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Effect of Green Marketing Mix on Consumers' Intention to Make Green Purchases : With Special Reference to Bhubaneswar Province of Odisha

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Abstract: *The study explores how environmental attitudes influence green purchase intentions in Bhubaneswar, Odisha. Using a structured questionnaire and statistical methods like ANOVA and regression analysis on 173 responses, it finds a significant correlation between the green marketing mix and green purchase intentions, though demographic factors show no impact. Mediating analysis reveals that environmental attitudes mediate the relationship between the green marketing mix and purchase intentions. Green place and green promotion significantly impact intentions through these attitudes. The findings aid businesses in refining green marketing strategies and provide insights for further research into consumer perceptions of green products.*

Key Words: *Purchase intention, Environmental attitude, Multiple Regression, Green marketing mix.*

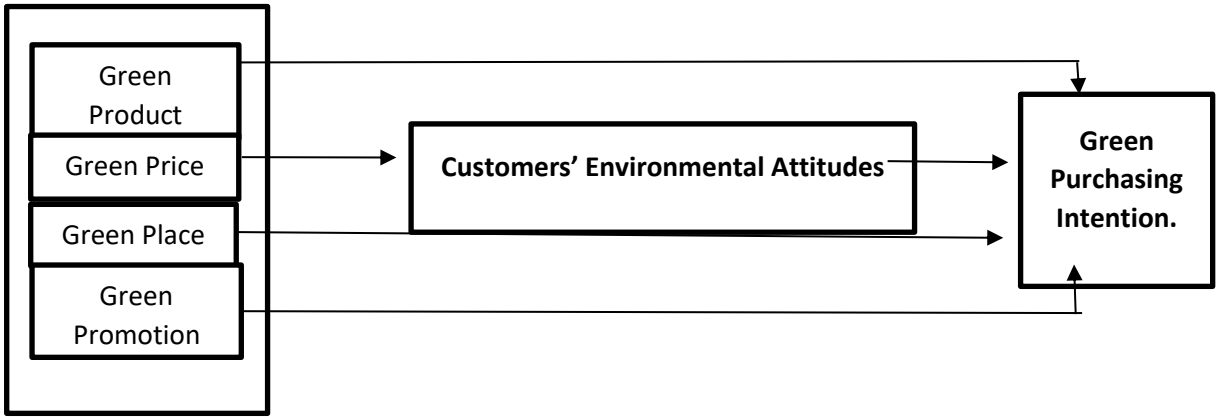
JEL Classification: M1, M2, M3

1. INTRODUCTION

Green products have been in the spotlight since the publication of Rachel Carson's groundbreaking book *Silent Spring* in the 1960s, which highlighted the harmful effects of pesticides on the environment. In the wake of her work, many businesses began producing eco-friendly alternatives, capturing the attention of increasingly conscientious consumers. Over the years, global interest in sustainable products has grown significantly. Today, whether driven by environmental concerns or personal values, more and more customers are gravitating toward green products, reflecting a clear shift toward sustainability in the marketplace. Many consumers are aware of or willing to buy green products, but they are unfamiliar with the notion of green (Dr. S.O. Junare & Preeti Pillai, 2016). Consumers' purchasing decisions are influenced by their beliefs, attitudes, and level of satisfaction. Consumer purchasing behaviour is influenced by the company's marketing mix as well as consumers' perceptions of green products. The price of green products influences consumer purchasing decisions. While 70% of consumers are willing to pay a premium for a green product (Dr. Gunjan Anand & Dr. Sopnamayee Acharya, 2020), others with lower incomes believe that these green products are just too expensive for them and that they cannot afford them. Green product attributes are also crucial considerations in consumers' purchase decisions. Consumer purchasing behavior is significantly influenced by the availability of

alternative products or higher-quality, non-conventional options. The convenience of accessing eco-friendly products also plays a crucial role in shaping purchasing decisions. Additionally, the extent of promotional efforts by companies and the awareness they generate among consumers regarding green products are key factors in driving sales. Most importantly, consumers' environmental attitudes heavily impact their choice between green products and traditional alternatives. Figure 1 provides further clarification of these points.

