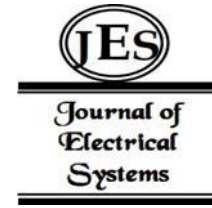


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Analysis of the Impact of Green Marketing on Purchase Intention in the Automobile Sector: Roles of Environmental Knowledge and Green Psychological Benefits



Abstract: - Businesses are increasingly using green marketing techniques to sway consumer behavior as environmental sustainability acquires relevance. This study investigates the relationship between purchase intention for eco-friendly products in the automotive industry and the green marketing mix, which includes product, price, place, promotion, and packaging. The study specifically looks at how consumers' understanding of environmental issues, or environmental knowledge, can deepen this relationship. Additionally, it explores how green psychological benefits—like self-expression and the "warm glow" effect—act as mediators and how green advertising and word-of-mouth affect these benefits. The study employs reliability statistics to examine the impact of green customer value, the marketing mix, and consumer attitudes on purchase intention through a structured survey of 100 consumers who are familiar with green products. Research indicates that environmental information enhances the influence of the green marketing mix on purchase intention, with psychological advantages additionally mediating this relationship. These insights can help businesses enhance their green marketing strategies to attract eco-conscious consumers. These insights can help businesses enhance their green marketing strategies to attract eco-conscious consumers.

Keywords: Green Marketing Mix, Purchase Intention, Theory of Planned Behavior, Environmental Knowledge

I. INTRODUCTION

Promoting ecologically friendly goods and services is the main goal of green marketing, a developing and important component of modern corporate operations. Businesses looking for sustainable growth must comprehend how green marketing affects consumers' buying intentions as they grow more environmentally conscientious. The term "green marketing" describes the creation and marketing of goods and services that are both ecologically friendly and satisfy the demands and inclinations of customers who care about the environment (Chen and Chang, 2013). By lessening the detrimental effects of production and consumption on the ecological system, green marketing seeks to add value for consumers, society, and the environment (Polonsky, 1994). Understanding and influencing consumers' purchasing intentions for green products—which are characterized as their propensity and likelihood to acquire goods that are seen to be environmentally friendly—is one of the main obstacles facing green marketing (D'Souza et al., 2006). The ultimate objective of green marketing is to influence actual purchasing behavior, and purchase intention is a key factor in this process (Chen and Chang, 2013). The green gap, often referred to as the attitude-behavior inconsistency, is the discrepancy that exists between customers' positive attitudes and impressions of green products and their actual purchasing behavior, according to earlier research (Vermeir and Verbeke, 2006). Consequently, it is crucial to determine and investigate the elements that affect consumers' intentions to purchase eco-friendly goods.

A. Significance of Analyzing the Influence of Green Marketing on Consumer Purchase Intentions

When consumers are committed to protecting the environment and are aware of the advantages that eco-friendly products provide, they are more inclined to purchase them (Siyal, 2021). People who choose green items over conventional ones display a variety of behaviors that represent their values and interests, which is known as Green Purchase Intention (GPI) (Mehraj & Qureshi, 2022). Environmentally conscious people frequently modify their consumption patterns to help allay these worries. Green consumers are those who recognize a company's environmentally beneficial attributes and then choose to buy from that

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brand. Their role in using their purchase choices to promote environmental sustainability is highlighted by this identification. The significance is shown in Fig. 1.

