

**Digital aspects of Influential factors of Green Purchase Intention:  
Challenges to the Modern Business Economy**

**Mubashir Naeem**

Ph.D. Scholar, ILMA University Karachi

Email: mubashir.naeem@live.com

**Khan Khalil Akhtar Khan**

Ph.D. Scholar, ILMA University Karachi

Email: khalil.s.akhtar@gmail.com

**Mumtaz Uddin Ahmed**

Ph.D. Scholar, ILMA University Karachi

Email: mumtazcn@gmail.com

**Abstract**

This age of the digital economy presents significant challenges for green, environmentally oriented organizations seeking to build a positive image among their stakeholders and earn goodwill in the market. The level of green purchase intention becomes multidimensional in this modern technological era and varies according to customer background and cultural values. This study contributes to the theory of the planned behavior model by examining the effects of Green Brand Image, Green Brand Satisfaction, Green Brand Trust, Green Brand Loyalty, and Green Product Quality on Green Purchase Intention. Data was collected from educated (minimum graduation qualification) customers visiting different brands in Karachi (a city in Pakistan). Questionnaires were distributed to 304 respondents, and 272 responded. The results of partial least squares structural equation modeling (PLS-SEM) showed that the observed variables influence green intention. Implication, limitation, and scope of the study are described in the paper. This study provides a reference for organizations and the government sector to publicize green product awareness among the public and strive to make them well conversant about the results of green purchase intention.

**Keywords:** Green Brand Image, Green Brand Satisfaction, Green Brand Trust, Green Brand Loyalty, Green Product Quality, Green Purchase Intention.

**Introduction**

For a few decades, organizational performance has been influenced by the organization's environmental performance (Elia, 2019). Now the organizations are aware that stakeholders prioritize the offers of the products in the context of green facilitations (Sahoo et al., 2023) and regulate customer behavior by engaging them in

green marketing strategies and keeping them informed about environmental initiatives taken by organizations (Yadav et al., 2019). Over time green marketing has altered the marketing standard and users have the intention to become part of green organizations (Hafeez et al., 2024). Modern business, organizations are setting their strategies to earn the trust and to drive the green purchase intention of customers who are concerned about the green environment (Hameed et al., 2021; Khan et al., 2024). The concept of green products is based on the protection and improvement of environmental conditions by managing any type of waste caused by the manufacturing of products (Ottman et al., 2006). Green purchase intention is the inclined probability of an individual buying a green product that does not damage ideal environmental conditions Chen and Chang (2012). For the green product development process, products are so designed that they can easily be disposed of, reusable or recycled, do not spoil the environmental conditions, and offer high living standards to the customers and society (Dangelico & Pontrandolfo, 2010). Industries; service sector, hospitality, and fast food negatively affect the environmental conditions even in developed countries like France and the United Kingdom (DiPietro & Gregory, 2013; Perrigot et al., 2021; Hirth et al., 2021) than how developing countries like Pakistan could escape from these effects (Ali et al., 2011; Hafeez et al., 2024). Studying consumer intention is not a simple task and green product marketing largely depends on the consumer purchasing intention (Pinto de Moura et al., 2012), to be a complex phenomenon, evaluating the customers' green purchase intention and studying factors that influence this phenomenon are necessary to frame the marketing strategies (Zhuang et al., 2021). Different studies e.g., (Jaiswal & Kant, 2018; Xu et al., 2020; Djakasaputra et al., 2020) have been conducted to identify the factors affecting the green purchase intention of customers but remained packed due to some conflicting results; industry, area or inclusion of limited factors involvement. The studies; ((Namkung & Jang 2013; Martínez, 2015; Butt et al., 2017; Gil & Jacob, 2018; Sun & Wang, 2019; Hashim et al., 2020; Wang et al., 2020) have discussed the consumer purchase intention but some have created hypothesized situation e.g., (Namkung & Jang 2013), while some have not taken it a separate construct but outcome of green brand image and green trust. Zhuang et al. (2021) have used a meta-analysis to ascertain the factors affecting customer green purchase intention and offered thorough research, but it remains limited to the factors for which sufficient data is available. The current study has been conducted to include the variables; impression of green brand image, green brand satisfaction, green brand trust, green loyalty, and green product affecting consumers' green purchase intention based on the study of Zhuang et al. (2021), who have divided such variables into three categories: cognitive, consumer individual characteristics and social factors" and consider the green product a new influencing variable.

The study is arranged in the following sequence: Theoretical sequence offers hypothesis development following the prevailing literature evaluation. consequent to the prevailing literature. The results of the study are based on the empirical analysis of the collected data. Discussion has been generated on the results. The study's

implications are confined to the practical and theoretical. Conclusions and limitations have been defined based on the research.

