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Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust

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Abstract: This research examines the impact of green marketing and its factors on purchase intention through green brand trust and image. It examines the correlation between six concepts: green knowledge, environmental attitude and knowledge, green image, green trust, and purchase intention. An empirical survey was used to test the hypotheses. Data were collected from a total of 300 respondents from Pakistan, and structural equation modeling (SPSS-AMOS) is proposed to assess the relationships of the research model. The findings show a significant positive association between practical green marketing approaches (green knowledge, attitude, environmental knowledge, and purchase intention for green products); additionally, green products with high ecological qualities create a positive intention towards consumer choice. Furthermore, green marketing approaches (green knowledge, attitude, and environmental knowledge) directly and significantly influence green image and trust. This study suggests that green approaches can be used as a brand marketing strategy to enhance customer purchase intention. The study also found that green marketing can help brands achieve and maintain brand equity. This research explores the relationship between the multidimensional green marketing approaches (green knowledge, attitude, and environmental knowledge) to enhance the purchase intention of green products; the creation of an overpowering market brand was one of its primary objectives. This study offers managerial implications for the development of green firms.

Keywords: green knowledge; attitude; environmental knowledge; green image; green trust; purchase intention

1. Introduction

Environmental concerns have become a source of concern for customers and businesses worldwide, prompting the development of green goods [1,2]. Hence, advertisers need to represent green goods as safe and environmentally sustainable [3]. The power of marketing has become an undeniable force as a change agent and for modifying government policies in favor of green business [4]. Marketing plays an essential role in affecting company sales, improving performance, and growing market shares; nevertheless, the results of previous studies on green marketing strategies suggested decreasing sales and enactment in terms of market shares. Traditional analysts have been more focused on persuading customers to be more environmentally conscious [5]. Thus, green marketing covers a wide variety of ideas, including the facilitation and creation of value that meets the desires and demands of consumers [6]. Traditional scholars have been more concerned about persuading people to adopt more green sustainable behaviors. Green marketing is an effort to preserve and develop long-term relationships with partners such as the environment, culture, and customers. Thus, selling green goods and services is a sustainable mechanism that influences society's pro-environmental action [7].

This environmentally friendly approach has generated the concept of green marketing, a new idea originating in the latter half of the 20th century [8,9]. Green marketing activities include the production, differentiation, pricing, and promotion of products and services that meet the environmental needs of the consumer [9]. According to Chen and Chang [10], these green marketing efforts improve the purchasing intentions of consumers. Environmental awareness has become a significant issue in academic research and is of global concern [11]. The green problem has benefited consumer behavior since the 1970s [11]. This move caused a great upset in consumers' perception of the increasing concern about preserving and anticipating future damage to the world [11,12]. Green marketing is an effort to lessen these distressing environmental consequences by adding various green concept courses through designing and producing eco-friendly products and services [12].

Recently, consumer awareness of sustainable consumption has become increasingly crucial to green marketing, as environmental degradation remains a challenge to the world's population [13,14]. Initially, a green consumer faces several barriers that constrain buyers' purchase of the green product, such as assessing and searching for the needed product within a reasonable price and a lack of awareness about green brands [15]. According to [16], specific green marketing can recognize goods or services that are long-established as environmentally friendly to enhance consumer behavior [17]. An increase in marketers' perception that "it is a challenging task to build the green concept into customer minds" leads, ultimately, to the purchase of green brand products [18]. Using an ecolabel or an organic label on goods has become a popular trend in green marketing and is a valuable source of customers' knowledge.

Green marketing techniques, such as environmental advertising, make it easier for consumers to understand and be aware of the traits and characteristics of green products, and thus, to buy ecologically friendly products [19]. Adopting these policies will help people choose more ecologically friendly products, minimizing the impact of synthetic products on the environment [20]. In addition, according to Deari et al. [21], it is more probable that consumers buy green products with green packaging if they analyze the cost–benefit relationship. Industrial suppliers also demand sustainability, and exporters are pressured to deliver environmentally friendly items [22]. This information can help consumers develop and build a solid perception of environmentally friendly products [23]. Past research has looked into the impact of green marketing on consumer purchases. People might decide to not purchase a product because it is potentially hazardous to the environment [24].