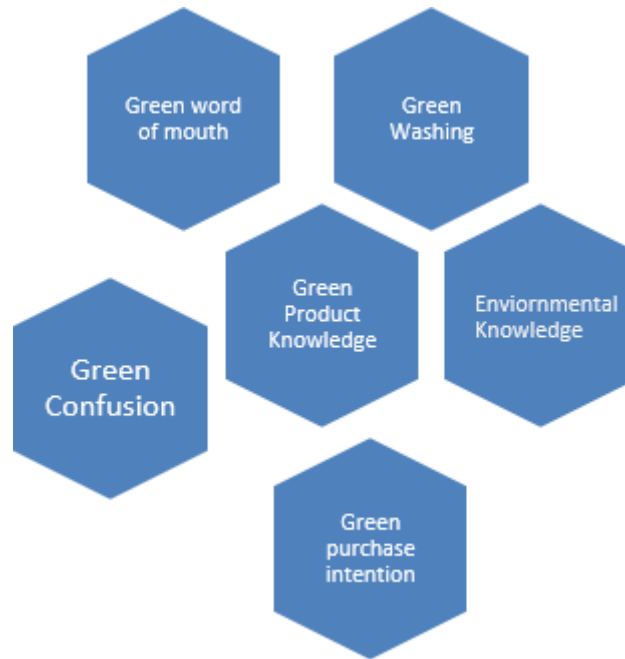


Fig.1 Relationship between Environmental Knowledge and Green Purchase Intention

According to the research findings of Debora Indriani et al. (2019), intentions to make green purchases are not positively influenced by environmental awareness. On the other hand, Zhang et al. (2021) discovered that consumers who possess environmental awareness are more likely to make green purchases because they are aware of the possible risks involved in not buying eco-friendly products. Likewise, a study by Qomariah and Prabawani (2020) showed that green buying intentions are positively impacted by environmental knowledge.

II. LITERATURE SURVEY

In addition to outlining important theoretical advancements in the subject, this part reviews a number of studies on green marketing and purchase intention. For company professionals looking to assist customers in making eco-friendly purchases, a study by Putri (2024) offers insightful information. Targeting a demographic of customers accustomed to single-use gallon items, the study used a quantitative survey methodology with 150 participants. In the same way, a study by Nurapni (2024) advances knowledge on this subject. In addition to outlining important theoretical advancements in the subject, this part reviews a number of studies on green marketing and purchase intention. A study conducted by Putri (2024) provides valuable insights for business practitioners seeking to support consumers in making environmentally friendly purchasing decisions. The research employed a quantitative survey methodology, targeting a population of consumers familiar with single-use gallon products, with a sample size of 150 participants. Similarly, a study by Nurapni (2024) also contributes to the research findings.

In order to better understand the dynamics of the relationship between environmental awareness, green marketing, green attributes transparency, brand image, and purchase intention in the context of environmentally conscious consumers, this study also aims to test the validity and intricate interactions between the variables examined. The findings indicate that while brand image has been shown to mediate the impact of green marketing and green attributes transparency on consumer purchase intention, it has not been shown to mediate the impact of environmental awareness on consumer purchase intention. Yasri et al. and A.S. Rama (2023) The purpose of this study is to ascertain how environmental awareness moderates the impact of green brand positioning, knowledge, and attitudes toward green brands on the intention to purchase green products. Collected data were from 230 Generation Y respondents in West Sumatra, Indonesia, who intended to purchase a low-cost green car. The achievement of this research is the implementation of environmental management policies in West Sumatra by increasing Generation Y awareness to buy green products to maintain the carrying capacity of the environment and encourage changes in environmentally conscious behavior. Appel Mahmud conducted study in (2022) Due to global

warming and climate change, consumers worldwide are now carefully evaluating corporate social responsibility (CSR) practices when choosing which businesses to engage with, aiming to enhance their resilience to the adverse effects of these global issues. The current study employs the theories of reasoned action and planned behavior to explore how consumer CSR knowledge (CCK) impacts green purchase behavior (GPB) and consumer environmental attitude (CEA). Author Massoud Moslehpour conducted study in year (2023) Recently, purchasing intention towards green products has gained global attention due to their extensive use and high environmental issues. Thus, the current article investigates environmental concern, environmental knowledge, green product, and eco-innovation influence on the green purchase intention of green products in Taiwan industry. The research also examines the mediating role of consumers' attention among environmental concerns environmental knowledge, green products eco-innovation, and green purchase intention. The article used questionnaires to collect the primary data from the sampled population. To examine the hypothesis, the PLS methodology was adopted. The results indicated that environmental concern, environmental knowledge, green product, and eco-innovation have a positive association with green purchase intention. The finding also exposed that consumer attention significantly and positively mediates environmental concern, environmental knowledge, green product, eco-innovation, and green purchase intention. Secondly, the study highlights the mediating role of EFSC and FENK, indicating that not only does Environmental Education directly impact sustainability but also through the enhancement of these mediating factors. This research offers a novel perspective by establishing the link between Environmental Education, EFSC, FENK, and supply chain sustainability. Table 1 describes a comparison of Literature with gaps identified.