Figure 1: Green Marketing Mix, Customers' Environmental Attitude, and Green Purchasing Intention
Green Marketing Mix



Source: Green Marketing Mix and Green Purchasing Intention by Karunarathna et ai., 2020

The green marketing mix—comprising the green product, green place, green price, and green promotion—serves as the independent variable in this study. Green products are those designed to minimize environmental impact, promoting sustainability by conserving natural resources. These products are often perceived by consumers as environmentally friendly due to their low environmental footprint, recyclability, and the use of natural or organic raw materials (Tseng and Hung, 2013). In 2005, Peattie and Crane introduced the 5R framework to help shift consumer perceptions about green products, which includes: Reuse, Reconditioning, Repair, Remanufacture, and Recycling.

Green pricing refers to the cost consumers incur when purchasing environmentally responsible products. For a green product to gain widespread adoption, its price must be set to incentivize eco-conscious consumers while ensuring profitability for producers. A successful green pricing strategy must balance three core elements: profit, people, and the planet. The price should be affordable and sustainable, encouraging more people to choose green products without harming the environment.

Green location pertains to the strategic management of product distribution and transportation to ensure green products are easily accessible to consumers, while minimizing the carbon footprint. Despite increased awareness of green products, consumers often purchase non-eco-friendly alternatives due to the limited availability of green options. Therefore, producers should focus on ensuring the convenience of access to green products and continue promoting sustainable practices to attract eco-conscious consumers.

Green promotion involves providing consumers with accurate and transparent information about a product's environmental attributes without misleading or compromising ethical standards. The primary goal of green promotion is to raise awareness and drive the adoption of products with minimal environmental impact. This includes highlighting the company's commitment to sustainability throughout the product lifecycle, from production to use.

The dependent variable in this study—consumers' intentions to purchase green products—is influenced by the green marketing mix. A consumer's environmental attitude plays a key role in mediating this relationship. Positive attitudes toward the environment increase the likelihood of purchasing green products, while negative attitudes may hinder such decisions. Environmentally conscious consumers are motivated to purchase green products not only for personal health benefits but also to support the well-being of the planet.

2. LITERATURE REVIEW

Kavita Kumar (2017) noted that the current market is highly competitive, urging marketers to transition towards green products to maintain their competitive edge in today's industry. The adoption of green products not only supports competitiveness but also contributes to the protection and sustainable use of natural resources. As green consumerism gains popularity, it is increasingly shaping ethical consumerism, a broader consumer ideology. According to Uusitalo and Oksanen (2004), both ethical and green consumerism represent symbolic forms of alignment with social values, beliefs, and ideologies. Peattie and Crane (2005) argue that green marketing is a strategic tool for understanding, anticipating, and competitively meeting both consumer and societal demands in a sustainable manner. Soonthonsmai (2007) expanded on this idea, emphasizing that environmentally conscious businesses must offer sustainable products and services to attract customers and the general public. Over the past decade, the environment has become a significant focus, prompting consumers to increasingly seek out eco-friendly products instead of conventional ones. As a result, consumers are engaging in environmentally beneficial behaviors and encouraging businesses to adopt green strategies. Dr. S. O. Jun & Preethi Pillai (2016) found that consumers perceive green products as more expensive, and while they are aware of these products, they often struggle to distinguish them from conventional alternatives. Consumers' income levels play a crucial role in their willingness to purchase green products. Research by Dr. Deepak Kumar Jain and Bhavani Gupta revealed that 48% of customers are inclined to buy green products in the near future, with 66% willing to pay a premium for them. However, 38% of consumers remain hesitant to pay higher prices for green products, viewing them as unaffordable, while 33% express satisfaction with the green products they have purchased. Wong FuiYeng & Rashad Yazdanifard (2015) suggested that businesses must focus on reducing costs to attract customers effectively. In a 2020 study, Dr. Gunjan Anand and Dr. Sopnamayee Acharya found that 70% of consumers are willing to pay higher prices for green products, although many remain unaware of the green credentials associated with these products. They emphasized that personal safety and well-being should also be prioritized when offering green products, and that increased educational efforts are necessary to raise awareness. The mainstream and social media play key roles in promoting green products. According to Ms. Anuradha Gaikwad and Ms. Deepa Ingavale's research on consumer awareness in green marketing, over 60% of people are aware of green marketing, and many are willing to buy eco-friendly products, though they may not be willing to pay a premium for them. Their study revealed no significant correlation between consumers' age, occupation, or income level and their willingness to purchase green products. Green marketing alone is not enough to drive green product sales. Companies must manage their marketing mix effectively to make green products easily accessible to consumers. N. Ansar (2013) studied the impact of the marketing mix on consumers' intentions to buy eco-friendly products, highlighting the positive influence of green products, pricing, distribution, and promotions on purchase behavior. Similarly, W.M.C.B. Wanninayake and P. Randiwela (2008) identified a strong connection between the elements of green marketing and consumer purchase intentions. S.S. Bukhari (2011) also argued that businesses should engage with customers by expanding their marketing mix to include high-quality green products with appealing features, competitive pricing, and accessible green locations, using green promotional methods to attract consumers.