All these facts can play an essential role in changing how consumers can acquire and build a strong perception of environmentally friendly products [23]. Therefore, substantial studies have examined the effectiveness of green marketing on consumer purchases. People can demonstrate their problems with various behaviours, such as avoiding purchasing a product because it is potentially harmful and environmentally destructive [23,24]. This study examines the effectiveness of green marketing as a marketing technique in consumers' buying behavior by establishing crucial proxies for the impact and effect of green marketing on customers' buying behavior [25].

This study explores the influence and effect of green marketing on customers' buying behavior by establishing essential proxies and linking consumer buying habits and green marketing tools with the importance of green marketing, consumer buying, and green markets. A critical empirical review and analytical research methodology examine both how green marketing influences consumer behavior, and the importance of green marketing and going green.

Based on prior literature on green marketing, the suggested model of the research comprises the notion of green brand knowledge and environmental knowledge as the antecedents of green and sustainable marketing. The present study adopted the theory of green purchasing behavior as a framework to identify the many phases involved in green brand knowledge, attitude, and environmental awareness to enhance customers' attitude towards a green business. The findings illustrate the importance of green and environ-

mental awareness, which is related to the conscious feelings of consumers. In Pakistan, especially, clients prefer to pay attention to green and environmental understanding when they create attitudinal loyalty [26]. Thus, given the influence of green brand knowledge and environmental knowledge on positive expectations, global organizations should reach their fundamental values through the service experience.

The objective of the present study is to construct a complete model and examine the relationships between environmental knowledge, green brand knowledge, attitude, green image, green trust, and purchasing intention. Therefore, this research incorporates brand theory and green issues and the framework of green brand knowledge, environmental knowledge, and purchase intention [27–29]. Moreover, most scientific work on environmental issues has been conducted in the United States and Western Europe [30]. Thus, this study illuminates the issue by investigating green marketing factors, green image, green trust, and purchase intention in developing countries by surveying Punjab, Pakistan.

2. Literature Review and Hypothesis Development

2.1. Green Brand Knowledge

Green brand knowledge is defined as "a green brand node in consumers' memories with strong environmental commitment and concerns" [31]. By knowing the brand, consumers can identify the distinctive green product attributes and environmental benefits. Brand understanding includes brand image and trust [32]. Brand trust is the brand's memory integrity, whereas the brand image is a good, differentiating, and appealing brand connection [31]. Consumers are always willing to use constant environmental awareness to help them recognize green brands and acquire green products [33]. Some research shows that environmental education influences both buyers' intention and purchases of green products (e.g., [34,35]). Customers record a brand's identity (e.g., logo, color, and name) when they directly or indirectly exploit it, according to Alba and Hutchinson (1987). Green brand knowledge is a technique that informs and impacts consumer behavior for a green product [36]. Keller [31] proposed two types of green brand knowledge: trust and image. A company with a green brand should use green marketing to attract customers [10]. According to Zhou et al. [37], GBK contributes to the environment and to sustainability, making customers feel significant to the environment and society due to green brand consumption.

Green brand knowledge is a technique that provides information that affects consumer behavior to be more environmentally friendly by using or purchasing a green product [38]. A firm with an environmentally friendly brand should engage in green marketing to attract consumers [10]. The corporation can raise awareness by giving information regarding the brand's environmental challenges [39]. To establish a position in the minds of consumers and gain a competitive advantage over competitors, green brands require communication and distinctive components that stress environmental issues [40]. According to Zhou, Z. et al. [37], "green brand knowledge contributes to the environment and sustainability, making customers feel significant to the environment and society due to green brand consumption. A business with an ecologically friendly brand in its portfolio should engage in green marketing to increase brand recognition [10]. Green brand knowledge builds the green brand image and trust in the consumer mind, enhancing the brand commitment towards purchase intention" [41].