Table 1: Comparison of Literature and Gap Analysis

<i>Study</i>	<i>Focus</i>	<i>Methodology</i>	<i>Key Findings</i>	<i>Research Gaps</i>
Putri (2024)	<i>Environmental purchasing decisions</i>	<i>Quantitative survey (n=150)</i>	<i>Insights for business practitioners on consumer behavior regarding single-use products.</i>	<i>Lack of qualitative data on consumer motivations.</i>
Nurapni (2024)	<i>Green marketing and purchase intention</i>	<i>Not specified</i>	<i>Contributions to understanding the relationship between green marketing and purchase intention.</i>	<i>Specific variables tested are unclear; further exploration needed</i>
A.S. Rama, Yasri et al. (2023)	<i>Green brand positioning and purchase intention</i>	<i>Quantitative (n=230)</i>	<i>Brand positioning affects purchase intention moderated by environmental awareness.</i>	<i>Need for longitudinal studies to track changing consumer behaviors over time.</i>
Mahmud (2022)	<i>Impact of CSR practices on consumer engagement</i>	<i>Not specified</i>	<i>Examines the impact of CSR on green purchase behavior and attitudes.</i>	<i>Limited focus on specific product categories or industries.</i>

Moslehpour (2023)	<i>Environmental factors influencing green purchase intention</i>	<i>Quantitative (using PLS methodology)</i>	<i>Positive association between environmental concern, knowledge, and purchase intention.</i>	<i>More in-depth exploration of eco-innovation's role and impact on different demographics.</i>
Uda (2024)	<i>Environmental education and supply chain sustainability</i>	<i>Quantitative (from supply chain professionals)</i>	<i>Positive relationship between environmental education and supply chain sustainability; mediating roles identified.</i>	<i>Lack of qualitative insights on the implementation of educational programs.</i>

proposed some Table 1:

III. RESEARCH OBJECTIVE

This research aims to explore the effects of green marketing on consumer behavior within the context of increasing environmental sustainability. The specific objectives are:

- To assess how environmental knowledge positively impacts consumers' intentions to purchase eco-friendly products, emphasizing the role of awareness in promoting sustainable choices.
- To examine the influence of green product knowledge on purchase intentions, focusing on how understanding the features of sustainable products affects consumer decisions.
- To analyze the role of environmental knowledge in moderating the relationship between the green marketing mix (which includes product, price, place, promotion, and packaging) and consumers' intentions to buy green products.
- To investigate the mediating effects of green psychological benefits, such as experiences in nature and self-expression, on the link between the green marketing mix and purchase intentions.
- To explore how green advertising and word-of-mouth communication influence the relationship between these psychological benefits and consumers' intentions to purchase eco-friendly products.

IV. RESEARCH METHODOLOGY

This study examines the impact of green marketing practices on consumer purchase intentions in the automobile sector. Primary data will be gathered using structured questionnaires distributed online to ensure accessibility. The survey will concentrate on important factors like purchase intentions, the elements of the green marketing mix (product, price, place, promotion, and packaging), and the environment. Structural Equation Modelling (SEM) will be used to examine the connections between green marketing strategies and consumer purchase intentions. SEM enables the analysis of both direct and indirect impacts, evaluating the ways in which green psychological advantages and environmental knowledge mediate the impact of green marketing on consumer behavior. Respondents who are familiar with green products will be chosen through the use of purposeful sampling. By using this non-probability approach, the study's findings will be reliable and pertinent since the sample will represent customers who are aware of environmental issues and green marketing.

A. Data Collection

The main goal of this study's data collection procedure is to get crucial information straight from respondents, who are primary sources. This crucial data is methodically acquired using standardized questionnaires intended to elicit answers pertaining to the study's goals. To encourage more accessibility and participation, the surveys are given online and contain thoughtfully constructed statements and questions pertinent to the study's subject. The researcher hopes to gather reliable and representative data that appropriately captures the attitudes and actions of the target population by using this primary data gathering approach.

B. Data Analysis Technique

Structural equation modeling, or SEM, will be used to analyze the data that has been gathered. A thorough examination of the causal links between endogenous (dependent) and exogenous (independent) factors is made possible by SEM, a sophisticated statistical technique that expands upon classical path analysis (Abdullah, 2015). This method not only evaluates the causal relationships between constructions but also pinpoints the fundamental elements that go into their creation. Additionally, by quantifying the strength of these associations, SEM offers a comprehensive and accurate knowledge of the interactions between the variables.

C. Sampling Technique

Sugiyono (2018) emphasizes that the sampling approach is essential for choosing suitable samples in research. The trustworthiness of the study findings is increased by these methods, which guarantee that the selected samples are representative of the total population. Purposive sampling, a non-probability sampling approach, will be used in this investigation. By choosing participants according to particular traits or standards relevant to the study's goals, this approach guarantees that the sample fairly represents the population's diversity and qualities. Purposive sampling maximizes the relevance and application of the data gathered, making it especially helpful in research that concentrate on certain population characteristics. The research methodology is shown in Fig 2.

