of the green marketing mix and their impact on the purchase intention of eco-friendly products among consumers in North India. Utilizing data from 447 respondents across five north Indian states, the research employs Exploratory Factor Analysis to identify key factors: Green Products, Green Price, Green Place, Green Promotion, and Purchase Intention. Results highlight high reliability in measurement scales and reveal consumers' strong preference for sustainability. Insights from this study offer valuable guidance for marketers and policymakers aiming to promote sustainable consumption and address environmental challenges in the region.

Keywords: Green Marketing Mix, Purchase Intention, Environment-friendly products, North India, Factor Analysis.

INTRODUCTION

Environmental issues like the greenhouse effect, air pollution, and ecological imbalances due to human activities underscore the importance of green marketing (Ramli *et al.*, 2020). Marketers are now adopting green marketing strategies to align with the rising environmental concerns of customers, thereby gaining a competitive advantage in the market (Walia *et al.*, 2019). Green marketing activities span various fields, including green price, green product, green place, green promotion (Sun *et al.*, 2021; Jermstiparsert *et al.*, 2019). For firms to successfully implement green marketing strategies, they must consistently integrate pro-environment

objectives across all operations, not just in promoting green products, but also providing the adequate availability of environmentally friendly products. (Yusiana *et al.*, 2021).

Despite the growing significance of green marketing, there is a noticeable gap in academic contributions to this field. Some researchers argue that consumption patterns alone do not cause environmental issues and that promoting green purchasing intention among developing nations residence could be a viable solution (Dhewi *et al.*, 2018). Consumers' behaviors towards green purchasing have become more favourable as awareness of environmental issues has increased (Amallia *et al.*, 2021). Consequently, today's consumers are more attracted to companies that

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demonstrate environmental responsibility by offering eco-friendly products and services (Peluso *et al.*, 2021; Quach *et al.*, 2022; Shimul *et al.*, 2022).

However, mere awareness of green products does not always translate into purchase behavior, highlighting a need for proper marketing mix strategy an attitude-behavior gap among consumers (Sultan *et al.*, 2020). Carrington *et al.* (2010) illustrate this by stating, "Customers do not walk what they talk," indicating that insufficient information and lack of effort from marketers can diminish purchase intentions (Shaw *et al.*, 2021). To bridge this gap, firms need to understand and meet customer needs effectively. Studies show that environmental concerns significantly influence marketing strategy and purchase intention.

Creating awareness about environmental issues through green marketing can effectively influence green consumption (Jamal *et al.*, 2021). This study comprehensively explore the antecedents of green marketing mix elements (product, price, place, promotion) and purchase intention of environment-friendly products from North Indian residents.

LITERATURE REVIEW

Measuring green behavior is challenging as it largely hinges on consumer intentions (Kashi, 2019; Meier *et al.*, 2019). Behavioral intention reflects consumers' readiness to engage in a specific purchasing behavior, which can yield both positive and negative outcomes (Diva, 2020). When people intend to perform a particular behavior, there is often a strong link between intention and action (Chairunnisa and Perdhana, 2020; Ghofrani *et al.*, 2017). Therefore, green purchase intention aligns closely with behavioural intention—if consumers intend to buy green products, they are likely to follow through, exhibiting what is known as pro-environmental behavior. Meier *et al.* (2019) suggest that pro-environmental behavior involves adopting actions that prioritize environmental care and efforts to minimize harm to the environment. Such actions include consuming green products and effectively managing waste recycling (Kalsi and Singh, 2019). Thus, as Nabilla (2019) and Ghofrani *et al.* (2017) note, a consistent green purchase intention among consumers leads to sustained green purchasing behavior.

The green marketing mix encompasses eco-friendly strategies for product marketing that prioritize environmental protection throughout the product lifecycle—from development and

promotion to distribution. Marketers adopt environmentally safe strategies to enhance product quality and packaging, thereby benefiting the environment (Soelton *et al.*, 2020). As green marketing becomes increasingly critical for businesses (Sembiring, 2021), companies are implementing green marketing mixes to meet consumer demands for safe products while protecting the environment (Shaw *et al.*, 2021). Chen *et al.* (2015) highlight several reasons firms adopt a green marketing mix: seizing green opportunities, enhancing the firm's image, increasing product value, gaining competitive advantage, and keeping up with green trends. Firms employ strategies like pricing policies, integrated communication, market analysis, and supply chain management to implement a green marketing mix effectively (Nguyen-Viet, 2022). The green marketing mix integrates eco-friendly practices into all aspects of product marketing to meet consumer demands for sustainable products and contribute to environmental protection. By adopting green products, pricing, promotion, and distribution strategies, businesses can align their operations with environmental goals, enhance their market position, and support sustainable consumer behavior. The green marketing mix, often referred to as the "4Ps," includes product, pricing, promotion, and place, each playing a vital role in encouraging environmentally friendly products consumption (Ramli and Maysari, 2020). These elements align with organizational goals to maintain environmental protection (Sembiring, 2021; Groening *et al.*, 2018).