Furthermore, understanding green brands might increase consumers' green ideals and self-identity, improving purchase intention (e.g., [42,43]). Purchasing a green brand is perceived as addressing one's green self-image, improving one's sense of identification and acceptance towards the buying goal (i.e., ESA). Green brand knowledge is a technique that delivers information that influences consumer behavior to be more eco-friendly [44]. After using it directly or indirectly, consumers remember a brand's identity, such as its color, logo, and name [44]. Keller [31] defined green brand understanding as "green brand trust and image." An eco-friendly brand should use green marketing to improve brand recognition [10]. Green brand awareness enhances the consumer's brand loyalty towards purchase intention [45].

Suki [19] explained the green brand knowledge as knowledge or information about the product's distinctiveness through the brand's attributes. "Essentially, it is a business promise to its customers and the environment. Customers want to learn as much as they can about green products and buy them for environmental reasons" [31]. Mahmoud [46] discovered that a lack of information or understanding about a green product or green brand had a detrimental impact on consumers' intention to acquire a green product. Consumers must be informed about the company's environmental concerns through environmentally friendly products and brand attributes [47]. Based on this perception, we propose that:

Hypothesis 1. *There exists a positive connection between green brand knowledge and purchase intention.*

Hypothesis 2. *There exists a positive connection between green brand knowledge and green image.*

Hypothesis 3. *There exists a positive connection between green brand knowledge and green trust.*

2.2. Environmental Knowledge

Environmental knowledge evaluates consumers' awareness of environmental components or consequences and the collective obligations required for sustainable development [48]. The research shows a positive relationship between environmental knowledge and consumer behavior [48]. Environmental knowledge influences environmental attitude, affecting consumer behavior [49]. Consumer purchasing behavior is often linked to people's environmental and green awareness [50]. Peattie Wang et al. [34] claimed that environmental knowledge is a crucial component of green consumer behavior. Wang et al. [51] argued that customer environmental understanding influences their pro-environmental conduct. Yusof, J. M. et al. [52] said that environmental knowledge significantly predicts green purchasing intention.

Environmental knowledge refers to a person's opinion and understanding of environmental issues, assuming that environmental knowledge is positively associated with green purchase intention [50]. According to a study conducted in Egypt [53], consumer awareness about environmental concerns is a significant component that drives consumer attitudes toward being more ecologically friendly. People's lack of awareness could be a psychological hurdle to green product acceptance [54,55]. Environmental awareness is the ability to notice and assess human consumption issues and behaviors that may influence purchase intent positively or negatively (Haron et al., 2005). According to Pothitou et al. [56], consumers who have environmental knowledge tend to engage in more environmentally friendly behaviors, such as eating healthy protein meals, accessing public transport more frequently, and purchasing things with less disposable packaging [57].

Previous research concluded that environmental knowledge had become one of the most significant variables that positively influenced customers' intention towards revisiting [54]. Some researchers have argued that environmentally friendly knowledge is considered one of the most favorable behaviors and attitudes [58]. Environmental knowledge is one of the most significant factors influencing consumers' purchase intention. Individuals lacking environmental knowledge will not understand the environmental protection attributes that affect health.

The following part investigates and defends the hypotheses that underpin this theoretical notion:

Hypothesis 4. *There exists a positive connection between environmental knowledge and purchase intention.*

Hypothesis 5. *There exists a positive relationship between environmental knowledge and green image.*

Hypothesis 6. *There exists a positive connection between environmental knowledge and green trust.*

2.3. Attitude

Attitude phenomena have become one of the most significant behavioral intention and actual behavior components in green psychology studies. Attitude is an essential concept because it is associated with various models, such as Fishbein's [59] consumer expectancy–value model, Ajzen and Fishbein's [60] reasoned action model, Ajzen's [61] planned behavior model, Homer and Kahle's [62] value–attitude–behavior model, and Han and Kim's [63] expanded planned behavior theory. Attitudes are formed over time and are frequently challenging to modify, although they can be influenced by satisfying psychological drives [64]. Individuals' views vary over time as they discover new notions about the subject or item under consideration [65]. Attitude is a significant predictor of an individual's propensity to purchase a green product and is positively associated with behavior. It is defined as how individuals evaluate their behavior as positive or negative [66]. Barrett, T. and Feng, Y. [67] discovered that consumer attitude about the environment influenced customer food safety behavior in their study on food safety knowledge and behavior.