### **Theoretical Foundation**

Study theoretically based on the Theory of Planned Behaviour, the Theory of Consumer Behaviour, and Value Belief Norm Theory. The Theory of Planned Behavior (Ajzen, 1991) is a modified form of the Theory of Reasoned Action (Fishbein et al., 1977). This theory shows that behavior is controllable by personal willpower. The theory of planned behavior is one of the most influential behavioral decision theories. TPB describes that an individual intention can be influenced by its subjective norms i.e., personal will, social surroundings, perceived values, and individual behavior is regulated by such norms, and wills (Lin et al., 2010). Literature on green marketing has extended the scope of TPB by adding new variables; impression of green brand image, green brand satisfaction, green brand trust, green loyalty, and green product affecting consumers' green purchase intention following the previous chain of variables (Zaremohzzabieh et al., 2021; Sharma et al., 2022). The theory of consumer behavior is another main theory of marketing management (Engel et al., 1995), indicating three aspects of individual traits that largely indulge the individual's purchase intentions, including psychological aspects, social factors, and personal characteristics of the individual. Further to the theory of consumer behavior above mentioned three factors have the attributes like demand, motivation, interest, attitude, lifestyle, family, social class, etc. Consumer purchase intention is a classified image of consumer behavior, and purchase intention can be described nicely in the light of consumer behavior theory in modern business (Zhuang et al., 2021). According to value belief norm theory societal norms, beliefs, values, and attitudes derive the behavior (Stern et al., 1999). studies; (Hartmann & Apaolaza-Ibáñez, 2012; Joshi & Rahman, 2016; Zaremohzzabieh et al., 2021) have analyzed that consumers/customers always show concern about the impact of their purchase behavior on the environment and seeking information about environmental issues, while making purchase intentions (Watson et al., 2024). The purchasing intention is stimulating and pushing prerequisites that drive the customer to acquire products and services. (Chen et al., 2012). There are three things used to measure green intention namely; green products, switching the brand, and inclination toward the green version products (Chan, 2001) the customer's current and future purchase decisions are measured by green purchase intention and it is considered a scale to forecast the green demand of the customer (Zhuang et al., 2021).

### **Hypotheses Development**

#### **Green brand image and Green Purchase intention.**

Keller (1993) studied that brand image can be described as the perception of consumers about a brand as replicated by the brand connotations. Brand Image is a combination of feelings for a derivative brand by attachments of the brand for customers. Brand image has the same essential role in the market where it is very difficult to distinguish conferring to its solidity of products as well as services

(Mudambi et al., 1997). The Green business practice describes the green brand image as the environmental features linked with the product or brand (Bekk et al., 2016). Cretu and Brodie (2007) stated that the brand image is an image of a derivative brand by acknowledgment of the brand by the consumers. Akturan (2018) studied that green brand and green brand equity have a vital and solid influence on consumer purchase intentions. Insch (2011) asserted that companies in the tourism business have the potential to invest in the green-structured targeted brand if they assume it helps to enhance brand image, inclination, and loyalty for green purchase intention. Moreau and Panguel (2012) explored the effect of the organization's environmental communication on brand equity and precisely its influence on the brand image through activities of corporate social responsibilities and finally associated the effect of green brand image on green purchase behavior. Green satisfaction, green customer loyalty, green corporate image, and green product quality are the significant and vital drivers of the green brand image to explore green customer inclination (Chang & Fong, 2010). Chen (2009) discovered major driver of green purchase intention is the green brand image with the other relevant variables such as green trust, green brand image, and green satisfaction. This study was directed in Taiwan to evaluate customer behavior while purchasing electronics goods, and its finding was very clear that the above three factors green satisfaction, green brand image, and green trust positively impact green brand equity. Different organizations are putting efforts into developing their origination brand image as a green brand image, it is not due to panic of environmental punishment and protest but it is also to increase consumer satisfaction by approaching their environmental requirements to acquire the effective environmental image for undeviating purchase customer intention (Chen, 2010). The study identifies that a green brand image emphasizes the process of strengthening green competitive advantages, it is very clear that consumer pressure, regulatory protocols, and green inspiration positively impact green production, however, the effect of consumer pressure is bigger, which always gives awareness to decision makers, additionally, although green production and green inventiveness have a constructive role in strengthening green competitive advantages, but, it becomes stronger while it is being contributing to green competitive advantage through green brand image to win the customer green purchase intention. (Zameer et al., 2019). Literature predicts that the green brand image of a company positively drives the customer's intention to purchase environment-friendly products (Akturan, 2018). Keeping in view the analysis of the studies mentioned above, the following hypotheses are proposed:

H1: Green brand image is positively associated with Green Purchase intention.

#### **Green satisfaction and Green Purchase intention**

In the past many years, satisfaction has been identified as an essential analytical and useful study for different marketers and consumers. Satisfaction considers the level of acceptable application that provides comfort to consumers and helps to fulfill their wants, needs, and objectives. Nowadays, in the arena of marketing, customer satisfaction is being studied widely (Oliver, 1994). Chen (2010) stated that green

satisfaction is a congenial level that satisfies customers' eco-friendly desires, defensible expectations, and green needs for consumption-related achievements. In Chen's (2010) study conclusion helps to increase green brand equity if firms invest in green satisfaction resources. Green trust and green satisfaction are the very nominal variables concerning green brands for assessing perception (Mourad & Ahmed, 2012). Satisfaction is considered one of the greatest theoretical and practical issues for both customer researchers and marketers (Jamal, 2004). Satisfaction conferred a consumer decision in which features of a product and service, and the product or service itself, give a congenial level of consumption-based fulfillment, adding levels of under- or over-fulfillment (Oliver, 1997). Customer satisfaction is defined as consumers' contentment with their consumption objectives as they are practiced and defined by consumers (Oliver, 2006). In contrast, customer satisfaction was a general evaluation based on different experiences of the goods and services of a certain firm over time (Oliver, 1980). All definitions suggested, nevertheless, agree that the perception of satisfaction is implicit in the essential existence of a goal that any consumer wants to gain. Nowadays, different organizations are facing rising pressure to convert to green and become responsible; numerous stakeholders now push organizations to minimize their harmful impact on the natural environment as well as on society (Bansal, 2005; Barnet, 2007). Companies that are reliable regarding their environmental promises can earn the customer green satisfaction of the customers, and this ultimately results in driving the customer's intention to buy the product or acquire services, resultantly green satisfaction earns green purchase intention (Deniz & Onder, 2017). Green satisfaction is a customer's pleasurable environmental desire that prompts the customer's intention to purchase from an environmentally conscious organization (Chen, 2013). The following hypotheses are suggested by the analysis of the literature. H2: Green brand satisfaction is positively associated with Green Purchase intention.