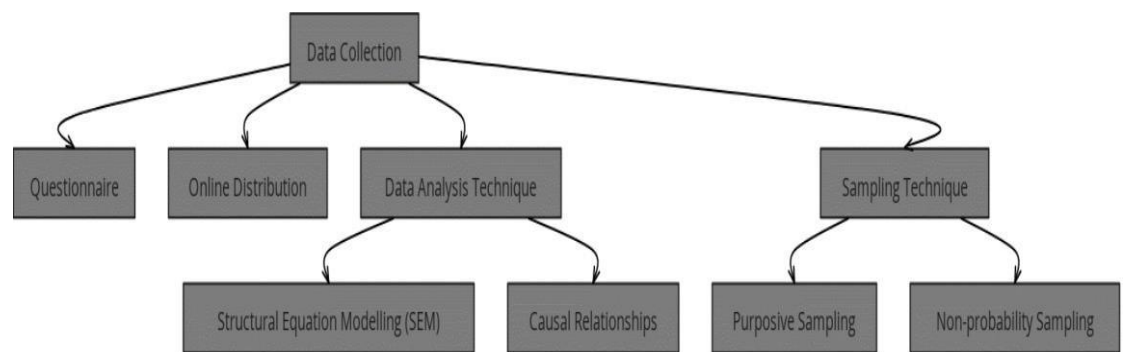


Fig 2 : Research Methodology

V. CONCEPTUAL FRAMEWORK

The diagram represents the relationships between key variables in the study of green marketing and its effects on consumer purchasing behavior.

- **Environmental Knowledge:** This measure represents consumers' awareness and comprehension of environmental issues. It is suggested to have a favorable impact on consumers' intentions to buy environmentally friendly products. The term "green marketing mix" refers to the strategic elements of marketing—product, price, site, promotion, and packaging—that are especially designed to appeal to consumers who care about the environment. It should increase consumers' intentions to buy eco-friendly products.
- **Green psychological benefits:** These are the psychological and emotional gains that customers have when they choose sustainable items, such as being able to spend time in nature and feeling like they are helping the environment. The association between purchase intention and the green marketing mix is mediated by this variable.
- **Consumer Purchase Intention:** This outcome variable shows how likely it is that customers will choose eco-friendly goods. Green psychological advantages, the green marketing mix, and environmental understanding all have an impact.

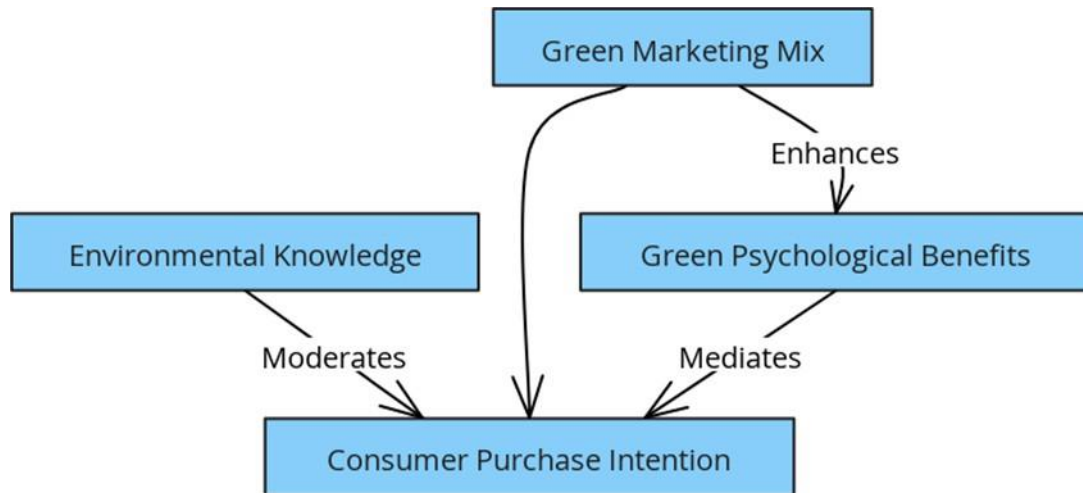


Fig. 3 Proposed conceptual framework of the study

Relationships between Conceptual Elements

- Moderation: Environmental knowledge is proposed to moderate the relationship between the green marketing mix and consumer purchase intention, suggesting that informed consumers are more likely to respond favorably to green marketing strategies.
- Mediation: The relationship between the green marketing mix and consumer purchase intention is thought to be mediated by green psychological benefits, suggesting that marketing tactics that highlight these advantages may increase customer buy intentions. In Figure 3, the conceptual framework is displayed.