According to a previous study, consumers' environmental attitudes are typically influenced by purchasing decisions [68] (Gupta, 2009 #1418). Feelings and a favorable image are the primary consequences that shape customers' attitudes and influence their intention to acquire green products [69]. Consumer attitudes toward eco-friendly behavior have been demonstrated to significantly impact environmental knowledge and green product purchase intention in previous green marketing research [19]. These findings are consistent with the findings of [35]. They discovered that consumers' attitudes about green items significantly impact their propensity to buy green.

Furthermore, these models are essential indicators of consumer satisfaction with a purchased product, its functions, and what demands it can meet. According to Sethi [19], attitude is the positive or negative judgment of an object, action, issue, or person. Attitudes are collections of ideas about a specific object or action that might lead to a desire to carry out the behavior. Attitudes influence intentions, and the more positive the attitude, the more likely it is that the behavior will be performed. In this sense, attitudes predict purchasing intentions towards purchasing behavior [70]. According to a study conducted by Mostafa [71], customers with good views about green products are more likely to acquire a higher tendency to purchase green products by referring to its green brands and relying significantly on green brand positioning.

Following the literature, this study proposes:

Hypothesis 7. *There is a positive relationship between attitude and purchase intention.*

Hypothesis 8. *There is a positive relationship between attitude and green image.*

Hypothesis 9. *There is a positive relationship between attitude and green trust.*

2.4. Green Image

Green consumers emerged in the 1990s as people became aware of the hazards of environmental damage [72]. Consumers are concerned about environmental issues such as global warming and environmental damage; thus, they attempt to buy environmentally friendly products [73]. Due to this, businesses are required to address the environmental needs of their customers. Brand image is the essential factor influencing purchasing decisions for eco-friendly products [74]. As a result, several businesses have attempted to create a green image to invite their customers [75]. The idea of the green image must be connected to environmental knowledge, green brand knowledge, and attitude. Green brand knowledge improves the consumer's green values, self-identity, and awareness of purchase intention [37]. Environmental knowledge has become extremely valuable in business management as environmental challenges become more serious [76]. More importantly, businesses are attempting to cultivate a green image and impact customer buying intention [77]. When running a successful business, having a green image has

certain advantages. Because green images play a symbolic function in representing a company's brand, they can differentiate a company's products/services from competing ones. As a result, green images substantially impact consumers' purchasing intentions [78].

Furthermore, a green image minimizes the risk of customer loyalty [79]. Yusof, Musa, and Rahman [52] looked into how green image influences purchasing intention. A company image is valuable for increasing customer satisfaction [80]. Several scholars believe that image plays an essential part in addressing consumers' demands and desires [81]. Furthermore, Salehzadeh, R. et al. [82] contended that improving environmental image can boost customer competitiveness. Therefore, we propose that:

Hypothesis 10. *Green image plays a mediating role between green knowledge and purchase intention.*

Hypothesis 11. *Green image plays a mediating role between environmental knowledge and purchase intention.*

Hypothesis 12. *Green image plays a mediating role between the attitude and purchase intention.*

2.5. Green Trust

Green trust is defined as customers' willingness to purchase and rely on ecologically sustainable items, especially green products, based on their performance, trustworthiness, efficacy, and successive functions [83]. Green buying intentions can be described as the desire of buyers to buy a certain number of green services or products [84]. Green trust was recognized to have significant effects on customer green purchases, which may also improve the actual buying behavior of customers [85]. Karatu and Mat [86] argued that one of the critical elements of the product or service marketing process is trust because it helps build the long-term relationship between consumer and vendor and is therefore beneficial to the seller.