#### **Green brand trust and Green Purchase intention.**

Trust is conceptualized as a developmental action in marketing, and it is essential for goal achievement and relationship building (Flavian et al., 2005). Trust is an essential aspect through which resilient relationships are built and multiple academic institutes as well as groups have been engrossed through trust (Moorman et al., 1992). When a consumer trusts any brand blindly it always shows a great level of probability to its consumers that any brand can get a positive result (Mourad & Ahmed, 2012), especially brand trust as projected, and it shows the belief of consumers that they trust the brand and feel that brand is reliable, trustworthy, capable, authentic and responsible (Doney & Cannon, 1997). Prior studies disclosed that developing brand equity and brand trust is very important and vital also studies show a positive relationship between brand trust as well as brand equity (Delgado-Ballester & Manuera-Aleman, 2001; Ganesan, 1994; Morgan & Hunt, 1994). Study shows customer trust and brand brand equity developing aspirants (Ambler, 1997). Studies show that when there is trust between the brand and the customer it positively affects brand equity (Jevons & Gabbott, 2000; Kim & Kang, 2008). Study shows that different organizations follow environmental protocols to market their



groundbreaking products and this trust by the consumers helps to enhance brand reputation (Kalafatis et al., 1999). Green trust inspires the customer's purchase intention to buy products and services from any reputed brand because consumers have a strong belief in the brand's environmental credibility, goodwill, and capability (Chen, 2009; Ganesan, 1994). Environment-oriented companies produce green products and improve green trust, consequentially, driving the customer purchase intention to acquire the product or services (Deniz & Onder, 2017; Chen, 2013). Following the literature evaluation, the mentioned hypotheses below are proposed.

H3: Green brand trust is positively associated with Green Purchase intention.

#### **Green brand loyalty and Green Purchase intention.**

Consumer loyalty defines the act of consumer in mounting and relation with any organization for purchasing its green product (Behara et al., 2002). In other words, consumer loyalty defines the behavior, desirability, and intention of the consumers to retain a long-term relationship with any organization that attracts consumers to continue buying its products and services (Behara et al., 2002). There is a strong and helpful relationship between products and services in consumer loyalty, supported by substantial behavior which shows that consumers are not only buying products but suggesting to other customers (Backman & Compton, 1991). In green branding, this is very important that consumers prefer green products gradually, which helps to produce consumer loyalty. Consumers' aspiration to go away from their current environment can become the reason for motivation and consumers come towards brands green loyalty (Hirschman, 1983). Loyalty may be described as the future comportment and assurance to buy a product or services, or relations with any brand while there are lots of other options available, it can be described as the affirmative attitude of customers to use brand products and services, and recommend it to others too (Backman et al., 2000). Consumer loyalty is also a constant option of revenue, which serves as an information channel that acts casually to recommend firm products and services to friends as well as family members (Reid & Reid, 1993). According to Chen et al. (2020), green brand loyalty positively influences the behavior of the customer to stimulate his intention to buy the green product. Based on the above analysis, the following hypotheses are proposed.

H4: Green brand loyalty is positively associated with Green Purchase intention.

#### **Green Product Quality and Green Purchase Intention**

Product quality is the beginning point of any goods that give satisfaction to their customers and produce customer loyalty. Johnson and Ettlie (2001) define product quality as the outcome of enactment, which may be labeled degree of freedom and customization how consistently any product meets a customer's necessities. This may include product features, assurances, product packaging, and product designs (Abdul-Muhmin, 2002). Great product quality could get product recognition from their customers also it leads to gratification from retailers as well as wholesalers (Schellhase et al., 2000). Always product quality put straight influence on performance, and it is diligently linked with customer satisfaction, purchase intention

as well and customer loyalty (Mittal & Walfried, 1998; Eskildsen et al., 2004). Different studies provide robust empirical support in regards to product quality being an originator and show the helpful relationship to produce customer satisfaction, these proposed that retaining great product quality always gives satisfaction to its consumers and also helps to make customer royalty (Chumpitaz & Paparoidamis, 2004; Kotler et al., 2005). Within this tendency of common customer environmentalism as well as strong international environmental protocols, organizations not only personify green and environmental ideas in the product feature and packaging for the product to enhance the differentiation, also they must satisfy the environmental requirements of their consumers to generate loyalty to get the customer attention to achieve the purchase intention (Chen et al., 2006; Hart, 1995; Peattie, 1992; Porter & van der Linde, 1995; Shrivastava, 1995). This learning discussed the definition of Abdul-Muhmin (2002), and Chen (2006) described green product quality as the extent of product packaging, product design, and product features that are integral to energy-saving, pollution-safeguard, waste-reprocessing, and becoming environmentally responsive. Yati et al. (2024) have shown that green products and product quality positively influence customers' purchase intention. Based on the analysis, subsequent hypotheses are proposed.