Based on the literature review findings, the marketing mix significantly impacts consumers' purchasing intentions toward environmentally friendly products. Additionally, growing environmental awareness has driven demand for products that are not only eco-friendly but also designed for recyclability. Consumers' attitudes toward environmental issues, however, seem to play a crucial role in shaping their purchasing behavior regarding green products. Consequently, the conceptual framework for this study has been developed, with clear objectives outlined for further exploration.

3. OBJECTIVES OF THE STUDY

- To assess consumers' intention to purchase green products.
- To study the effect of the demographic characteristics on consumer purchase intentions for green products.
- To study the environmental attitude of consumers.
- To investigate how consumers' environmental attitudes play a mediating role between the marketing mix and their propensity to purchase eco-friendly goods.

3.1 HYPOTHESIS OF THE STUDY

Various hypotheses are formed based on the study's objectives. These include the following:

H_1: - Consumers' demographic factors and their purchase intention towards green products Are significantly correlated.

H_2: - Green product influences the green purchasing intention

H_3: - Green price has an impact on the green purchasing intention

H_4: - Green place influences the green purchasing intention

H_5: - Green promotion has an impact on the green purchasing intention

H_6: - Consumers' environmental attitudes affect the purchase intention of green products.

H_7:- Green products and green purchase intention are mediated by consumers' environmental attitudes.

H_8: - Green price and green purchase intention are mediated by consumers' environmental attitudes.

H_9: - Green places and green purchase intention are mediated by consumers' environmental attitudes.

H_{10}: - Green promotion and green purchase intention are mediated by consumers' environmental attitudes.

4. RESEARCH METHODOLOGY

The current study employed a deductive approach to examine the relationship between variables. It focused on individual consumers residing in the Bhubaneswar region. A convenience sampling method was used to select participants, and data was collected through an online, self-administered, structured questionnaire. A total of 173 responses were received and thoroughly analyzed. Participants were asked to indicate their level of agreement with various statements on a seven-point Likert scale, ranging from 1 (Strongly disagree) to 7 (Strongly agree). To test the hypothesis, several analytical techniques were applied, including Pearson's correlation, ANOVA, multiple regression analysis, and the Sobel test.

5. DATA ANALYSIS AND PRESENTATION

Data analysis was performed to test the study's research hypotheses using SPSS version 22.0. A series of statistical tests were conducted to examine the data. The validity and reliability of the questionnaire were evaluated through a pilot study involving 28 participants.

Validity and reliability

Bryman and Bell (2007) argue that the validity of a research study and the coherence of its research questions are demonstrated through the quality of the dataset. The study's validity can be assessed using the Kaiser-Meyer-Olkin (KMO) test. A KMO value between 0 and 1 indicates the validity of the data, with higher values signifying greater appropriateness. Specifically, a KMO value approaching 1 suggests that the data is highly reliable, while a value closer to 0.90 indicates exceptional data quality. Data is considered excellent when the KMO value is near 0.80.