Trust is a person's tendency and is usually shown by an attitude towards the theory of planned behavior [87]. Karatu et al. [86] argued for a strong connection between perceived brand trust and purchase intention. Trust and loyalty play a crucial part in determining the value of green purchasing in advanced technologies. Foroudi et al. [88] stated that research and development include components, such as product trust, that are related to the strength of research and innovation and that can play a central role and influence the future performance of products [89]. In the next part, the structures or measures affecting this variable will be addressed with their tools and their antecedents. Green trust has various other essential features for which the analysis of green purchasing intentions needs to be taken into account by organizations [83]. Green brand and environmental knowledge are the key components that enhance the green trust towards the purchase intention. Green trust plays a central role in green brand knowledge, environmental knowledge, attitude, and purchase intention. This emphasizes the necessity of a green effort for consumers in order to enhance green trust through green brand knowledge, environmental knowledge, and attitude. Green trust is a multidimensional variable due to its propensity to utilize numerous additional components to quantify that variable. In addition, brand satisfaction and green loyalty are part of these components employed in measuring green trust. Therefore, we propose that:

Hypothesis 13. *Green trust plays a mediating role between green knowledge and purchase intention.*

Hypothesis 14. *Green trust plays a mediating role between environmental knowledge and purchase intention.*

Hypothesis 15. *Green trust plays as a mediating role the attitude and purchase intention.*
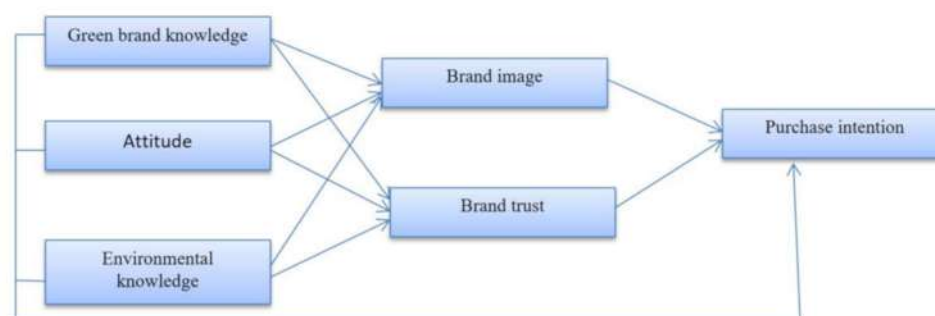
Research Framework

3. Material and Methodology

This section explains the technique, including sample selection and description, data collection, the regression model, and data analysis. The study used non-probability convenience sampling. Researchers conducted an online poll in September 2020, utilizing social media channels: a link was generated, and the structured survey was distributed to participants via this link on various social media platforms such as Facebook, Twitter, WhatsApp, and email. This study was focused on individuals from various geographical locations in Punjab, Pakistan, because the Punjab region is Pakistan's second-biggest commercial zone. Another reason was that it is very convenient for us to collect data in this specific region. The research was carried out from 5 September to 10 November 2020. A random sample of 300 respondents was employed for statistical analysis using SPSS (Amos). The study used a 5-point Likert scale. Baker and Churchill [90] modified the intended use of the scale to judge the physical attractiveness of models in commercials and a customer's preference to purchase things. Table 1 indicates that the survey respondents were male and female, aged 20 to 60, who were from Punjab, Pakistan and who used social media often. Advertising is the essential marketing tool that drives customer probability, comprehension, tendency, and selection of products and services. Table 1 shows that 48.7% of the total respondents were less than 20 years old, 40% were between 20 and 30 years old, 10.7% were between 30 and 40 years old, and the remaining 7% were between 40 and 50 years old, which is a significantly small percentage of the respondents who participated in data collection. This means that age plays a significant role in the decision-making process, so age is considered a very vital demographic variable. The younger-aged persons were very interested in the online commercial and in purchase intentions.