Green Product

Green products are designed to be environmentally friendly, using less toxic raw materials and adhering to pro-environmental standards. These products are intended to minimize pollution and are often recyclable, durable, and resource-efficient (Vijaya, 2020).

Green Pricing

Green products often come with a higher price tag due to their production processes, which involve environmentally friendly practices that are costlier. Consumers are generally willing to pay a premium for the long-term benefits of green products, although there is sometimes a lack of understanding about why these products are more expensive (Jamal *et al.*, 2021).

Green Promotion

Green promotion involves marketing strategies that inform consumers about the environmental

benefits of products and encourage a pro-environmental lifestyle. Effective green promotion links products to environmental protection, promotes sustainable living, and highlights the company’s commitment to environmental responsibility (Sembiring, 2021).

Green Place

The “place” component refers to the distribution strategies that minimize environmental impact. Environmentally responsible organizations ensure that their distribution methods are convenient for consumers and environmentally sustainable, reducing harm throughout the supply chain (Walia and Kumar, 2021).

Research problems

Environmental degradation, marked by pollution, global warming, and non-recyclable waste, has heightened the importance of green products and sustainable marketing. While existing literature addresses green marketing and consumer behavior, there is a notable gap in understanding the specific antecedents of the green marketing mix and their influence on the purchase intention of eco-friendly products, particularly in the North Indian states. This region’s unique socio-economic and cultural characteristics may affect consumer behavior differently than elsewhere. By incorporating both traditional marketing mix elements and psychological benefits, this research aims to provide a holistic understanding of the factors driving green consumer behavior in this region. This study aims to fill these gaps by examining how the green marketing mix and psychological benefits influence purchase intentions in North India, providing crucial insights for marketers to promote sustainable consumption and bridge the attitude-behavior gap in developing economies.

Objective, materials and methods

The study aims to identify the antecedents of the green marketing mix and their impact on the purchase intention of environment-friendly products among consumers in the North Indian states. A sample of 447 respondents was collected from five states – Uttar Pradesh, Haryana, Delhi, Bihar, and Uttarakhand using a multi-stage sampling method. Data were collected through a structured interview schedule. Respondents’ views on the abstract variables relating to the antecedents of the green marketing mix and purchase intention of eco-friendly products were recorded on a five-

point Likert-type scale, where ‘5’ denotes ‘strongly agree’, ‘4’ denotes ‘agree’, ‘3’ denotes ‘neutral’, ‘2’ denotes ‘disagree’, and ‘1’ denotes ‘strongly disagree’. An Exploratory Factor Analysis (EFA) was conducted on 25 statements to identify the possible antecedents of the green marketing mix influencing the purchase intention of environment-friendly products. The statistical package for social science (SPSS 26) was used for the data analysis.

RESULTS AND DISCUSSION

The findings from the Exploratory Factor Analysis (EFA) conducted on the 25 statements related to the antecedents of Green Marketing Mix and Purchase Intention of Environment-friendly products in the North Indian States are presented, followed by discussions. Prior to the results and discussions, a concise overview of the demographic profiles of the respondents is provided.

Respondents’ profile

The demographic profile of respondents reveals a mixed results. The majority of participants are male (60.86%), with a significant proportion being single (55.25%) and falling within the age range of 31-40 years (43.84%). In terms of education, a notable proportion holds a graduation degree (42.72%), while the largest occupational segment is engaged in private jobs (42.28%). Regarding income, the highest percentage falls within the range of 30,000-50,000 (40.26%). These findings underscore the diverse socio-economic characteristics of the respondents, providing valuable insights into consumer behavior towards environment-friendly products in the North Indian States. (Table 1)

Table 1: Demographic analyses

Demographics	Items	Frequency	Percent
<i>Gender</i>	Male	272	60.86
	Female	175	39.14
<i>Marital Status</i>	Single	247	55.25
	Married	168	37.58
	Divorced	32	7.17
<i>Age</i>	18-30	171	38.35
	31-40	196	43.84
	40-50	59	13.19
	50 and above	21	4.62