• Hypothesis Formulation

According to Suprihartini et al. (2022), customers who are better knowledgeable about environmental issues are more likely to choose sustainable items. However, research by Wiranto and Adialita (2020) shows that although green product knowledge by itself might not increase purchase intentions, it can be beneficial when mediated by elements like green trust. Customers' aspirations to purchase eco-friendly items are significantly influenced by green word of mouth (W. Ahmed & Zhang, 2020). Purchase decisions pertaining to sustainable solutions might be significantly influenced by the messages sent through this medium. In order to choose appropriate samples for study, sampling techniques are essential. By ensuring that the samples mirror the traits and distribution of the broader population, these techniques improve the findings' representativeness.

On the basis of survey conducted below Hypothesis is formulated,

Hypothesis 1: Environmental Knowledge and Green Purchase Intention

- H1 (Positive): As consumers' environmental knowledge increases, their intention to purchase eco-friendly products will also increase.
- H2 (Alternate): There is a significant positive correlation between the level of environmental knowledge and consumers' intentions to buy green products.

Hypothesis 2: Green Product Knowledge and Green Purchase Intention

- H1 (Positive): A greater understanding of green products will lead to higher intentions to purchase eco-friendly options among consumers.
- H2 (Alternate): There is a statistically significant positive effect of green product knowledge on consumers' intentions to buy green products

VI. RESULTS AND DISCUSSION

Descriptive Statistics

The Table 2, 3 and 4 below summarizes the demographic characteristics of the sample population, focusing on key variables such as gender, age, and occupation. The demographic data presented is crucial for understanding the context of the study, as it reveals the significant representation of female and younger respondents, particularly students. This information is vital for analyzing how these demographic factors may influence green purchasing intentions and behaviors.

Among the 100 participants, 30 (30%) identified as male, while 70 (70%) identified as female. This data indicates a predominance of female respondents in the sample.

Age Distribution: The age category 21-30 years represents the largest group, with 59 participants (59%). The next largest age bracket is 15-20 years, comprising 28 participants (28%). The 31-45 years age group is the smallest, with only 13 participants (13%). This demographic suggests that younger individuals, particularly in their twenties, were the primary contributors to the study. The largest proportion of respondents (54%) identified as students, which highlights a significant focus on the youth demographic. Private employees made up 19% of the sample, and housewives represented 18%. Additionally, 9% of participants fell into the "other" category, which includes various unspecified occupations. This diverse occupational background allows for a range of perspectives in the research findings. Trend diagram of Age distribution is shown in Fig 4.

Table 2: Gender Distribution of Participants

Among the 100 participants, 30 (30%) identified as male, while 70 (70%) identified as female. This data indicates a predominance of female respondents in the sample as shown in Table 2.

Table 2: Gender Distribution of Participants

Gender	Frequency	Percentage
Male	30	30%
Female	70	70%

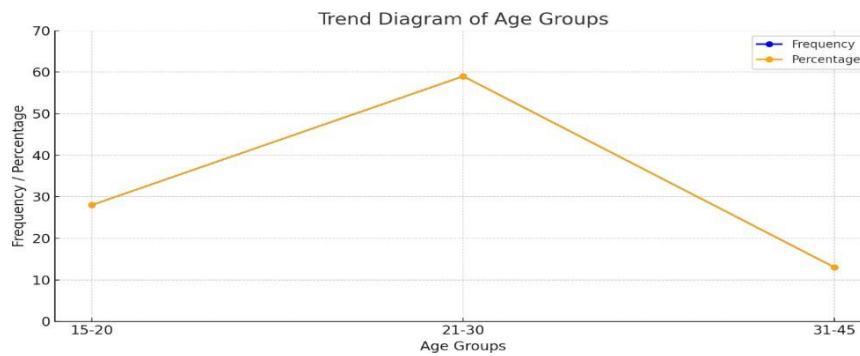


Fig 4: Age distribution

The age category 21-30 years represents the largest group, with 59 participants (59%). The next largest age bracket is 15-20 years, comprising 28 participants (28%). The 31-45 years age group is the smallest, with only 13 participants (13%). This demographic suggests that younger individuals, particularly in their twenties, were the primary contributors to the study as shown in Table 3.