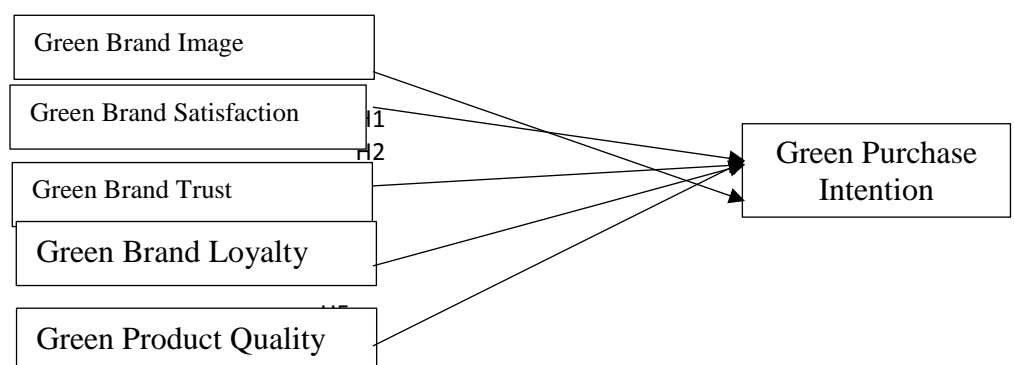
H5: Green Product Quality is positively associated with Green Purchase intention.

Based on the abovementioned hypotheses, a research framework has been developed, which is portrayed in Figure 1.

### Proposed Research Framework

The proposed research framework has been developed based on the hypotheses derived from the analysis of the literature and empirical inputs of previous studies.

**Figure 1.**



Proposed Research Framework  
Proposed Research Framework

sample of 304 customers was selected using a nonprobability convenience sampling technique to obtain complete and meaningful responses (Karatepe & Baddar, 2006). Beyond the 304-sample size, 272 respondents have replied, which is approximately 89% of the whole sample, with a 5% margin of error; hence, the data is an accurate picture of the whole population.

### Measures

The questionnaire was developed based on the scales used in previous literature. (See Appendix A), to measure the impact of green brand image, green brand trust, green product quality, green brand loyalty, and green brand satisfaction on the green purchase intention of different fashion brands in Pakistan. A total of 23 questions have been adopted for 5 different constructs. A five-point Likert scale has been used to measure the construct, with “1” STRONGLY DISAGREE fixed and “5” STRONGLY AGREE fixed on the scale (Joshi et al., 2015). Measures of green brand image, green product quality, green brand loyalty, and green brand satisfaction were taken from the scale developed by Chang and Fong (2010). Four measures have been used for each: green product quality, green brand image, and green brand satisfaction, and three measures have been used for green brand loyalty. Four measures have been selected to measure green brand trust (Butt et al., 2016). Four measures have been used to assess customers' green purchase intention (Diallo, 2012). In the study, the measures have been used to predict the customers' green purchase intention over conventional purchase intention by measuring the influence of other variables; green brand image, green brand trust, green product quality, green brand loyalty, and green brand satisfaction.

### Data Collection

Data has been collected from the valued customers of different brands in Karachi (a city in Pakistan) using a non-probability convenient sampling technique. It has been assured that educated customers at least graduate have been selected. Survey questionnaires were distributed manually and a cross-sectional method was used to collect the data. Out of 304, 272 respondents have replied which is 89.5% of the whole sample. So, the data portrays the true picture of the sample. Out of 272 respondents, 113 were female and 159 were male.

### Data Analysis

The model for green purchase intention has been analyzed based on the empirical inputs. Structural Equation Modeling technique has been utilized to analyze the model. The demographic data of the respondents are shown in Table 1. Values for the Structural Model have been given in Table 2.

**Table 1** Respondents Profile

Categories	Frequency	Percent	Cumulative Percent
------------	-----------	---------	--------------------



<b>Gender</b>			
Female	113	41.5	41.5
Male	159	58.5	100
Total	272	100	100
<b>Age (in years)</b>			
20-39	121	44	44
40-49	93	34	78
50-59	43	16	94
60 Above	15	6	100
Total	272	100	-
<b>Education</b>			
Graduation	153	56	56
Above	119	44	100
Total	272	100	-

### **Model Significance**

The structural model portrays the path theorized in the research framework and is assessed based on  $R^2$ ,  $Q^2$  and the significance of the path.

The way to create goodness of the model is the strength of each structural path determined by the  $R^2$  value for the dependent variable, and according to Falk and Miller (1992), the value of  $R^2$  ought to be equal to or over 0.1. The results in Table 2 indicate that  $R^2$  is greater than or equal to 0.1. So, it is made up that the analytical competence is recognized. Besides, the value of  $Q^2$  also established the analytical competence of the endogenous paradigms, as the value of  $Q^2$  is above "0" which is a sign of model predictive relevance. The model fit has also been assessed using SRMR, which is 0.053; it should be below 0.1 (Hair et al., 2016). The significance of the path is determined by the hypothesis's expressive relationships.

**Table 2** Values for Structural Model

	<b><math>R^2</math></b>	<b><math>Q^2</math></b>	<b>SRMR</b>
<b>GPI</b>	0.369	0.262	0.053

### **Construct Reliability and Validity**

For the measurement model evaluation, no item was removed from the analysis due to low factor loading ( $< .600$ ) (Geffin & Straub, 2005). To assess the constructs'

reliability, the study used composite reliability (CR) and Cronbach's alpha and found that all CRs and Cronbach's alphas exceeded the recommended value of 0.700 (Wasko & Faraj, 2005). Convergent validity was satisfactory, as the average variance extracted (AVE) exceeded 0.500. The results of reliability and validity, along with the item loadings, are presented in Table 3 below. The Fornell-Larcker Criterion, previously used in Khan et al. (2025a), evaluated discriminant validity. Table 4 shows that the square roots of the AVEs for each construct were greater than the inter-construct correlations. Discriminant validity was also assessed using the Heterotrait-Monotrait ratio of correlations (Henseler et al., 2015), with values below the threshold of 0.900. Hence, Discriminant validity is established, as shown in Table 5 below.