Table 1. Demographic characteristic.

Variable	Category	Frequency	Percentage
Gender	Male	194	64.7
	Female	106	35.3
Age (Years)	Less than 20 years old	2	0.6
	20–30 years old	120	40.0
	30–40 years old	148	48.7
	40–50 years old	32	10.7
Qualification	Bachelor's	114	22.8
	Master's	192	38.4
	Postgraduate	132	26.4
	Diploma	51	10.2
	Other	11	2.2
Income	Less than 20,000	10	3.3
	21,000–30,000	35	11.7
	31,000–40,000	111	37.0
	41,000–50,000	119	39.7
	More than 50,000	25	8.3

4. Measurement Instruments

This study used quantitative methods to examine customer views of GM and their impact on green brand image, trust, and buying intention. The study looked at five characteristics related to green product purchasing intention and consumer experience. Wu et al. [91] classified green marketing into three dimensions, green knowledge, attitude, and environmental knowledge, which affect purchase intention with the indirect effect of green image and trust. Detailed measurement items for all research variables are shown in Table 2. Table 2 shows that the CR of each construct ranges from 0.701 to 0.936, which is below the required limit. Furthermore, AVE values of over 0.5 demonstrate the notions' validity [92]. The AVE values ranged from 0.507 to 0.786, showing that the variables employed in this study had adequate explanatory power for further analysis. They are regularly used to assess statistical relationships among single objects in a study. The results reveal a unidimensional and goodness of fit model for all generated variables. However, the values of each variable range from 0.691 to 0.934, indicating internal consistency and reliability. The levels of all three variables are above the suggested threshold of 0.7, except for environmental knowledge, which is approaching 0.7 [93].

Table 2. Variables of exploratory factor analysis, descriptive statistics, and confirmatory factor analysis.

Indicator	Measurable Variables	CR	AVE	Cronbach's Alpha
Green knowledge	BK1 BK2 BK3 BK4	0.936	0.786	0.934
Attitude	ATT1 ATT2 ATT3	0.893	0.735	0.892
Environmental knowledge	EK1 EK2 EK3 GPD4	0.701	0.507	0.691
Green image	BM1 BM2 BM3 BM4	0.915	0.728	0.915
Green trust	BT1 BT2 BT3 BT4	0.931	0.771	0.930
Purchase intention	PI1 PI2 PI3	0.916	0.784	0.916

This statistical measurement was tested using the software AMOS 24 using a confidence interval (CI) and a percentile of 90% CI. To satisfy the discriminant validity criteria, the square root of a concept's AVE must be greater than the correlations between the component and the others in the study [94]. The square root values of the AVEs are shown in the diagonal elements of Table 3 while the other elements are the Pearson correlation coefficients among the constructs. The total values revealed that the two constructs have appropriate discriminant validity. Table 3 shows that the square roots of all constructions' AVEs are higher than the correlations among all constructs. As a result, the measurement's discriminant validity is satisfactory. Furthermore, Table 4 indicates the scores of all model fit indices along with threshold values.

Table 3. Pearson correlation coefficients and square root values of AVEs.

	1	2	3	4	5	6
Environmental knowledge	0.812					
Green knowledge	−0.709	0.886				
Brand image	−0.556	0.741	0.853			
Brand trust	−0.788	0.853	0.776	0.878		
Attitude	−0.734	0.809	0.746	0.856	0.857	
Purchase intention	−0.619	0.817	0.848	0.849	0.748	0.885

Table 4. Overall fit index of the CFA model.

Fit Index	Score	Recommended Threshold Value
CMIN/df	4.37	<5
GFI	0.804	>0.80
NFI	0.881	>0.90
CFI	0.905	>0.90
AGFI	0.742	>0.80
PGFI	0.612	The higher, the better
PNFI	0.739	The higher, the better
RMSEA	0.106	<0.08

5. Structural Model

The proposed direct, indirect, and mediating hypotheses were statistically tested with the structural equation model (SEM) using the AMOS 24 software. SEM provides a complete discovery and consideration of the whole of the proposed hypothetical model and avoids incorrect standard error estimations. The bootstrap of 1000 samples were also applied to check the mediation effect. As illustrated in Table 5, the three sub-dimensions of green marketing (green knowledge, attitude, and environmental knowledge) are directly related to brand image, brand trust, and purchase intention.