Table 1. Validity Test

Dimension	KMO	Barlett's test of sphericity	Significance	DF
Consumers' attitudes	.854	578.341	.000	10
Purchase intention	.852	493.260	.000	10

Source: Based on survey results

The results of the KMO and Bartlett's test are presented in Table 1. The adequacy of the study's questions was confirmed, as the KMO values for both components exceeded 0.8. Reliability was assessed using Cronbach's alpha coefficients. Specifically, the Cronbach alpha values for the independent variables—green product, green price, green promotion, and green place—were 0.632, 0.619, 0.771, and 0.785, respectively. For the dependent variable, 'purchase intention,' and the mediating variable, 'consumers' attitude,' the Cronbach alpha values were 0.877 and 0.896, respectively. Since Cronbach alpha values above 0.60 are generally considered acceptable, the reliability of the study's measurements is deemed satisfactory (Nunnally, 1994).

Features of the samples

Table 2 illustrates that of the total sample size of 173, male respondents make up 41% and female respondents, 59% of the respondents. 45.1% of the survey participants are between the ages of 20-30, 20.2% are between the ages of 30-40, and 20.2% are between the ages of 40-50. The smallest group of respondents is 14.5 percent, who are over 50 years old. In terms of education, more over 60% of respondents have an undergraduate or postgraduate degree. Professionals make up about 18% of the respondents.

Table 2. Features of the Samples

		Frequency	Percent
Gender	Male	71	41%
	Female	102	59%
Age	20 – 30	78	45.1%
	30 – 40	35	20.2%
	40 – 50	35	20.2%
	50 above	25	14.5%
Qualification	UG	67	38.7%
	PG	46	26.6%
	PHD	29	16.8%
	Professional	31	17.9%
Occupation	Salaried	56	32.4%
	Business	25	14.5%
	Self-employed	44	25.4%
	Retired	22	12.7%
	Student	19	11.0%
	Housewife	7	4.0%
Annual income	Bellow 1lakh	56	32.4%
	1lakh – 5lakh	57	32.9%
	5lakh – 10lakh	37	21.4%
	Above 10lakh	23	13.3%

Source: Based on survey results

Table 2 further reveals that the study's respondents come from diverse occupational backgrounds, such as salaried employees, business owners, self-employed individuals, retirees, students, and homemakers. Among these, the salaried category accounts for the highest percentage of responses at 32.4%, while homemakers represent the smallest group at just 4%. In terms of annual income, nearly 65% of respondents earn less than 5 lakhs per year, while only 13.3% report an annual income exceeding 10 lakhs.

Descriptive Statistics

Table 3 below presents the descriptive statistics for the data set. The independent variable 'Green Product' has the highest mean of 27.098, with a standard deviation of 8.294, suggesting that most responses are concentrated within the range of 27.098 ± 8.294. In contrast, 'Green Place' recorded the lowest mean score of 15.063 and a standard deviation of 5.071, reflecting a relatively narrower spread of responses compared to the other variables.

Table 3. Descriptive Statistics

Variable	Minimum	Maximum	Mean	Standard Deviation
Green Product	5	35	**27.098**	8.294
Green Place	3	21	**15.063**	5.071
Green Price	5	35	25.450	8.179
Green Promotion	4	28	21.185	6.422
Consumer Environmental Attitude	1	35	26.659	7.765
Purchase Intention	5	35	25.231	8.120

Source: Based on survey results

HYPOTHESIS TESTING

Table 4 presents the correlations between various demographic factors of the respondents and their intention to purchase green products. A significant relationship is observed between annual income and purchase intention, with a p-value of 0.036, which is below the 0.05 threshold. This finding rejects the null hypothesis, suggesting a significant association between income and purchasing intent. In contrast, the p-values for other demographic factors—such as gender, age, education level, and occupation—are all greater than 0.05, indicating no significant correlation with consumers' intention to buy green products.