**Table 3** Loadings, Reliability, and Validity

	<b>Loadings</b>	<b>Cronbach alpha</b>	<b>Composite Reliability</b>	<b>AVE</b>
<b>GBI * GPI</b>	0.943	1	1	1
<b>GBI1</b>	0.826	0.925	0.943	0.770
<b>GBI2</b>	0.878			
<b>GBI3</b>	0.895			
<b>GBI4</b>	0.870			
<b>GBS * GPI</b>	0.977	1	1	1
<b>GBS1</b>	0.925	0.916	0.937	0.753
<b>GBS2</b>	0.941			
<b>GBS3</b>	0.884			
<b>GBS4</b>	0.763			
<b>GBL * GPI</b>	0.942	1	1	1
<b>GBL1</b>	0.903	0.912	0.934	0.741
<b>GBL2</b>	0.820			
<b>GBL3</b>	0.857			
<b>GBT * GPI</b>	0.815	0.911	0.932	0.734
<b>GBT1</b>	0.887			
<b>GBT2</b>	0.860			
<b>GBT3</b>	0.894			
<b>GBT4</b>	0.825			
<b>GPQ *GPI</b>	0.910	0.882	0.927	0.810
<b>GPQ1</b>	0.885			
<b>GPQ2</b>	0.871			
<b>GPQ3</b>	0.853			
<b>GPQ4</b>	0.861			

**Table 4** Fornell Larcker Criterion (**Construct Reliability**)

	GBI	GBS	GBL	GBT	GPQ	GPI
GBI	0.877					
GBS	0.872	0.898				
GBL	0.891	0.893	0.867			
GBT	0.492	0.526	0.524	0.861		
GPQ	0.806	0.870	0.840	0.470	0.857	
GPI	0.465	0.468	0.421	0.449	0.376	0.900

**Note:** - Values in italics represent the square root of AVE  
**Table 5** HTMT Ratio (**Discriminant validity**)

	GBI	GBS	GBL	GBT	GPQ	GPI
GBI						
GBS	0.964					
GBL	0.961	0.991				
GBT	0.528	0.586	0.566			
GPQ	0.875	0.972	0.918	0.509		
GPI	0.512	0.533	0.469	0.496	0.42	

## Results

### Hypothesis Testing

Hypotheses have been tested to ascertain the significance level among dependent and independent variables and results are revealed in Table 6. Results evaluating those values ( $\beta=0.459$ ,  $t=3.021$ ,  $p<0.002$ ) show the impact of green brand image on green purchase intention is significant and positive. Values of ( $\beta=0.454$ ,  $t=3.091$ ,  $p<0.001$ ) show that green brand satisfaction influences significantly green purchase intention, and values ( $\beta=0.549$ ,  $t=3.033$ ,  $p<0.002$ ) predict that green brand loyalty has positive and influential impacts on green purchase intention. Values ( $\beta=0.554$ ,  $t=4.043$ ,  $p<0.001$ ) and ( $\beta=0.495$ ,  $t=2.093$ ,  $p<0.001$ ) show that green brand trust and green product quality has also significant and influential effects on green purchase intention. So, our hypotheses that green purchase intention is influenced by the impact of green brand image, green brand trust, green brand product, green brand loyalty, and green brand satisfaction are significant.

**Table 6** Hypothesis Assertion

	$\beta$	Std Deviation	t Statistics	P Values	2.50%	97.50%
GBI > GPI	0.459	0.153	3.021	0.002	0.805	0.923
GBS > GPI	0.454	0.168	3.091	0.001	0.402	0.280
GBL > GPI	0.549	0.046	3.033	0.002	0.054	0.121
GBT > GPI	0.554	0.041	4.043	0.001	0.043	0.113
GBQ > GPI	0.495	0.158	2.093	0.001	0.403	0.281

### Hypothesis Results

Hypothesis testing using SmartPLS 3.0 at a 95% confidence interval indicated that H1, H2, H3, H4, and H5 were significant, and the results shown in Table 6 are noteworthy.

