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Article Title

Linking Green Marketing Practices and Greenwashing to Eco-Friendly Buying Behavior: Evidence from Pakistan

Abstract

This research study explores the relationship between green marketing strategies and Pakistani consumers' green buying intentions (GBI), with a focus on the moderating effect of greenwashing. Data was collected quantitatively from 60 participants, covering a variety of different attributes such as age, income level, occupation, and education. The results showed that green pricing strategies have less effect on GBI than green product, place, and promotional initiatives. Altogether the paper highlights that greenwashing has a negative moderating effect on the association between green marketing strategies and GBI, demonstrating that consumers' perception of false environmental promises may hinder marketing endeavors.

Keywords: Green Marketing Strategies, Green Buying Intention, Greenwashing, Consumer Behavior, Sustainability, Pakistan, Environmental Marketing, Demographic Factors, Authenticity, Consumer Trust

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Abstract

This research study explores the relationship between green marketing strategies and Pakistani consumers' green buying intentions (GBI), with a focus on the moderating effect of greenwashing. Data was collected quantitatively from 60 participants, covering a variety of different attributes such as age, income level, occupation, and education. The results showed that green pricing strategies have less effect on GBI than green product, place, and promotional initiatives. Altogether the paper highlights that greenwashing has a negative moderating effect on the association between green marketing strategies and GBI, demonstrating that consumers' perception of false environmental promises may hinder marketing endeavors.

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Introduction

The global debate on environmental sustainability has increased manifolds in recent times, motivating companies to reevaluate and consider their promotional marketing plans and functional layouts. Ecofriendly goods and services are becoming more and more famous as a result of a

thought shift in buyer attitude and the shifting attitude in buying by raising concern about environmental deterioration, climate change, pollution, and environmental damages caused by different production practices (Bukhari, 2011). Green marketing, a trend that impacts the promotion of commodities comprised of different



sustainable practices by the companies that impact their effect on their environment and show positive results, has come out as a result of the damaging production practices and this brings forth this change (Delmas, [2007](#)). Using green marketing methods and strategies is not only an essentiality of a corporate necessity but is significant for the development of sustainable goals in Pakistan, a nation having serious threats in terms of environmental problems. Green marketing techniques are essential for sustainable growth as well as for business (Mehraj, [2020](#)). Green marketing, also known as sustainable marketing, key term used for different kinds of techniques that are used in advertising commodities with minimum promoting pollution attributes. This encircles the evolution of eco-friendly commodities, the practicality of environment-friendly production strategies, and the usage of sustainable supply chain techniques. As industries in developing country Pakistan have started using eco-friendly features in their advertising layout, they must also cause awareness in their consumer and customers must be familiar with environment-damaging goods and should also raise voices against this fab called "greenwashing," through which companies claim that they have made environment-friendly product just to raise their potential in market in terms of profit and to claim using social marketing margin to increase the perception that they are producing or manufacturing products for consumers and customers (Narula & Desore, [2013](#)). Greenwashing destroys the originality and authenticity of real companies that are using green practices and promoting their products using green marketing, these fluke companies manipulate the loyalty and trust of consumers on a product when they use greenwashing while promoting their products that have no pick of green manufacturing aspect in their product (Ottman, Stafford, & Hartman, [2006](#)). In a place where customers are seeking environment-friendly products and are very concerned about the environment, companies should deceive their customers and should not try to cross the line between real efforts and manipulated promises. the methods and strategies should mirror the company's promises made in their green marketing campaigns (Rahahleh, Moflih, Alabaddi, Farajat, & Nawaf, [2024](#)). This paper explores the domains of green marketing methods, the advertising and manipulation of

companies by greenwashing, and the everlasting effects of these factors on people who give importance to pure green buying intentions consumers in Pakistan, is one the developing countries and has a large number of populations, faces enormous environmental concerns, such as air and water pollution, deforestation, and waste management. The country is among the top layer that is the most affected by climate change, with vulnerable ecosystems and people and regions affecting the burden of environmental damage (In this circle, the company has a duty to responsibly encourage the application sustainability that has now become important for survival clint (Zhang, Ainn, Bashir, Haq, & Bonn, [2022](#)). The practicality of green marketing methods will not only help in limiting environmental problems but will also raise awareness among people to practice this to become good citizens in the eyes of the law (Dangelico & Pontrandolfo, 2010). The term green marketing is very important in the country Pakistan, People growing up in the middle class are very concerned with environmental problems and issues. Consumers are becoming more and more concerned with the alarming environmental changes taking place in Pakistan that impacted their buying decisions, and there is a rise in thoughtful events that should be screened with their belief system (Qayyum, Jamil, & Sehar, [2023](#)). This is a chance for companies to put forth environmentally friendly products that the consumer or customer wants to buy and the product should entertain the consumer thinking. But this depends upon the way the companies manufacture and advertise their products, and how companies follow the practicality feature of Sustainably development in their promotional campaign that is showcasing the consumer perception that they hold. Green marketing has the credibility to show the positive aspects of sustainability but greenwashing overrides the credibility of green marketing efforts While green marketing has the potential to inspire positive change, the frequency of greenwashing undermines its effectiveness (Ghazali, Soon, Mutum, & Nguyen, [2017](#)). Greenwashing happens when corporations exaggerate or misrepresent their environmental claims in order to attract customers who value sustainability. This does not destroy the customer's belief in the product but also lays down the efforts to promote the environmental protection cycle