Table 3: Age Distribution of Participants

Age (Years Old)	Frequency	Percentage
15-20	28	28%
21-30	59	59%
31-45	13	13%

The largest proportion of respondents (54%) identified as students, which highlights a significant focus on the youth demographic. Private employees made up 19% of the sample, and housewives represented 18%.

Additionally, 9% of participants fell into the "other" category, which includes various unspecified occupations. This diverse occupational background allows for a range of perspectives in the research findings as shown in Table 4.

Table 4: Occupation Distribution of Participants

Occupation	Frequency	Percentage
Student	54	54%
Private employee	19	19%
Housewife	18	18%
Other	9	9%

The demographic distribution of participants is shown in Fig 5.

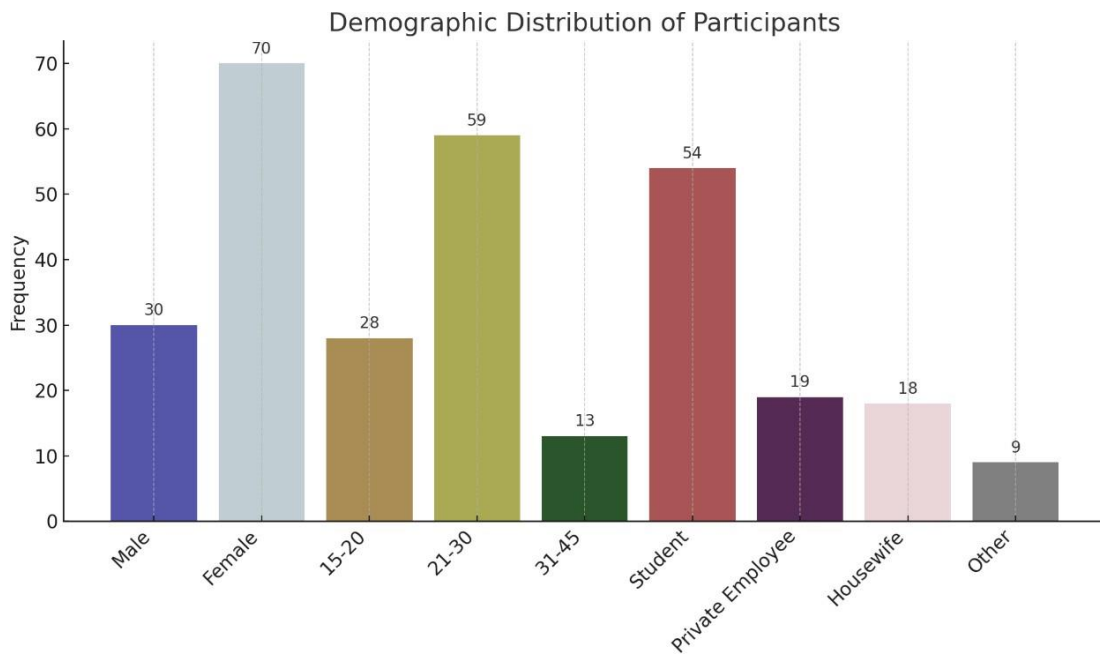


Fig. 5 Participants Demographic Distribution

Statistical Analysis

The Table 5 illustrates that all three variables have acceptable to good reliability based on their Cronbach's Alpha values, indicating that the survey items effectively measure the intended constructs. This reliability ensures that the data collected will be valid for further analysis in exploring relationships among environmental knowledge, green marketing, and purchase intention. Findings from a reliability analysis of the study's three main variables: purchase intention, green marketing, and environmental knowledge. The number of items on each scale and their corresponding Cronbach's Alpha values—which measure the items' internal consistency—are used to evaluate the variables.

VII. TABLE 5: RELIABILITY STATISTICS

Variables	N of Items	Cronbach's Alpha
Environment Knowledge	10	0.795
Green marketing	10	0.848
Purchase intention	10	0.818

The reliability analysis of three important variables—Green Marketing, Purchase Intention, and Environmental Knowledge—is shown in Table 6. To achieve a thorough assessment, ten survey items were used to test each of these variables. Each variable's Cronbach's Alpha values show how internally consistent the survey items are; higher values indicate greater reliability. With a Cronbach's Alpha of 0.795, Environmental Knowledge exhibits acceptable reliability, indicating that the questions consistently gauge consumers' knowledge and comprehension of environmental concerns. With a Cronbach's Alpha of 0.848, Green Marketing shows strong dependability,

indicating that the study accurately represents the tactics used by companies to market environmentally friendly goods. With a Cronbach's Alpha of 0.818, Purchase Intention also demonstrates strong dependability, showing consistent answers on consumers' propensity to buy eco-friendly goods.