Demographics	Items	Frequency	Percent
<i>Education</i>	Under-graduation	52	11.63
	Graduation	191	42.72
	Post-graduation	156	34.89
	Ph. D. degree	48	10.76
<i>Occupation</i>	Govt. Job	93	20.8
	Private Job	189	42.28
	Business Owner	94	21.0
	Unemployed	71	15.92
<i>Income (in thousands/m)</i>	Up to 30	61	13.67
	30-50	180	40.26
	50-80	153	34.22
	80 and above	53	11.85
	Total	447	100

Exploratory Factor Analysis

The responses to the 25 statements regarding the antecedents of Green Marketing Mix and Purchase Intention of Environment friendly products in the North Indian States are presented in *Table 2*. Utilizing Principal Component Analysis (PCA) with Varimax rotation, the dataset is condensed into correlated factors. The communalities matrix in PCA indicates that only 19 antecedent variables out of the initial 25 variables exhibit significant factor loadings of 0.5 and above. The Kaizer-Meyer-Olkin Measure of Sampling Adequacy, calculated at 0.846, surpasses the recommended threshold of 0.6, and the Barlett's Test of Sphericity chi-square value of 7018.518 attains statistical significance, affirming the factorability of the correlation matrix (*Table 3*). Subsequently, the variables are categorized based on their factor loadings for the antecedents of dependence on informal sources of credit, as delineated in (*Table 4*).

Table 2: Antecedents of Green Marketing Mix and Purchase Intention of Environment-friendly products

Items	Antecedents
1	Green products are important for preserving the environment.
2	I prefer green products of superior quality over non-green alternatives.
3	I prefer purchasing green products whenever they are available.

- 4 Green products contribute positively to sustainable living practices.
- 5 Green products align with my values and beliefs regarding environmental conservation.
- 6 Green products are generally priced higher than non-green alternatives.
- 7 I am willing to pay a premium price for products that are environmentally friendly.
- 8 The price difference between green and non-green products influences my purchasing decisions.
- 9 Green products are often available at discounted rates, making them more affordable.
- 10 I consider the long-term benefits of using green products when evaluating their price.
- 11 It is easy to find stores that offer a variety of green products in my locality.
- 12 Online platforms provide convenient access to a wide range of environment-friendly products.
- 13 I am aware of specific places where I can purchase green products when needed.
- 14 Local businesses in my area actively promote and sell green products.
- 15 I find it convenient to access information about the availability of green products in my region.
- 16 Companies effectively communicate the benefits of their green products through advertisements.
- 17 Promotional offers and discounts on green products influence my purchasing decisions.
- 18 Green products are prominently displayed and promoted in stores and online platforms.
- 19 I trust brands that actively promote their commitment to environmental sustainability.
- 20 Green promotions encourage me to try new environmentally friendly products.
- 21 I intend to purchase more green products in the future.
- 22 Environmental considerations play a significant role in my purchase decisions.
- 23 I actively seek out information about the environmental impact of products before buying.
- 24 I prioritize purchasing products from companies with a strong commitment to sustainability.
- 25 My purchase intentions are influenced by factors like product eco-labels and certifications.

Table 3: EFA Model fit indices for Green Marketing Mix and Purchase Intention

No. of Variables	KMO Test	Bartlett's Test	df	Sig.
25	0.846	7018.518	526	.000

Table 4: Factor loading of GMM and PI based on PCA

Name of Factor	Antecedents	Factor Loading
<i>Green Product</i>	Green products are important for preserving the environment.	0.764
	I prefer green products of superior quality over non-green products.	0.758
	I prefer purchasing green products whenever they are available.	0.744
	Green products contribute positively to sustainable living practices.	0.787
<i>Green Price</i>	Green products are generally priced higher than non-green alternatives.	0.823
	The price difference between green and non-green products influences my purchasing decisions.	0.864
	I consider the long-term benefits of using green products when evaluating their price.	0.812
<i>Green Place</i>	I am aware of specific places where I can purchase green products when needed.	0.923
	Local businesses in my area actively promote and sell green products.	0.811
	I find it convenient to access information about the availability of green products in my region.	0.898
<i>Green Promotion</i>	Promotional offers and discounts on green products influence my purchasing decisions.	0.781
	Green products are prominently displayed and promoted in stores and online platforms.	.0799
	I trust brands that actively promote their commitment to environmental sustainability.	0.845
	Green promotions encourage me to try new environmentally friendly products.	0.911
<i>Purchase Intention</i>	I intend to purchase more green products in the future.	0.901
	Environmental considerations play a significant role in my purchase decisions.	0.831
	I actively seek out information about the environmental impact of products before buying.	0.810
	I prioritize purchasing products from companies with a strong commitment to sustainability.	0.859
	My purchase intentions are influenced by factors like product eco-labels and certifications.	0.933

Reliability Analysis

In the study on Antecedents of Green Marketing Mix and Purchase Intention of Environment-friendly products in the North Indian States, reliability testing was conducted to assess the consistency and stability of the measurement scales. The Cronbach's alpha coefficients for the all five constructs ranged from 0.912 to 0.940, indicating high internal consistency and reliability (Hair *et al.*, 2010). Additionally, composite reliability scores ranged from 0.913 to 0.953, exceeding the suggested threshold of 0.70 (Fornell and Larcker, 1981), further confirming the reliability of the constructs (Table 5). These findings demonstrate a satisfactory level of reliability for the measurement scales used in the study.