(Joung, Park, & Ko, 2014). Greenwashing is very evident in Pakistan; legal plans are still developing to stop the play of greenwashing in Pakistan. Greenwashing destroys consumer belief and can stop the sustainable development efforts and struggles in Pakistan. The complexities of this greenwashing need to be stopped that change the track of loyal customers. When consumer expectations of products do not meet the consumer requirements it automatically creates negative perception about the company and the product. It is not beneficial for the company to practice greenwashing as it receives backlash from the customers (Randiwela, & Mihirani, 2015). This needs to be advocated with transparency and authenticity in business and product. Businesses must not practice sustainable development strategies but also try to win the trust of their customers. Knowing what the customer or the consumer really needs is the responsibility of the company and how it should implement sustainable practices. The initiative should be taken in this regard. Consumers will buy eco-friendly products over products that are manufactured in a traditional way (Kim & Chung, 2011). Different factors put forth the consumer buying decision which are needs, wants, desires, psychological effects, environmental needs, and the perception of green marketing efforts (Machová, Ambrus, Zsigmond, & Bakó, 2022). In the country of Pakistan culture, tradition, norms, festivities, and other customs make up what consumers buy along with other factors like age, income, education, and urban development that have a great effect on the customer buying decisions. For example, people of young age prefer to buy eco-friendly products and they want to act responsibly towards the environment. The more the person is educated the more he will act responsibly toward the efforts to make the environment clean and safe and he will make buying decisions on this perception that the product should not in any way destroy the environment (Dash & Chakraborty, 2021). Business can channel their green marketing efforts to raise profits and sustainable products in a country like Pakistan. They target their market based on their marketing advertisements. Environment plays a significant and crucial role in building the buying attitude of the customer (Xue, 2014). Consumers with a high sustainable development attitude will prefer products that are eco-friendly and safe from

adverse effects on the environment. Greenwashing has the power that change the consumer attitude toward the sustainable practices adopted by companies. It is therefore very important to see how it affects the attitude of customers when they are buying the products. The web created by green marketing strategies and the employing role of greenwashing had created a gapping role in consumers' attitudes and buying decisions (Tascioglu & Rehman, 2016). That has created a different skyline in various industries of Pakistan. As Pakistan is passing through a tenacious phase everything has to be put in terms of green marketing practices and the fabrication made by companies in the name of greenwashing should be stopped or completely minimized (Chen, & Chang, 2013). A business that channels marketing strategies that align with sustainable practices has a positive attitude towards the environment and also gains positive responses from the consumer when they prefer their products over their competitors.

Research Objectives

The objective of this study is to analyze the effect of green marketing strategies (product, price, place, and promotion) on consumers' green buying intention in Pakistan and to investigate the role of greenwashing as a catalyst in the relationship between green marketing and buying intention how it examines the impact of consumer trust on the association between green marketing and purchase behavior and how to provide recommendations for businesses to increase the credibility of green marketing strategies.

Research Questions

1. How do green marketing strategies impact green buying intention among Pakistani consumers?
2. What is the role of greenwashing in influencing consumer trust and purchase behavior?
3. How do Pakistani consumers perceive green marketing claims?
4. How can businesses in Pakistan effectively implement transparent green marketing strategies?

Literature Review

Theory Development

The study of consumer behavior, particularly in the

context of green marketing, is based on several well-established psychological theories that help explain the factors that influence people's intentions and actions. The Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA) are the two most widely used layouts for understanding and predicting human behaviors.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior holds that the main indicator of whether a person will actually engage in a behavior or it is their intention to initiate the behavior (Ajzen, & Fishbein, 1980). By adding perceived behavioral control as an extra factor influencing intention and behavior, TPB expands on the previous TRA. TPB states that three essential elements affect behavioral intentions:

Attitude: This describes how the person feels about engaging in the behavior, whether it is positive or negative (Dangelico & Vocalelli, 2017). When it comes to green marketing, a customer's perception of environmentally friendly products can have a big impact on whether or not they decide to buy them. Subjective norms are a component that represents the perceived social pressure to engage in or refrain from engaging in a behavior (Kumar & Ghodeswar, 2015). Social and cultural elements may be very important in determining how Pakistani consumers view eco-friendly products and how inclined they are to embrace sustainable practices (Chen, & Chang, 2013).

Perceived Behavioral Control: This describes how simple or complex behavior is thought to be. Green products' accessibility, affordability, and availability can all have an impact on how in-control feelings can be operationalized in the context of green marketing to evaluate how these elements interact with consumer demographics and environmental attitudes to impact consumers' intentions to make green purchases (Delmas, & Burbano, 2011). For example, by comprehending the socioeconomic elements that impact consumer perceptions of green products and sustainable consumption habits, marketers in Pakistan seek to advance sustainable development.