Table 6: ANOVA Results for Regression Model Significance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.169	2	4.085	4.421	.015 ^b
Residual	89.621	97	.924		
Total	97.790	99			

The Table 6 presents the results of an ANOVA analysis for a regression model, which assesses the model's ability to predict the dependent variable based on the independent variables. The Sum of Squares indicates the variation in the dependent variable, with the regression sum of squares (8.169) representing the portion explained by the model, while the residual sum of squares (89.621) reflects the unexplained variation or error. The degrees of freedom (df) for the regression is 2, corresponding to the number of independent variables, and 97 for the residual, representing the remaining data points.

The Mean Square values, derived by dividing the sum of squares by their respective degrees of freedom, are 4.085 for the regression and 0.924 for the residual. The F-statistic of 4.421 tests the overall significance of the model, comparing the explained variance to the unexplained variance. The p-value (Sig.) of 0.015 indicates that the model is statistically significant, as it is below the 0.05 threshold. This means the independent variables significantly contribute to predicting the dependent variable.

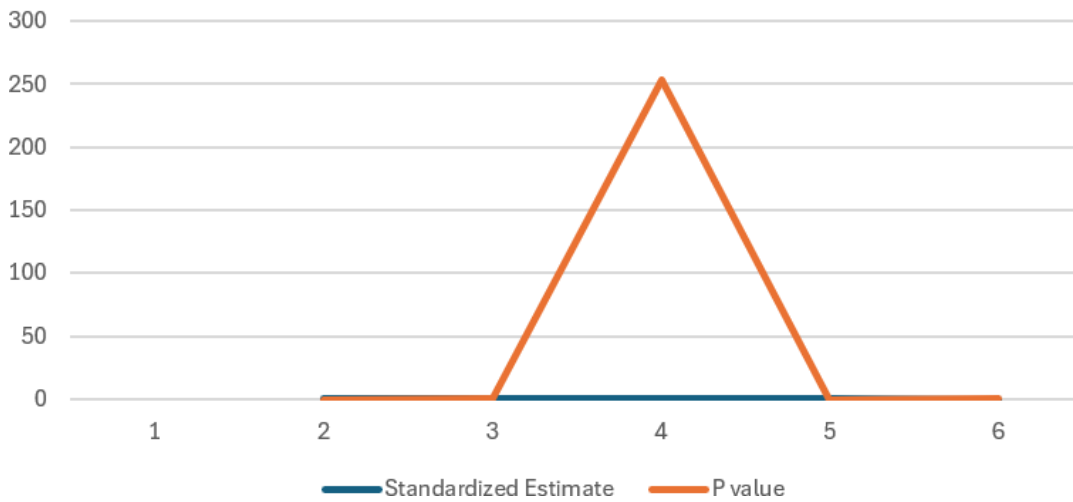
The ANOVA table presents the results of a regression analysis with "Green Product" as the dependent variable and "Purchasing Behavior" as the predictor. The regression model is statistically significant, as indicated by an F-statistic of 4.421 and a p-value of 0.015, meaning the model explains a significant amount of the variance in the dependent variable, "Green Product," beyond what would occur by chance. The total sum of squares is 97.790, of which 8.169 is explained by the regression model, and 89.621 is the residual, representing unexplained variability.

The degrees of freedom are 2 for the regression and 97 for the residual, resulting in a mean square of 4.085 for the regression. This indicates the average variability explained by the predictor variable, "Purchasing Behavior." These results suggest that purchasing behavior has a statistically significant influence on green product choices. The findings provide empirical evidence supporting a meaningful relationship between purchasing behavior and green product preferences, highlighting the predictor's role in influencing consumers' intentions to choose environmentally friendly products as shown in Fig 5 and Table 7.