### Discussion and Implications

The results of the study and positive relations of the variables significantly support that the consumers' pro-environmental purchase behavior works to form the green purchase intention of customers (Yarimoglu & Gunay, 2020), and the Theory of Plane Base model's extension and development supposition offered by different studies (e.g., Hartmann & Apaolaza-Ibañez, 2012; Shin et al., 2017; Zaremohz zabieh et al., 2021; Sharma et al., 2022) has been demonstrated by the model significance of the current study. The study's outcomes also establish the attributes of the Value Belief Norm Theory, i.e., the roles of societal norms, beliefs, values, and attitudes (Watson et al., 2024). This study highlights the psychological, psychological, and personal aspects of individual traits, based on the Theory of Consumer Behavior, that influence customer purchase intention (Zhuang et al., 2021), and the hypothetical deductions support these. Results in Table 6 show that the impact of green brand image on green purchase intention is positively associated. This concept has been previously demonstrated by Chen et al. (2020) and Rehman et al. (2025), who found that a green brand image can positively influence customers' green purchase intention, and that companies should develop an environmentally aligned brand image to encourage consumers to buy their products. Their brand can foster a green posture in customers' minds. Customers are very conscious of green brand image, and companies should care about environmental protection and plan green brand image strategies (Wu & Lin, 2016). The values in Table 6 indicate that green brand loyalty has a positive, influential impact on green purchase intention. Chen (2013) and Khan et al. (2025b) defines green brand loyalty as a sustainable commitment toward a brand that positively affects a customer's purchase intention. Organizational commitments and environmental concerns create brand loyalty, which in turn influences customers' intention to purchase green products. The data depicted in Table 6 indicate that green brand trust positively influences customers' intention to purchase green products. Now, even in developing countries like Pakistan, customers are increasingly demanding green initiatives from organizations, and those that successfully build green brand trust tend to influence customers' intention to buy their products (Isac et al., 2024). Quality is an essential element that inspires the consumer's buying choices (Nekmahmud & Fekete-Farkas, 2020). According to the values in Table 6, green product quality is positively associated with customers' intention. Previously, Wu and Chen (2014) found that green product quality positively influences customers' purchase intention, and this new concept has been added to marketing research, thereby expanding the scope of the Theory of Planned Behavior (Wang et al., 2020). For organizations, it is critical to develop strategies to offer customers green products not only to inspire them to purchase, but also to support the overall green environment. The study predicts that green brand satisfaction certainly motivates customers to make

the intention to purchase green products. An Earlier study by Gil & Jacob (2018) found that green brand satisfaction increases customers' intention to purchase products from green-oriented organizations. Keeping in view the results, organizations should implement green environment strategies that can create value for the customers and the society. Moreover, in this study, it has been proved that green purchase intention is influenced by the impact of green brand image, green brand trust, green brand product, green brand loyalty, and green brand satisfaction, which are significant, so this is a contribution to the literature and adds valuable knowledge for the research community and environmentally oriented organizations.

### **Conclusion and Future Recommendations**

This research has been conducted to develop a model incorporating the concepts of planned behavior, consumer behavior, and value-belief norm theory. It has focused on identifying the motives behind green purchase intention. Five variables have been selected to examine their influence on green purchase intention. Empirical evidence indicates that customer purchase intention is highly influenced by these motives: green brand image, green brand trust, green brand product, green brand loyalty, and green brand satisfaction. The current study provides thought-provoking insights that enable enterprise marketers to schedule their marketing strategies based on its findings. The findings of this study can serve as a reference for government environmental protection departments to run a campaign promoting the production and use of green products to protect the environment. There are some shortcomings in this study: no moderators or mediators have been used to examine the influence of other variables on green purchase intention. This study was conducted in Pakistan, and data were collected from one city; it could be extended nationwide to a broader scope. Data were collected at a single point in time; they could be collected longitudinally to enhance the study's validity.

### **References**

- Abdul-Muhmin AG (2002). Effects of suppliers' marketing program variables on industrial buyers' relationship satisfaction and commitment. *J. Bus. Ind. Mark.*, 17(7): 637-651.
- Akturan, U. (2018). How does greenwashing affect green branding equity and purchase intention? Empirical research. *Marketing Intelligence & Planning*.
- Ali, A., Khan, A. A., Ahmed, I., & Shahzad, W. (2011). Determinants of Pakistani consumers' green purchase behavior: Some insights from a developing country. *International Journal of Business and Social Science*, 2(3), 217-226.
- Alwitt, L. F., & Pitts, R. E. (1996). Predicting purchase intentions for an environmentally sensitive product. *Journal of consumer psychology*, 5(1), 49-64.
- Ambler, T. (1997). How much of brand equity is explained by trust? *Management Decision*, 35(4), 283-292. Backman, S. J., & Compton, J. L. (1991). The usefulness of selected for predicting activity loyalty. *Leisure Sciences*, 13(3), 205-220.



- Backman, S. J., & Compton, J. L. (1991). The usefulness of selected for predicting activity loyalty. *Leisure Sciences*, 13(3), 205–220.
- Bansal, P. (2005). Evolving sustainably: A longitudinal study of corporate sustainable development. *Strategic Management Journal*, 26(3), 197-218.
- Behara, R. S., Fontenot, G. F., & Gresham, A. B. (2002). Customer process approach to building loyalty. *Total Quality Management*, 13(5), 603–611.
- Bekk, M., Spörrle, M., Völckner, F., Spieß, E., & Woschée, R. (2017). What is not beautiful should match: how attractiveness similarity affects consumer responses to advertising. *Marketing Letters*, 28(4), 509-522.
- Butt, M. M., Mushtaq, S., Afzal, A., Khong, K. W., Ong, F. S., & Ng, P. F. (2016). Integrating Behavioural and Branding Perspectives to Maximize Green Brand Equity: A Holistic Approach. *Business Strategy and the Environment*, 26(4), 507–520.
- Chang, N. J., & Fong, C. M. (2010). Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. *African journal of business management*, 4(13), 2836-2844.
- Chang, N. J., & Fong, C. M. (2010). Green product quality, green corporate image, green customer satisfaction, and green customer loyalty. *African journal of business management*, 4(13), 2836-2844.
- Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management Science and Engineering*, 4(2), 27–39.
- Chen, Y. S. (2009). The drivers of green brand equity. *Journal of Business Ethics*, 95(2), 307–319.
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(1), 307–319.
- Chen, Y. S. (2013). Towards green loyalty: driving from green perceived value, green satisfaction, and green trust. *Sustainable Development*, 21(5), 294-308.
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management decision*, 50(3), 502-520.
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management decision*, 50(3), 502-520.
- Chen, Y. S., Huang, A. F., Wang, T. Y., & Chen, Y. R. (2020). Greenwash and green purchase behavior: the mediation of green brand image and green brand loyalty. *Total Quality Management & Business Excellence*, 31(1-2), 194-209.
- Chumpitaz R, Paparoidamis NG (2004). Service quality and marketing performance in business-to-business markets: exploring the mediating role of client satisfaction. *Managing Serv. Qual.*, 14(2/3): 235-248.
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial marketing management*, 36(2), 230-240.

- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial marketing management*, 36(2), 230-240.
- Delgado-Ballester, E., & Munuera-Aleman, J. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11/12), 1238–1258.
- Deniz, A., & Onder, L. (2017). Determinants of brand equity in green products: The relationships among green brand image, green trust, and green satisfaction. *International Journal of Arts Humanities and Social Sciences*, 2(1), 1-8.
- Diallo, M. F. (2012). Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market. *Journal of Retailing and Consumer Services*, 19(3), 360-367.
- Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61(2), 35–51.
- Elia, A. (2019). Fashion's destruction of unsold goods: Responsible solutions for an environmentally conscious future. *Fordham Intell. Prop. Media & Ent. LJ*, 30, 539.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1986). *Consumer behavior*. Dryden Press.
- Flavian, C., Guinaliu, M., & Torres, E. (2005). The influence of corporate image on consumer trust: A comparative analysis in traditional versus internet banking. *Internet Research*, 15(4), 447–470.
- Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58(2), 1–19.
- Gil, M. T., & Jacob, J. (2018). The relationship between green perceived quality and green purchase intention: A three-path mediation approach using green satisfaction and green trust. *International Journal of Business Innovation and Research*, 15(3), 301-319.
- Hafeez, H. M., bin Yaakop, A. Y., Ahmed, T., Phd, N. F., & Haider, A. (2024). Drivers of Green Persistence Intentions in an Authentic Green Brand: A Study of the Green University of Pakistan. *Kurdish Studies*, 12(2), 382-393.
- Hameed, I., Hyder, Z., Imran, M., & Shafiq, K. (2021). Greenwash and green purchase behavior: An environmentally sustainable perspective. *Environment, Development and Sustainability*, 1-22.
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International journal of hospitality management*, 29(4), 659-668.
- Han, H., Hsu, L. T. J., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmentally friendly activities. *Tourism Management*, 31(3), 325-334.
- Hartmann, P., & Apaolaza-Ibañez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, 65(9), 1254-1263.

- Hedlund, T. (2011). The impact of values, environmental concern, and willingness to accept economic sacrifices to protect the environment on tourists' intentions to buy ecologically sustainable tourism alternatives. *Tourism and Hospitality Research*, 11(4), 278-288.
- Hirschman, E. C. (1983). Aesthetics, ideologies, and the limits of the marketing concept. *Journal of Marketing*, 47, 45-55.
- Insch, A. (2011). Conceptualization and anatomy of green destination brands. *International Journal of Culture, Tourism and Hospitality Research*, 5(3), 282-290.
- Isac, N., Javed, A., Radulescu, M., Cismasu, I. D. L., Yousaf, Z., & Serbu, R. S. (2024). Is greenwashing impacting green brand trust and purchase intentions? The mediating role of environmental knowledge. *Environment, Development and Sustainability*, 1-18.
- Jevons, C., & Gabbott, M. (2000). Trust, brand equity and brand reality in internet business relationships: An interdisciplinary approach. *Journal of Marketing Management*, 16(6), 619-634.
- Johnson MD, Ettlie JE (2001). Technology, customization, and reliability. *J. Qual. Manage.*, 6(2): 193-210.
- Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behavior: A cross-market examination. *Journal of Consumer Marketing*, 16(5), 441-460.
- Karatepe, O. M., & Baddar, L. (2006). An empirical study of the selected consequences of frontline employees-work conflict and family-work conflict. *Tourism Management*, 27(5), 1017-1028.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Khan, K. K. A., Ahmed, M. U., & Sodhar, S. M. (2024). Organizational commitment and higher education institutions functions: An aspect of modern business education in Pakistan. *Bulletin of Business and Economics (BBE)*, 13(3), 190-196.
- Khan, K. K. A., Badshah, S. I., Rahman, H., & Amjad, A. (2025). The Role of Agile Project Management in Driving Innovation: Exploring the Impact of Knowledge Management and the Moderating Effect of Organizational Culture. *Social Science Review Archives*, 3(3), 32-46.
- Khan, K. K. A., Siyal, A. W., & Hussain, S. (2025). Dispute Resolution Management in Construction Projects: A Stakeholders Centric Investigation. *Journal of Legal Affairs and Dispute Resolution in Engineering and Construction*, 17(3), 04525020.
- Khandelwal, U., Kulshreshtha, K., & Tripathi, V. (2019). Importance of Consumer-based Green Brand Equity: Empirical Evidence. *Paradigm*, 23(1), 83-97.
- Lin, W. B., Wang, M. K., & Hwang, K. P. (2010). The combined model of influencing online consumer behavior. *Expert Systems with Applications*, 37(4), 3236-3247.