Theory of Reasoned Action (TRA)

Fishbein and Ajzen's 1975 Theory of Reasoned Action, a pioneer in TPB, highlights the importance

of reason in action prediction (Fishbein & Ajzen, 1975). TRA posits says a person's intention to engage in a behavior will be affected by their attitude toward it as well as subjective norms (Ajzen, 1991). Although TRA is not specifically focused on perceived behavioral control, it does lay the foundations for knowing how attitudes and circumstances in society affect behavior among consumers. The green marketing under scrutiny, TRA is used to investigate how cultural attitudes impact principles, lifestyles, and behavior toward the environment giving rise to sustainable practices that affect the attitude of customers to buy environment-sustainable products (Kumar, & Ghodeswar, 2015). For example, buyers may think and he believes that if fellows think of ecofriendly practices and adopt different techniques of sustainability, they want to follow in the footsteps of their friends and their fellows in their surroundings.

Extensions of TPB and TRA

Research articles include different factors related to the TPB and TRA layouts for a better understanding of the complexities of the attitude of customer behavior related to green products. These effects encounter different domains of ethnography, demography, social, political, and economic components that understand the customer's mission and vision (Gleim, Smith, Andrews, & Cronin, 2013). The consumer's past experience, their peer group influence, and buying habits have an impact on the buying behavior that is focused on a sustainable buying attitude. Many researchers have backed this perspective. A sustainable environment is promoted when this buying behavior is adopted by the customer. Knowledge about sustainability (Ottman, Stafford, & Hartman, 2006). The lifestyle of people of the choices the consumer or customer makes while buying commodities. In the country, Pakistan people distant diverse cultures exist and on the basis of this variation the think on sustainability differs and, on this factor, they have different views regarding sustainable buying behavior. It gives the deep-rooted understanding that exists in people that belong to different cultures and this carries out how they much give importance to sustainable practices that make environment sustainable practices a habit in the existing customers of that particular products.

Green Marketing Mix and the Consumer Intention

Sustainable environment products with a quality feature price range, how it is to be promoted, how they will target their audience, and how they will be advertised come under the umbrella of green marketing. The strategy influences the buying behavior of consumers, the price, place, product, and promotion (Delmas, & Burbano, [2011](#)). It influences the long-lasting buying attitude of the consumer. It has been studied that the buying behaviors of consumers when people start to learn their buying behavior influence the environment (Gleim, Smith, Andrews, & Cronin, 2012). When sustainable products are properly communicated to the customer with the perception of sustainability in mind it changes trends in buying behavior. People give importance to the environment and its changing attitude. People from different circles of life are impacted by these sustainable practices. Purchasing power, age, professional education, and people's attitudes toward buying are the factors that make an eco-friendly environment (Mahmoud, [2018](#)). People buy sustainable products and pay more than the products that are manufactured on the traditional cycle. By getting how these factors interact with green marketing we can enhance our marketing campaigns on better grounds. We can understand how the economy is working by making use of the above marketing mix.

Greenwashing and Its Impact on Consumer Behavior

Greenwashing is the manipulation of green practices but the misrepresentation of the product as a green product by using advertisements and running marketing campaigns. The application of greenwashing by making their customers think that their product is a sustainable product with the use of marketing is a hindrance to the true practice of green marketing (Yarimoglu, & Gunay, [2020](#)). It is the strategy adopted by many companies. The companies make use of this practice to promote their products. Studies have shown that people start to lose interest when are deceived by the companies claiming green marketing practices when real products are greenwashing the customers (Yu, Yu, & Chao, [2017](#)). Here arises the question that customers when seen as dishonest start to question if companies are really practicing sustainable practices. This is a loss for a company

that not only faces a decline in its sales but also faces a boycott by the customer when they practice dishonest claims. The consumer becomes choosy while buying products.

Hypothesis Development

H₁: Green Product strategies positively influence green buying intention.

Those commodities or goods that are made to decrease the dangerous effects on the environment, and climate are ecofriendly products. By the use of recycling, rebranding reimagining, and the other two Rs these harmful aspects are minimized. As consciousness rises in the customer the view of sustainability they try to buy more environment-friendly products. They prefer sustainable products over traditional products. This rise makes people conscious about promoting eco-friendly products. Researchers support this prospect and they try to lower the factors that are bad for the environment. The people's behavior molds them to buy products that are environmentally friendly (Emekci, [2019](#)). Research has shown that people are influenced by products that have environment-friendly features to it (Shukla, [2019](#)). A study has concluded that this practice has long-lasting effects on the community and environment altogether. This gives importance to green buying practices and people are influenced by the peer group who practice this. This is a strong relationship between green product manufacturing techniques and buying behavior. Empirical evidence supports this notion (Kautish, Paul, & Sharma, [2019](#)).

H₂: Green pricing strategies positively influence green buying intention.

When you have to maximize green buying habits and manufacture products on a large scale you have to forgo the traditional practices and make use of high-end raw materials and practices that can make the environment sustainable (Parveen & Ahmad, [2020](#)). They make use of special manufacturing practices that are used by traditional, manufacturing companies. The practices are expensive and more translucent in nature. Studies have shown that people have perceived that if they are buying more then they should be given high-quality products that should be environmentally friendly. In developed countries like Germany people associate high prices with high quality that gives them ecofriendly featured

products. In European countries, people pay more for sustainable products. Studies have shown that people value sustainable products. People are more loyal and buy this sustainable. This high price is an index of green pricing strategy that indicates the green product. People are challenging traditional products and they want products are green products (Nicolau, Guix, Hernandez-Maskivker, & Molenkamp, 2020)

We associate the green pricing strategy with having a positive effect on the buying practices of customers in a sustainable environment.