Table 5. Regression Weights.

			Beta	S.E.	C.R.	*p*	Decision
Brand image	<—	Green knowledge	0.410	0.082	4.715	***	Accepted
Brand trust	<—	Green knowledge	0.375	0.061	5.910	***	Accepted
Brand trust	<—	Attitude	0.400	0.072	5.710	***	Accepted
Brand trust	<—	Environmental knowledge	−0.226	0.259	−2.371	0.018	Accepted
Brand image	<—	Attitude	0.500	0.097	5.161	***	Accepted
Brand image	<—	Environmental knowledge	0.096	0.216	1.187	0.235	Not Accepted
Purchase intention	<—	Green knowledge	0.233	0.079	2.856	0.004	Accepted
Purchase intention	<—	Attitude	−0.157	0.100	−1.604	0.109	Not Accepted
Purchase intention	<—	Environmental knowledge	0.079	0.186	1.149	0.250	Not Accepted
Purchase intention	<—	Brand image	0.470	0.066	7.220	***	Accepted
Purchase intention	<—	Brand trust	0.496	0.110	4.509	***	Accepted

*** $p < 0.001$.

Table 5 shows that two aspects of GM (green knowledge ($\beta = 0.233$, $p < 0.001$) and environmental knowledge ($\beta = -0.0079$, $p < 0.001$)) had significant positive effects on purchase intention. Green knowledge ($\beta = -0.410$, $p < 0.001$) and attitude ($\beta = -0.500$, $p < 0.001$) had a considerable favorable impact on brand image, but environmental knowledge ($\beta = -0.0096$, $p < 0.001$) had no significant effect. Brand trust was positively influenced by green knowledge ($\beta = -0.375$, $p < 0.001$), green attitude ($\beta = -0.400$, $p < 0.001$), and environmental knowledge ($\beta = -0.226$, $p < 0.001$). It also had a statistically significant favorable influence on purchase intention ($\beta = 0.470$, $p < 0.001$) and green brand image ($\beta = 0.496$, $p < 0.001$).

The mediated hypothesis proposed that GM indirectly affects purchase intention via green image and green trust. Using the estimated results from Table 5 it is shown that green brand image (β = 0.470, *p* < 0.001) and green brand trust (β = 0.496, *p* < 0.001) have a considerable positive impact on purchase intention. As shown in Table 6, environmental awareness does not affect purchase intention via green image or trust. In the green era, a brand's image and green trust impacts purchasing intent. The results indicate that green image and green trust influence buying intention.

Table 6. Mediating effects.

Predictor	Environmental Knowledge	Attitude	Green Knowledge	Brand Trust	Brand Image
Directeffect					
Brand trust	−0.226	0.400	0.375	0.000	0.000
Brand image	0.096	0.500	0.410	0.000	0.000
Purchase intention	0.079	−0.157	0.233	0.496	0.470
Indirect effect					
Purchase intention	−0.067	0.433	0.379	0.000	0.000
Total effect					
	0.012	0.276	0.612	0.496	0.470

6. Discussion

This study examined the impact of green marketing strategies on consumer purchase intention with the indirect effect of green image and green trust. A route analysis demonstrates that green marketing techniques have a beneficial effect on purchase intention [95]. With the statistical results of the path analysis, an investigation on the green marketing practices shows green knowledge, attitude, and environmental knowledge are positively significant to the purchase intention [96]. Green knowledge appears to have been commercially practical because of its positive influence, leading to good consumer attitudes and causing an evolution of buying intentions [97]. Green brand knowledge seems to enhance consumer awareness and interest in purchasing eco-friendly products, therefore protecting the environment.