Table 4. Correlation Between Demographic Factors and Green Product Purchase Intention

Demographic Variable	Correlation	Significance
Gender and Purchase Intention	-.004	.961
Age and Purchase Intention	.041	.588
Qualification and Purchase Intention	-.055	.471
Occupation and Purchase Intention	.082	.283
Annual Income and Purchase Intention	.160	.036

Source: Based on survey results

At the 5% level of significance, it is evident that all demographic characteristics (gender, age, qualification, occupation) except annual income have a statistically negligible association with customers' green product purchase intentions. *As a result, the study's first hypothesis (H_1) can be rejected.*

Table 5. Correlation Between Marketing Mix, Customer Attitude and Green Product Purchase Intention

Variables	Pearson's correlation	Significance
Green Product and Intention to Purchase	.462	.000
Green Pricing and Intention to Purchase	.498	.000
Green Place and Intention to Purchase	.646	.000
Green Promotion and Intention to Purchase	.645	.000
Customer Attitudes and Intention to Purchase	.798	.000

Source: Based on survey results

Table 5 presents the evaluation of the correlation strength between the study's variables, determined using the Pearson correlation coefficient. The table reveals that, at the 5% significance level, the elements of the marketing mix—green product, green place, green promotion, and green price—demonstrate a significant positive correlation with customer purchase intention. Among all the variables, the strongest correlation is observed between consumer attitude and purchase intention, with a coefficient of 0.798.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.688[a]	0.473	0.461	5.96257

Source: Based on survey results

The summary of the model is shown in table no. 6 above. The Green marketing mix explains 46.1 percent of the variation in customers' Green purchasing intention, according to the Adjusted R^2 value of 0.461. In addition, the study's regression model was tested, and the results are provided in table no. 7 below.

Table 7. ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	5369.975	4	1342.494	37.761	.000
	Residual	5972.777	168	35.552		
	Total	11342.751	172			

Source: Based on survey results

The study's regression model is supported by the significant ANOVA test results at the 95 percent confidence level. To examine the impact of various components of the green marketing mix on consumers' intentions to make green purchases, and to explore whether customers' environmental attitudes mediate this relationship, a conceptual model was tested. Multiple regression analysis was employed to evaluate the collective influence of the green marketing mix elements—product, price, place, and promotion—on consumers' green purchase intentions. The results of this analysis are presented in Table 8 below.

Table 8. Results of predictor variables' total effect on Green Purchase Intention

Source: Based on survey results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	5.693	1.760		3.235	.001
	GPd	.061	.075	.062	.813	.417
	GPr	-.018	.140	-.011	-.131	.896
	GPl	.349	.099	.352	3.521	.001
	GPm	.438	.114	.346	3.843	.000

The regression model considering the beta coefficients of the predictor variables can be expressed as follows, based on the results in table no. 8:

$$\textit{Green Purchase Intention} = \alpha + 0.062\,(GPd) - 0.011\,(GPr) + 0.352\,(GPl) + 0.346\,(GPm) + \varepsilon$$

The table reveals that at the 1% level of significance, both green place and green promotion had a significant positive influence on green purchasing intention, as indicated by p-values below 0.01 ($p < 0.01$). Conversely, there was minimal statistical correlation between green prices and green products and their effect on green purchasing intention. Consequently, hypotheses H4 and H5 were accepted, whereas H2 and H3 were rejected.

Testing of mediating effect

The conceptual model was analyzed to determine whether the relationship between the green marketing mix and green purchase intent is influenced by customers' environmental attitudes. The procedure for analyzing the mediation effect was carried out according to Baron and Kenny's (1986) guidelines. The steps are as follows:

1. The total effect of the predictor variables on the dependent variable (Done in table no.8).

2. Effect of predictor variables on the mediating variable.

3. Effect of mediating variable on the dependent variable.

4. The direct effect of predictor variables on the dependent variables.

If the direct effect is less than the overall effect, there will be partial mediation and full mediation if the direct effect is not significant. Baron and Kenny's mediation analysis results are displayed in Table No. 9.

Table 9. Mediation Analysis Findings

Regression path	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.820	1.207		3.993	.000
GPl – Attitudes	.281	.064	.296	4.362	.000
GPm – Attitudes	.693	.082	.573	8.439	.000
Direct effect					
Attitude – Intention	.768	.084	.735	9.124	.000
GPl – Intention	.149	.075	.150	1.994	.048
GPm – Intention	-.073	.107	-.058	-.684	.495

Source: Based on survey results

At a 1% significance level, the second stage of Baron and Kenny's regression analysis demonstrated that both green place and green promotion significantly enhanced consumers' attitudes toward the environment. In the third stage, consumers' environmental attitudes (acting as a mediator) significantly and positively influenced green purchase intention (the dependent variable) at the same 1% significance level. The fourth stage investigated the mediation effect using multiple linear regression. The analysis revealed no direct relationship between green promotion and green purchase intention. According to Baron and Kenny's framework, this finding indicates full mediation, meaning the influence of green promotion on green purchase intention is entirely mediated by consumers' environmental attitudes. Conversely, green place had a significant direct effect on green purchase intention at the 5% significance level. However, the direct effect coefficient (0.150) was substantially smaller than the total effect coefficient (0.352). This suggests that the relationship between green place and green purchase intention is partially mediated by consumers' environmental attitudes.