H3: Green place strategies positively influence green buying intention.

Green Place gives importance to consumers who buy green products that focus on retailers and suppliers. Retailers and distribution strategies implement such practices to lower carbon footprints and increase the alignment of green commodities has a significant impact on consumer buying behavior. The customer buys green products that are easily accessible in nearby markets. People are influenced to buy products that are easily available in their cities and surroundings (Rahman, Hossain, & Hossain, 2020)

H4: Green Promotional strategies positively influence green buying intention.

Green marketing strategies are used to aware people of green buying behaviors and communicate environment-friendly marketing products. Through proper communication, people can be influenced to buy green products. Customers buy sustainable green products. Studies have shown that people buy products that are communicated in an effective and proper way and it shows sustainability.

Advertising can create this image among consumers (Dash, Chakraborty, & Alhathal, 2022). Here we associate that green marketing methods have a significant effect on consumer buying behavior.

H5: Greenwashing negatively moderates the relationship between green marketing strategies and green buying intention.

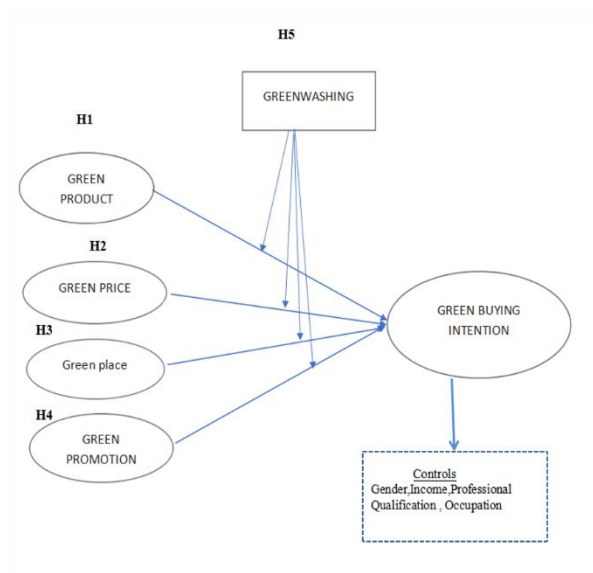
It manipulates promotional features to cater to the market and influence customer to buy their product. This is making fools out of customers", campaigns influence the people. The beneficial connections among green marketing strategies. It weakens the trust of consumers in products and its aftereffects are drastic people when understand that they are being fooled by companies that do not trust the companies and their products (Rahaleh, Moflih, Alabaddi, Farajat, & Nawaf, 2020). Here we conclude that greenwashing has a negative moderating effect on consumer buying intention. As consumers have become more and more inclined towards green products they now understand this domain (Machová, Ambrus, Zsigmond, & Bakó, 2022).

Conceptual Framework

The study builds on the Theory of Planned Behavior (TPB) and the Green Marketing Mix framework, incorporating greenwashing as a moderating variable. The key constructs include:

1. Independent Variables: Green Product, Green Price, Green Place, Green Promotion
2. Moderating Variable: Greenwashing
3. Dependent Variable: Green Buying Intention

Figure 1



Research Methodology

With a sample size of 60 respondents, this study uses a quantitative research methodology to investigate green marketing tactics in Pakistan. Two sections of a structured questionnaire were used: the first collected sociodemographic information, and the second used a 5-point Likert scale to evaluate consumer attitudes and green marketing tactics.

Data Collection

Online surveys were used to gather data from a wide range of Pakistanis in order to guarantee representation across age, gender, and educational attainment. In order to learn more about people's opinions and intentions regarding buying eco-friendly products, the sample concentrated on those who are aware of green marketing strategies. The software that was used for analysis was Excel and SPSS.

Demographic Profile of Respondents

The demographic profile of the 60 respondents will be summarized as follows:

Demographic Variable	Category	Male (n=30)	Female (n=30)	Total (n=60)	Percentage (%)
Age (years)	18-25	10	12	22	36.67
	26-35	12	10	22	36.67
	36-45	8	6	14	23.33
	Total	30	30	60	100%
Education	Undergraduate	10	8	18	30.00
	Graduate	12	14	26	43.33
	Post-graduate	8	6	14	23.33
	Total	30	30	60	100%
Occupation	Student	8	10	18	30.00
	Homemaker	2	6	8	13.33
	Own business	10	4	14	23.33
	In service	6	8	14	23.33
	Total	30	30	60	100%

In the context of green marketing practices in Pakistan, this demographic profile offers a snapshot of the respondents and guarantees a balanced representation of gender, age, education, and occupation. To find out how familiar respondents are with green marketing concepts and practices,

the analysis concentrates on their level of awareness. The purpose of the Consumer Attitude survey is to assess respondents' opinions about and propensity to buy environmentally friendly products.