- Mittal B, Walfried ML (1998). Why do customers switch? The dynamics of satisfaction versus loyalty. *J. Serv. Mark.*, 12(3): 177–194.
- Mourad, M., & Ahmed, Y. S. E. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, 15(4), 514–537.
- Mudambi, S. M., Doyle, P., & Wong, V. (1997). An exploration of branding in industrial markets. *Industrial marketing management*, 26(5), 433-446.
- Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates consumers' intention to green purchase decisions in a new developing nation. *Sustainability*, 12(19), 7880.
- Oliver, R. L. (1994). Conceptual issues in the structural analysis of consumption emotion, satisfaction, and quality: Evidence in a service setting. *Advances in Consumer Research*, 21(1), 16–22.
- Rehman, S. M. H. U., & Khan, K. K. A. (2025). ACCELERATING CUSTOMER PURCHASE INTENTION IN THE COMMERCIAL AUTOMOTIVE SECTOR: AN INTERPLAY BETWEEN BRAND IMAGE, TRUST, SUSTAINABLE ADVERTISING, AND EMPLOYEE ENGAGEMENT. *Center for Management Science Research*, 3(2), 64-75.
- Reid LJ, Reid SD (1993). Communicating tourism suppliers: services building repeat visitors relationships, *J. Travel Tourism. Mark.*, 2(2/3): 3–20.
- Sahoo, S., Kumar, A., & Upadhyay, A. (2023). How do green knowledge management and green technology innovation impact corporate environmental performance? Understanding the role of green knowledge acquisition. *Business Strategy and the Environment*, 32(1), 551-569.
- Schellhase R, Hardock P, Ohlwein M (2000). Customer satisfaction in business-to-business marketing: the case of retail organizations and their suppliers. *J. Bus. Ind. Mark.*, 13(2): 106-121.
- Sharma, K., Aswal, C., & Paul, J. (2023). Factors affecting green purchase behavior: A systematic literature review. *Business Strategy and the Environment*, 32(4), 2078-2092.
- Shin, Y. H., Im, J., Jung, S. E., & Severt, K. (2017). Consumers' willingness to patronize locally sourced restaurants: The impact of environmental concern, environmental knowledge, and ecological behavior. *Journal of Hospitality Marketing & Management*, 26(6), 644-658.
- Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing*, 70(2), 163-178.
- Wang, J., Tao, J., & Chu, M. (2020). Behind the label: Chinese consumers' trust in food certification and the effect of perceived quality on purchase intention. *Food Control*, 108, 106825.
- Watson, A., Perrigot, R., & Dada, O. (2024). The effects of green brand image on brand loyalty: The case of mainstream fast food brands. *Business Strategy and the Environment*, 33(2), 806-819.

- Watson, A., Perrigot, R., & Dada, O. (2024). The effects of green brand image on brand loyalty: The case of mainstream fast food brands. *Business Strategy and the Environment*, 33(2), 806-819.
- Wu, S. I., & Lin, S. R. (2016). The effect of green marketing strategy on business performance: a study of organic farms in Taiwan. *Total Quality Management & Business Excellence*, 27(1-2), 141-156.
- Yadav, R., Balaji, M. S., & Jebarajakirthy, C. (2019). How do psychological and contextual factors contribute to travelers' propensity to choose green hotels? *International Journal of Hospitality Management*, 77, 385-395.
- Yarimoglu, E., & Gunay, T. (2020). The extended theory of planned behavior in Turkish customers' intentions to visit green hotels. *Business Strategy and the Environment*, 29(3), 1097-1108.
- Yati, F. W., Syahbudi, M., & Harahap, M. I. (2024). Purchase intention of Sariayu cosmetics among Muslim university students as viewed from green product and product quality: An Islamic economic perspective. *Journal of Islamic Economics Lariba*, 10(1), 221-240.
- Zameer, H., Wang, Y., & Yasmeen, H. (2020). Reinforcing green competitive advantage through green production, creativity, and green brand image: implications for cleaner production in China. *Journal of cleaner production*, 247, 119119.
- Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Samah, A. A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, 132, 732-743.
- Zhuang, W., Luo, X., & Riaz, M. U. (2021). On the factors influencing green purchase intention: A meta-analysis approach. *Frontiers in Psychology*, 12, 644020.

### **Appendix A**

#### **Green product quality** (Chang & Fong, 2010)

The products of this company meet or exceed the requirements of environmental regulations.

The products of this company use the least resources and energy.

The products of this company are easy to recycle, disassemble, decompose, and reuse.

The products of this company result in minimal environmental damage.

#### **Green brand image** (Chang & Fong, 2010)

The company's green products are credible and stable.

This company has the ability to meet customers' green needs.

This company has a fine environmental reputation.

This company has excellent performance concerning environmental management and green innovation.

#### **Green brand satisfaction** (Chang & Fong, 2010)

I am satisfied with my decision to purchase the green products of this company.

I am glad to purchase the company's green products.

I believe that I did the right thing in purchasing these green products.

I feel that I contribute to environmental protection and sustainable development.



**Green brand loyalty** (Chang & Fong, 2010)

I will continue to shop with this company.

I am willing to recommend my family and friends to go shopping with this company.

I can accept the higher price of green products, even though the prices of other general products (not green products) are cheaper than those of green products.

**Green Brand Trust** (Butt et al., 2016)

The brand is trustworthy about environmental promises.

You feel that this brand's environmental commitment is generally reliable.

The brand's environmental concern meets your expectations.

This brand keeps promises and commitments for environmental protection

**Green Purchase Intention** (Diallo, 2012)

The probability that I would consider buying from this company is high

I would purchase from this company next time

I would consider buying from this company

There is a strong likelihood that I will buy from this company