According to previous research, a marketer needs to include these green marketing practices to enhance green awareness about ecological products; there could be a significant increase in consumers' purchase behavior in Pakistan. Attitude is the second-most crucial factor of the green marketing practices that enhances the green image and green trust of the green products towards the purchase intention [98]. If the consumer attitude is high, then the purchase intention of the green products would be increased. Environmental knowledge is another essential aspect of green marketing technique towards buying intention.

7. Conclusions

This study extends the existing literature on environmental sustainability. According to the findings of this study, consumers are impacted by green marketing elements, which help them become more environmentally conscious and increase their desire to buy green products. The impact of green trust on consumers' purchase intentions has been demonstrated, indicating that green trust has a beneficial impact on consumers' purchase intentions. Furthermore, green marketing attributes had a significant and favorable effect on green trust, implying that green marketing attributes (green brand knowledge, attitude, and environmental knowledge) are the actual medium of communication for green products. The research considered green marketing factors' (green brand knowledge, attitude, and knowledge) significant and positive effects on purchase intentions. These

factors also positively impact green image and trust. Green marketing factors (green brand knowledge, attitude, and environmental knowledge) were discovered to impact green image, confirming green marketing's applicability for conveying an environmental image.

On the other hand, the influence of the green image on consumers' purchase intentions was shown to be favorable. The absence of green and environmental knowledge, which is genuinely relevant to the green market, could explain consumers' attitudes towards green purchasing intentions. Consumers may be concerned about the environment, but due to a lack of green marketing, they cannot change their attitudes about environmental behavior. As a result, these factors operate as a roadblock in the way of actual customer behavior.

8. Implications

The findings of this study have a number of management implications. For instance, this study confirms that increasing green brand knowledge and environmental knowledge can enhance purchase intentions. As a result, if organizations want to increase consumers' willingness to buy green brands, they should improve consumers' green brand knowledge through enhancing green brand image and trust. Businesses should focus on green communication, such as eco-labeling, sustainability reports, and green packaging, because these methods can increase customer trust in a brand's environmental commitment [99,100]. Green marketers and practitioners should consider the importance of green attributes, which may boost the "greening" theme. The results of this research specified that the value of green image and green trust is likely to enhance the positive evaluation of an individual's attitude towards eating in green restaurants. Thus, marketers and managers need to strengthen environmental approaches to maximize behavioral values [101]. In targeting the green marketing approaches, management teams would provide a potential benefit by delivering knowledge, especially regarding green and health concerns. Strong marketing approaches would increase the number of customers, employees, and direct and indirect stakeholders in green terms to enhance green purchase intentions.

9. Limitations and Future Research

The present study has limitations. The research focused on green brand knowledge, attitude, environmental knowledge, green image, and green trust of purchase intention. Given the increasing demand of customers in an ecologically friendly environment, new studies are expected to assess the effectiveness among product qualities, satisfaction, and behavioral intentions. The participants' data were obtained from a single Pakistani metropolitan area, which might affect the results. Research from other areas would provide a more accurate picture of the situation, as customer behavior differs by city, and new findings could enhance the effectiveness of confirmatory factor analysis. The research is not particular to any product and does not include the physical appearance of green products, which could have significant implications for understanding environmentally conscious customer behavior. Furthermore, cross-sectional statistics have been used to help understand customer purchasing behavior; future studies could use longitudinal data to determine variances in consumer behavior for a deeper understanding of green products. As in most survey studies, convenience sampling has been employed in major sites such as supermarkets, universities, and shopping complexes. Future studies can be conducted in different geographical places to validate these research findings.

Author Contributions: Super vision, validation & project administration, Z.T.; Conceptualization & investigation B.S.; methodology, data curation, H.M.; formal analysis & resources, Y.R.; writing—original draft preparation & writing—review and editing, T.B. All authors have read and agreed to the published version of the manuscript.

Data Availability Statement: Not applicable.

Conflicts of Interest: The authors declare no conflict of interest.

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