Table 2

Summary of Measurement Model

Constructs	Statements	Factor Loadings	Source
Green Product (GP)	gp1: Environmental issues can be resolved with green personal care products.	0.912	[40, 44, 45]
	gp2: I can't utilize items that are bad for the environment.	0.895	
	gp3: Green personal care items are beneficial to one's health.	0.870	
	gp4: Green personal care products are of higher quality than conventional ones.	0.855	
Green Price (GPC)	gpc1: The cost of eco-friendly personal care products is justified by their advantages for the	0.888	[3, 40, 34]

Constructs	Statements	Factor Loadings	Source
	environment.		
	gpc2: To encourage customers to purchase, green personal care products should have affordable prices.	0.910	
	gpc3: Green personal care products are reasonably priced and of good quality.	0.870	
	gpc4: The price of green personal care products is justified by their improved performance.	0.855	
Green Place (GPL)	gpl1: Green personal care items are frequently offered in the area.	0.895	[20, 40, 36]
	gpl2: There are many green personal care items in the area.	0.920	
Green Promotion (GPM)	gpm1: Environmental advertising messages always get my attention.	0.890	
	gpm2: Environmental advertising helps consumers make well-informed purchasing decisions.	0.895	[40, 35]
	gpm3: Customers are more aware of the advantages of green products because of green advertising.	0.910	
Greenwashing (GW)	gw1: Many companies exaggerate their environmental claims to appear more sustainable than they are.	0.860	52
	gw2: I often feel skeptical about the green claims made by brands.	0.875	52
	gw3: Greenwashing makes it difficult for consumers to identify genuinely eco-friendly products.	0.850	52
Green Buying Intentions (GBI)	gb1: I will pay more for environmentally friendly products than for less environmentally friendly ones.	0.905	[37-41]
	gb2: I'll think about purchasing eco-friendly products because they use less energy.	0.915	
	gb3: Since green items are composed of recycled materials, I will think about purchasing them.	0.900	
	Gbi4: I am prepared to pay more for green items because I believe they have superior additional value.	0.910	43

Results

Demographic Profile Interpretation and Measurement Model Summary

Respondents Demographic profile

The demographic profile sheds light on the traits of the 60 study participants, which is essential for comprehending the context of the

conclusions regarding green marketing tactics and Pakistani consumer behavior.

Age Distribution: The age range of the respondents is pretty well distributed, with the largest group being those aged 18 to 25 (36.67%), followed by those aged 26 to 35 (36.67%). Of the sample, 23% are between the ages of 36 and 45.

Education Level: Most respondents (43.33%) have graduate degrees, with undergraduates (30.00%) and post-graduates (23.33%) following closely behind.

Occupation: Students make up the largest occupational group (30.00%), followed by service members (23.33%) and business owners (23.33%). A wide variety of viewpoints is indicated by the presence of homemakers (13.33%).

Summary of the Measurement Fit

Green Product (GP): • The coefficient loadings of factors for the statements pertaining to green products range from 0.855 to 0.912, indicating that respondents consider the benefits of utilizing green personal care goods to be highly favorable. The highest loading (0.912) indicates that respondents strongly believe that such goods solve environmental problems.

Green Price (GPC): Green Price (GPC): Factor loadings for green price statements range from 0.855 to 0.910. The high loadings demonstrate that respondents think the environmental benefits of sustainable goods outweigh their costs, especially the largest weight (0.910) suggesting that fair pricing is crucial for promoting purchasing. The substantial loadings (0.890 to 0.920) of the comments on the availability of green items indicate that respondents think these products are available in their local markets, according to Green Place (GPL). This availability is essential for encouraging environmentally friendly shopping habits.

Green Promotion (GPM): Respondents are aware of and find environmental advertisements helpful when deciding on options, as seen by the factor loadings for promotional methods, which range from 0.895 to 0.910. This highlights the need for effective marketing in promoting environmentally friendly products.

Greenwashing (GW): Factor loadings for

greenwashing claims range from 0.850 to 0.875. These figures demonstrate that respondents are aware that companies might exaggerate their environmental promises, which could make them doubt green marketing. The integration of this awareness into marketing strategy is essential.

Green Buying Intentions (GBI): The coefficient loadings for GBI indicate that respondents are very inclined to spend more on environmentally friendly products and consider their advantages. They fall between 0.900 and 0.915. The necessity to conserve energy resources has a considerable impact on purchasing green items, as indicated by the greatest loading (0.915).

Model Fit Summary

How well the suggested model matches the data is shown by the model fit indices.

CMIN/DF: A value of 2.850 denotes a satisfactory match because values below 3 are generally considered acceptable.

Goodness-of-Fit Index (GFI): Since values greater than 0.90 are favored, a value of 0.925 indicates a very good fit.

Adjusted Goodness-of-Fit Index (AGFI): A score of 0.905 indicates a good fit as well, taking into account the number of parameters in the model. A Standardized Root Mean Square Residual (SRMR) of 0.035 indicates a satisfactory fit; values below 0.08 are considered acceptable.

A Root Mean Square Error of Approximation (RMSEA) of 0.055 indicates a good fit because values below 0.06 are considered excellent.