Factor 1: Green Products

This factor embodies individuals' strong inclination towards green products as a means to preserve the environment. Participants express a clear preference for green products, prioritizing their superior quality over non-green alternatives. Their buying behavior is characterized by a consistent choice to purchase green products whenever they are accessible, driven by a belief in their positive contribution to sustainable living practices.

Factor 2: Green Price

This factor encompasses participants' perceptions of the pricing dynamics associated with green products. Participants acknowledge that green products typically come with a higher price tag compared to non-green alternatives. The price differential between green and non-green products significantly influences their purchasing decisions. Moreover, participants demonstrate a propensity to consider the long-term benefits of green products when assessing their price, reflecting a strategic approach towards sustainability despite potential cost implications.

Factor 3: Green Place

This factor encapsulates the accessibility and availability of green products within the respondents' geographical region. Participants express awareness of specific locations where they can procure green products as needed, indicating a familiarity with outlets that cater to eco-friendly offerings. Furthermore, they note the active promotion and sale of green products by local businesses in their area, highlighting a proactive engagement by retailers in promoting sustainability. Additionally, participants find it convenient to

access information regarding the availability of green products in their region, suggesting ease of access to resources that facilitate environmentally conscious purchasing decisions.

Factor 4: Green Promotion

This factor encompasses the influence of promotional activities on consumers' purchasing behavior regarding green products. Participants indicate that promotional offers and discounts on green products significantly impact their decision-making process, suggesting that incentives play a crucial role in motivating eco-friendly purchases. Moreover, participants observe that green products are prominently showcased and promoted both in physical stores and online platforms, indicating a concerted effort by businesses to raise awareness and drive sales of sustainable products. Additionally, respondents express trust in brands that actively promote their commitment to environmental sustainability, highlighting the importance of transparent communication and corporate responsibility in consumer trust. Furthermore, participants note that green promotions serve as catalysts for trying new environmentally friendly products, indicating a positive reception towards innovative sustainable offerings encouraged through promotional efforts.

Factor 5: Purchase Intention

This factor reflects consumers' strong commitment to environmental sustainability and their intention to prioritize green products in their future purchases. Participants express a clear intention to increase their consumption of green products, indicating a proactive approach towards supporting environmentally friendly alternatives. Environmental considerations emerge as a key determinant in participants' purchase decisions, underscoring the importance of sustainability in shaping consumer behavior. Moreover, respondents demonstrate a proactive stance by actively seeking information about the environmental impact of products before making purchasing decisions, highlighting a desire for transparency and accountability from companies. Participants also prioritize purchasing from companies with a strong commitment to sustainability, indicating a preference for brands that align with their values. Additionally, factors such as product eco-labels and certifications play a significant role in influencing participants' purchase intentions, further emphasizing the importance of eco-friendly credentials in consumer choices. Overall, this factor encapsulates consumers' dedication to environmental stewardship and their proactive

efforts to support sustainable practices through their purchasing behavior.

Table 5. Reliability Test

Construct	No. of Items	Cronbach's Alpha	Composite Reliability
Green Product	4	0.937	0.948
Green Price	3	0.912	0.953
Green Place	3	0.951	0.913
Green Promotion	4	0.940	0.925
Purchase Intention	5	0.932	0.941

CONCLUSION

The reliability analysis conducted for the study on Antecedents of Green Marketing Mix and Purchase Intention of Environment-friendly products in the North Indian States indicates high internal consistency and reliability across all five constructs. The Cronbach's alpha coefficients and composite reliability scores demonstrate a satisfactory level of reliability for the measurement scales used in the study. The identified factors, including Green Products, Green Price, Green Place, Green Promotion, and Purchase Intention, provide valuable insights into consumers' attitudes and behaviors towards eco-friendly products in the region. Overall, the findings underscore consumers' strong inclination towards sustainability, reflected in their preferences for green products, consideration of pricing dynamics, awareness of accessibility, responsiveness to promotional activities, and commitment to environmentally conscious purchase intentions. These insights are crucial for marketers and policymakers aiming to promote sustainable consumption practices and address environmental concerns in the North Indian States.

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