Table 7: Causality relationship between variables

Causality relationship		Standardized Estimate	P value	Information
Green marketing mix	Green Consumer Behavior	0.922	0	Supported
Green consumer behaviour	Green purchase intension	0.63	0.04	Supported
Green marketing mix	Green purchase intension	0.255	253	Not supported
Green consumer behaviour	Green purchase decision	0.803	0	Supported
Green purchase intension	Green purchase decision	0.203	0.47	Supported

Comparison between Stanard estimate and P value



The standardized estimate of 0.922 indicates a substantial and positive correlation between green marketing mix and green consumer behaviour. The p-value of 0 suggests that this link is statistically significant, lending credence to the idea that implementing green marketing methods has a favorable impact on customer behaviour. The standardized value of 0.63 shows a relatively high positive association between green consumer behaviour and green purchasing intention. The p-value of 0.04 indicates that this association is statistically significant, confirming the hypothesis that environmentally aware consumer behaviour is connected with a greater desire to make green purchases. The standardized estimate of 0.255 points to a reduced positive link between green marketing mix and green buying intention. However, the p-value of 0.253 shows that this association is not statistically significant. As a result, the data do not offer adequate evidence to support the hypothesis that the green marketing mix has a substantial impact on green purchase intention. The standardized value of 0.803 indicates a high and positive correlation between green consumer behaviour and green purchasing decisions. The p-value of 0 suggests that this link is statistically significant, demonstrating that environmentally conscious consumer behaviour effects real green purchasing choices. The standardized estimate of 0.203 indicates a somewhat smaller positive association between green buying intention and green purchase decision. The p-value of 0.47, however, suggests that this link is not statistically significant. This suggests that the desire to make green purchases may not consistently predict the actual choice to buy ecologically friendly items in this scenario.

The reliability statistics reveal that the survey instruments employed to measure environmental knowledge, perceptions of green marketing, and purchase intentions demonstrate high internal consistency, as evidenced by Cranach’s Alpha coefficients of 0.795, 0.848, and 0.818, respectively. These coefficients suggest that the items within each variable reliably capture the targeted constructs.

Moving on to the regression analysis, the ANOVA results indicate that the model, with "Purchasing Behavior" as a predictor for "Green Product," is statistically significant ($F = 4.421, p = 0.015$). This suggests that "Purchasing Behavior" contributes significantly to explaining the variance in "Green Product." The regression sum of squares (4.085) reflects the variability in the dependent variable attributed to the predictor variable, further supporting the empirical relationship. Regarding causality relationships, the standardized estimates provide insights into the strength and direction of associations. The substantial and statistically significant correlation (0.922, $p = 0$) between "Green Marketing Mix" and "Green Consumer Behavior" supports the notion that implementing green marketing methods positively influences customer behavior.

Additionally, the high positive association (0.63, $p = 0.04$) between "Green Consumer Behavior" and "Green Purchase Intention" confirms that environmentally aware consumer behavior is linked to a greater desire to make green purchases. However, the data do not provide sufficient evidence to support a substantial impact of the "Green Marketing Mix" on "Green Purchase Intention" (standardized estimate = 0.255, $p = 0.253$).

The strong and statistically significant correlation (0.803, $p = 0$) between "Green Consumer Behavior" and "Green Purchase Decision" suggests that environmentally conscious consumer behavior influences actual green purchasing choices. On the other hand, the somewhat smaller positive association (0.203) between "Green Purchase Intention" and "Green Purchase Decision" is not statistically significant ($p = 0.47$), indicating that the desire to make green purchases may not consistently predict the actual choice to buy environmentally friendly items in this context.

VIII. FUTURE SCOPE

Due to the limited sample size used in this study, future research should aim to include a larger and more diverse population to improve the generalizability of the findings. Increasing the sample size will also reduce data variability issues, leading to more robust statistical outcomes. Moreover, there is a need to investigate factors beyond green brand knowledge, attitudes, environmental awareness, green image, and green trust that influence purchase intention. Future studies could focus on examining how product attributes, customer satisfaction, and behavioral intentions affect the purchase of environmentally friendly products. As the demand for eco-friendly products grows, these additional insights will help develop more effective green marketing strategies. Long-term studies could also provide valuable information about changes in consumer behavior in the green product market over time.

CONCLUSION

By investigating the impact of green marketing strategies on customer purchase intentions in the automotive industry, this study adds to the body of material already available on environmental sustainability. According to the findings, a variety of green marketing components—including sustainable packaging, pricing schemes, promotional activities, and product design—have a big impact on consumer attitudes, raising their level of environmental awareness and increasing their propensity to buy eco-friendly goods. Furthermore, the results show that customers' intents to purchase green products are positively influenced by green trust, which is a crucial component. This goal is further supported by brands' positive green image. On the other hand, even when customers profess concern for environmental issues, their lack of environmental understanding may hinder their inclination to engage in green purchasing.

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