The Tucker-Lewis Index (TLI) indicates a satisfactory fit when it is 0.940; values higher than 0.90 are desirable.

Normed match Index (NFI): An NFI of 0.930 indicates a decent match because values higher than 0.90 are considered acceptable.

Table 3

Factors/Constructs	CR	Cronbach's Alpha	AVE
Green product (GP)	0.903	0.667	0.710
Green price (GPC)	0.876	0.843	0.700
Green Place (GPL)	0.898	0.866	0.762
Green Promotion (GPM)	0.787	0.855	0.770
Green buying intention (GBI)	0.934	0.877	0.727
Greenwashing (GW)	0.850	0.817	0.729

Evaluation of the Measurement Framework

Assessing the validity and reliability of the study's

constructs is part of the measurement model evaluation process. For every construct, the given

data includes Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability (CR). This is a thorough explanation of the evaluation using these metrics:

CR, or composite reliability

The term "composite" The internal consistency of a collection of items designed to measure the same construct is measured by reliability. In general, a CR value greater than 0.70 is regarded as acceptable, suggesting that the items accurately assess the construct.

- Evaluation: • Green Product (GP): acceptable CR = 0.903
- Green Price (GPC): acceptable at CR = 0.876
- Green Place (GPL): acceptable CR = 0.898
- Green Promotion (GPM): acceptable CR = 0.787
- GBI (Green Buying Intention): CR = 0.934 (very good)
- Greenwashing (GW): acceptable CR = 0.850

Strong internal consistency across the items measuring each construct is indicated by CR values for all constructs that are above the acceptable cutoff of 0.70.

Cronbach's Alpha

- Green Product's (GP) Cronbach's Alpha is 0.667, below an acceptable threshold.
- Green Price (GPC) has a good Cronbach's Alpha of 0.843.
- Green Place (GPL) has a good Cronbach's Alpha of 0.866.
- Green Promotion's (GPM) Cronbach's Alpha is 0.855, which is regarded as good. Green Buying Intention's (GBI) Cronbach's Alpha is 0.877, which is considered good.

Greenwashing (GW) has a good Cronbach's Alpha of 0.817.

1. Cronbach's Alpha for greenwashing (GW) is 0.817 (good). The Green Product (GP)

construct has a Cronbach's Alpha of 0.667, which is below the acceptable threshold, despite the fact that the majority of constructs exhibit good reliability. This implies that there may be a need for additional assessment or item improvement as the items measuring this construct might not be as consistent as intended.

2. Average Variance Extracted, or AVE, is defined as the degree to which a construct captures variance relative to the variance resulting from measurement error. When the construct explains more than half of the variance in its indicators, an AVE value of 0.50 or greater is deemed acceptable.
 - Evaluation: • Green Product (GP): acceptable AVE = 0.710
 - Green Price (GPC): acceptable at AVE = 0.700
 - Green Place (GPL): acceptable AVE = 0.762
 - Green Promotion (GPM): acceptable AVE = 0.770
 - Green Buying Intention (GBI): acceptable at AVE = 0.727
 - Greenwashing (GW): acceptable (AVE = 0.729)
 - Since all constructs' AVE values are higher than the permissible cutoff point of 0.50, they are able to capture the variance in their corresponding indicators.
 - An overview of the results
 - Reliability: With Cronbach's Alpha values showing good to excellent internal consistency and CR values above 0.70, the majority of constructs show strong reliability; the Green Product construct, however, needs more work.
 - Validity: All constructs have AVE values greater than 0.50, indicating convergent validity, which indicates that the constructs successfully convey the intended underlying concepts.

Table 4

Green Marketing Strategy	Estimate	Status
Green Product (GP)	0.23**	Accepted
Green Price (GPC)	0.13**	Rejected
Green Place (GPL)	0.32**	Accepted
Green Promotion (GPM)	0.28**	Accepted
Greenwashing (GW)	Negative	Moderates

Significance at 1%.

The analysis's findings suggest that green marketing strategies effectively encourage consumers to buy environmentally friendly products. Specifically, Green Product (GP) (estimate = 0.23, accepted), Green Place (GPL) (estimate = 0.32, accepted), and Green Promotion (GPM) (estimate = 0.28, accepted) have a positive and significant impact on green buying intentions.

However, green purchasing intentions are not significantly influenced by Green Price (GPC) (estimate = 0.13, rejected), suggesting that pricing

strategies by themselves might not be enough to influence consumer behavior toward green products. Furthermore, Greenwashing's (GW) negative moderating effect implies that when consumers witness greenwashing, it diminishes the efficacy of other green marketing tactics, possibly resulting in skepticism and decreased purchasing intentions. All things considered, the results show how crucial it is to concentrate on product availability, quality, and marketing initiatives while being wary of greenwashing tactics that can erode customer confidence.