Sobel Test

The Sobel test was used to evaluate the importance of consumers' environmental attitudes as a mediating factor in the relationship between green purchase intention and green marketing mix. The impact of green places and green promotion as predictor variables on the intention to make green purchases was examined. The null hypothesis must be rejected if the estimated value is less than the critical value (Sobel, 1982). Table No. 10 shows the results of the Sobel test.

Table 10. Results of the Sobel Test

Variables	Sobel Test	Sig. (Two-tailed)
Green Place, Environmental Attitude, Green purchase intention	3.9579028	0.00007561
Green Promotion, Environmental Attitude, Green purchase intention	6.2060394	0.00000000

Source: Based on survey results

Table No. 10 clearly shows that customers' environmental attitudes play a significant role in mediating the relationship between green places and green purchase intention as well as the relationship between green promotion and green purchase intention, with both variables having p-values less than 0.05. The evaluated mediating impact hypothesis is summarized in Table No. 11.

Table 11. Overview of the mediating hypotheses' findings

Hypothesis	Predicted effect	Decision
H_6	*Consumers' environmental attitudes affect the purchase intention of green products.*	Accepted
H_7	*Green products and green purchase intention are mediated by consumers' environmental attitudes.*	Rejected
H_8	*Green price and green purchase intention are mediated by consumers' environmental attitudes.*	Rejected
H_9	*Green places and green purchase intention are mediated by consumers' environmental attitudes.*	Accepted
H_{10}	*Green promotion and green purchase intention are mediated by consumers' environmental attitudes.*	Accepted

6. CONCLUSION

The primary aim of this research was to examine the influence of the green marketing mix on consumers' intentions to make green purchases and to explore the mediating role of customers' environmental attitudes. The study analyzed responses from 173 participants in Bhubaneswar, offering valuable insights into these dynamics. Firstly, the findings reveal that most demographic factors, except annual income, show no statistically significant relationship with consumers' green purchase intentions. However, components of the green marketing mix—green product, green price, green promotion, and green place—exhibit a positive and significant impact on purchase intent. Secondly, the study's model summary indicates an adjusted R2R^2R2 value of 0.461, meaning that 46.1% of the variance in green purchase intentions is explained by the green marketing mix. Among the predictor variables, green promotion and green place significantly influence green purchase intentions at the 5% significance level, while green product and green price have negligible effects. Thirdly, the mediation effect of customers' environmental attitudes was assessed using Baron and Kenny's four-step approach. The results indicate that environmental attitudes fully mediate the relationship between green promotion and green purchase intentions, and partially mediate the relationship between green place and purchase intentions. The statistical significance of this mediation was confirmed using the Sobel test. These findings highlight key implications for businesses. Effective location strategies that reassure customers of environmental sustainability can enhance green purchase intentions. Additionally, aggressive and targeted promotional efforts are essential to raise awareness and encourage the shift toward green products. The results underscore the critical role of customers' environmental attitudes as a mediating factor, emphasizing the need for strategic marketing efforts to align with environmental values.

The study's findings must be seen in the context of a number of limitations that will aid in future research. The current study only included 173 replies from the Bhubaneswar province of Odisha. Therefore, a larger sample size and a wider geographic scope may be used in subsequent research. In addition, an online Google questionnaire was used to collect the data. Incorporating other methodologies such as focus groups and interviews into future research could yield a more precise understanding of consumers' intentions to make green purchases. In the end, the four predictor variables that were examined in the study could only account for 46.1% of the variation in purchase intention. Therefore, additional predictive variables may be included for a more accurate analysis of green purchase intention.

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