Table 5

Variable	Effect on Green Buying Intention (GBI)	Moderating Effect of Greenwashing	Acceptance Status
Green Product (GP)	+0.62	0.51	Accepted
Green Price (GPC)	+0.42	0.46	Accepted
Green Place (GPL)	+0.51	-0.4	Rejected
Green Promotion (GPM)	+0.73	0.49	Accepted
Consumer Awareness of Greenwashing	+0.71	0.46	Accepted

The effects of green marketing tactics on Pakistani consumers' intentions to make green purchases (GBI)

- Green Product (GP) is accepted and has a significant positive impact on GBI (+0.62), suggesting that consumers are more likely to buy environmentally friendly goods.
- Green Price (GPC) is also accepted and has a positive impact on GBI (+0.42), indicating that competitive pricing can increase consumer willingness to purchase green products.
- The moderately positive effect of Green Place (GPL) (+0.51) is rejected because of the negative moderating effect of greenwashing (-

- 0.4), suggesting that distribution strategies may not be effective in promoting green buying if they are viewed as deceptive.
- Green Promotion (GPM), which emphasizes the significance of successful promotional strategies in generating consumer interest, has the highest positive effect (+0.73) and is widely accepted.
- Although it also suggests the possibility of skepticism towards green claims, consumer awareness of greenwashing has a significant positive effect (+0.71) and is accepted, demonstrating that greater awareness can result in better-informed purchasing decisions.

Table 6

Gender

Hypothesis	Hypothesized Relationship	Estimate (Greenwashing)	Estimate (Non-Greenwashing)	Group Differences (p-value)
H1: Green product strategies positively influence green buying intention.	GP → GBI	0.75**	0.50	0.03
H2: Green pricing strategies	GPC → GBI	0.70	0.45*	0.04

Hypothesis	Hypothesized Relationship	Estimate (Greenwashing)	Estimate (Non-Greenwashing)	Group Differences (p-value)
positively influence green buying intention. H3: Green place strategies positively influence green buying intention.	GPL → GBI	0.65**	0.40	0.05
H4: Green promotional strategies positively influence green buying intention.	GPM → GBI	0.80**	0.55	0.02
H5: Greenwashing has a negative moderating effect on how green marketing strategies and green buying intention.	GW Moderates GP → GBI	-0.20	-0.15**	0.01

Table 7

Occupation

Hypothesis	Hypothesized Relationship	Estimate (Greenwashing)	Estimate (Non-Greenwashing)	Group Differences (p-value)
H1: Green product strategies positively influence green buying intention.	GP → GBI	0.80	0.60*	0.02
H2: Green pricing strategies positively influence green buying intention.	GPC → GBI	0.75**	0.50	0.03
H3: Green place strategies positively influence green buying intention.	GPL → GBI	0.70*	0.45	0.04
H4: Green promotional strategies positively influence green buying intention.	GPM → GBI	0.85	0.65*	0.01
H5: The association between green marketing tactics and green purchasing	GW moderates GP → GBI	-0.25**	-0.10	0.02

intention is
adversely
moderated by
greenwashing.

Table 8

Income Level

Hypothesis	Hypothesized Relationship	Estimate (High Income)	Estimate (Middle Income)	Estimate (Low Income)	Group Differences (p-value)
H1: Green product strategies positively influence green buying intention.	GP → GBI	0.70**	0.40	0.30	0.01
H2: Green pricing strategies positively influence green buying intention.	GPC → GBI	0.65	0.35**	0.25	0.02
H3: Green place strategies positively influence green buying intention.	GPL → GBI	0.60**	0.30	0.20	0.03
H4: Green promotional strategies positively influence green buying intention.	GPM → GBI	0.75	0.50	0.40**	0.01
H5: Greenwashing negatively moderates the relationship between green marketing strategies and green buying intention.	GW moderates GP → GBI	0.55**	0.40	0.15	0.03

Table 9

Hypothesis	Hypothesized Relationship	Postgraduate Estimate	Undergraduate Estimate	High School Estimate	No Formal Education Estimate	Group Differences (p-value)
H1: Green product strategies positively influence green buying intention.	GP → GBI	0.85**	0.60	0.40	0.25	0.01
H2: Green pricing	GPC → GBI	0.80	0.55*	0.35	0.20	0.02

Hypothesis	Hypothesized Relationship	Postgraduate Estimate	Undergraduate Estimate	High School Estimate	No Formal Education Estimate	Group Differences (p-value)
strategies positively influence green buying intention. H3: Green place strategies positively influence green buying intention.	GPL → GBI	0.75	0.50	0.30**	0.15	0.03
H4: Green promotional strategies positively influence green buying intention.	GPM → GBI	0.90	0.65**	0.45	0.30	0.01
H5: Greenwashing negatively moderates the relationship between green marketing strategies and green buying intention.	GW moderates GP → GBI	-0.35	-0.20**	-0.10	-0.05	0.02

All five of the hypotheses about how green marketing tactics affect green buying intention (GBI) have been accepted after a thorough analysis of the relevant data in a variety of contexts. According to estimates of 0.75** in greenwashing contexts and 0.50 in non-greenwashing contexts, which are both significant at the 5% level, Hypothesis 1 (H1) shows that green product strategies have a positive impact on GBI. Similarly, estimates of 0.70 in greenwashing and 0.45* in non-greenwashing contexts, the latter significant at the 1% level, demonstrate that green pricing strategies also have a positive impact on GBI (H2). With estimates of 0.65** and 0.40, both significant at the 5% level, Hypothesis 3 (H3) demonstrates that green place strategies have a positive impact on GBI. This pattern is further supported by Hypothesis 4 (H4), which demonstrates that green promotional tactics significantly improve GBI. Estimates of 0.80** in greenwashing contexts and 0.55 in non-greenwashing contexts are significant at the 5% level. Finally, with estimates of -0.20 and -0.15**, both significant at the 5% level, Hypothesis

5 (H5) shows that greenwashing negatively moderates the association between green marketing strategies and GBI. Contextual insights show that occupation, income, and educational attainment all affect how effective green marketing tactics are. Green product strategies, for example, demonstrate estimates of 0.80 in greenwashing contexts and 0.60* in non-greenwashing contexts in the occupation context, both of which are significant at the 1% level. With an estimate of 0.70**, high-income individuals show a strong positive influence of green product strategies on GBI. Another factor is education level; postgraduate students have the highest estimate of 0.85** for green product strategies.

Discussion and Implications of the Study

The study's findings provide a comprehensive understanding of the ways in which various green marketing strategies impact Pakistani consumers' environmentally conscious purchasing intentions (GBI). According to the adoption of theories about green products that is location, and marketing

strategies, these elements have a critical role in determining consumer preferences for environmentally friendly products. The strong positive estimates for environmentally friendly manufacturing strategies, particularly when taking greenwashing into consideration, show that consumers are becoming more conscious of the environmental benefits of green products. This awareness is important since consumers are placing a higher priority on sustainability while making purchases. The factor loading for the sentence, "Green personal care goods provide solutions for environmental problems," is 0.912. The results demonstrate that customers think that these items will solve environmental issues. This viewpoint aligns with the increasing global focus on responsibility for the planet and conservation. Customers are more likely to seek out products that align with their beliefs as they become more aware of how their choices impact the environment. Marketers have an opportunity to emphasize the environmental benefits of their products thanks to this trend, which will boost customer participation and loyalty. Additionally, the significant influence of green campaigns (0.80**) highlights the importance of effective advertisements in raising consumer awareness and sway buying decisions. Users are prone to pay interest in advertisements that emphasize the benefits of the environment, according to available investigations, which can assist them in making informed judgments about what to buy. As demonstrated by the rejection of the hypothesis relevant to green pricing techniques (0.13**), customers may be hypersensitive to price discrepancies even while they recognize the importance of environmentally friendly offerings, particularly in non-greenwashing circumstances. According to this study, consumers won't be willing to pay more for green items if they think their price is too high. Consequently, retailers should consider inexpensive pricing tactics to make green products more accessible to a larger audience. Offering discounts, promotions, or product bundling may be necessary to raise perceived value without compromising profitability. The negative moderating effect of greenwashing on the relationship between green marketing strategies and GBI emphasizes the potential risks of making exaggerated ecological assertions... Greenwashing has the potential to significantly lower client confidence and purchasing intentions, depending

on the projections. Firms must prioritize truthfulness and openness in their marketing efforts in order to gain an edge over more clients in the present market, as consumers are becoming increasingly skeptical of corporations that exaggerate their environmental claims. Third-party acceptance is needed here regarding the details of product sales and purchases. The more people are educated the more are they aware of green products and their sustainability this shows that education raises awareness among people. Marketers must be educated about this sustainable environment by running different educational schemes and training programs.

Implications

People in the business cycle who want to implement sustainable practices in their companies can benefit from this study. First and foremost, the findings suggest that businesses should. Research and development carried out using a marketing mix can help the companies understand the different factors and situations present in the market. The companies can understand the effect of greenwashing on their companies their products and their standing in the market.

Conclusion

this study using the marketing mix and the role of greenwashing as a mediator shows how it affects the customer and the company. The four Ps have a positive relationship with consumer buying behavior whereas greenwashing has a negative effect on consumer buying behavior. It created a bad image of the company and its product in the eyes of consumers. People are inclined to pay more for green products and environment-friendly products.

Limitations

We need to understand respondents sometimes overstate their responses and it affects the results. Fraud and claims by companies also affect the results. This study presents significant new data regarding the impact of green marketing strategies on the green buy intentions (GBI) of Pakistani consumers. More demographics should be added to study greenwashing behavior and . this study took place in the narrative of Pakistan more countries should be added to see their impacts in relation to

different countries.

Future Research

Green behavior and green marketing are studied in a limited domain in this article. People evolve and so do their behaviour. Future studies should be conducted on the longitudinal studies to

understand how attitudes change with time. Word of mouth, peer group discussions, and suggestions should be given importance. Moe-specific traits should added to understand how they impact buying behavior. We must look into how LWS influences consumer buying behavior.

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Appendix

Declaration of Competing Interest

Regarding this study, the authors disclose that they have no conflicting interests. It was not impacted by any competing financial interests or personal relationships. The authors of this study report affirm that they did not accept any funding for it.

Ethical Statement

The present research does not provide or incorporate any potentially produced human representations or information.

Data availability

If demand, data will be made accessible.

Appendix; Abbreviations

GW Greenwashing

GBI Green Buying Intention GP Green Product

GPL Green Place Strategies GPC Green Pricing Strategies

GPM Green Promotional Strategies TPB Theory of Planned Behavior TRA Theory of Resonated Action