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

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Abstract: This research was conducted to test the influences of green marketing and its factors on purchase intention through green brand trust and image. It analyzed six concepts: green knowledge, attitude and environmental knowledge, green image, green trust, and purchase intention and deliberated their relationships. Based on a green purchase behavior theory, the objective of this study is to examine the influence of green brand knowledge, attitude, and environmental knowledge on purchase intention through the indirect influence of green image and green trust. This research collected primary data of 300 respondents from Pakistan and tested the proposed hypotheses using structural equation modeling (SPSS- AMOS). The main findings revealed interesting points regarding consumer purchase intention about ecological concerns and green products. Results also showed a significant positive association between effective green marketing approaches (green knowledge, attitude, and environmental knowledge, and purchase intention for green products. The result indicated that green products with high ecological qualities create a positive intention towards consumer choice. This research explores the relationship between the multidimensional green marketing approaches to enhance purchase intention. The creation of an overpowering market brand was one of its primary objectives.

Keywords: Green knowledge, Attitude, Environmental knowledge, Green image, Green trust, and Purchase intention

1. Introduction

Environmental concerns have become a source of concern for customers and businesses worldwide, prompting the development of green goods (Bailey et al., 2016). Hence, advertisers need to represent green goods as safe and environmentally sustainable (Rettie et al., 2012). The power of marketing has become an

undeniable reform as a change agent and to modify government policies in favor of green business (Gordon, Carrigan, 2011). Marketing plays an essential role in affecting company sales, improving performance, and growing market share; nevertheless, the results of previous studies on green marketing strategies suggested the decreasing sales and enactment in terms of market shares. Traditional analysts were more focused on persuading customers to be more environmentally conscious (D'Souza, et al., 2015). So, green marketing covers a wide variety of ideas, including the facilitation and creation of value that meets the desires and demands of consumers (Mursandi et al., 2020). Traditional scholars were more concerned about persuading people to adopt more green sustainable behaviors. Green marketing is an effort to preserve and develop long-term relationships with partners such as the environment, culture, and customers. Thus, selling green goods and services is a sustainable mechanism that influences society's behavior toward pro-environmental action (Grimmer et al., 2014). Marketers also focused on the advantages of sustainable goods and customer decision-making mechanisms to attract them to engage in green consumption. Aside from inspiring, they had the instinct to gain profit and control through the development of new customer business segments (Sang P., et al., 2019).

In recent time, consumer awareness in sustainable consumption has become increasingly important in green marketing, as environmental degradation continues to pose severe challenges to the world's population (Esteves et al., 2017; Liu et al., 2019). Green marketing provides a source to communicate with consumers directly about environmental concerns (Taufique et al., 2014), Initially, a green consumer faces several barriers that constrain the consumers to purchase the green product, such as assessing and searching for the needed product within a reasonable price, lack of awareness about green brands (Kanchanapibul et al., 2014). According to Global Ecolabelling Network (2019), a specific green marketing can identify products or services that are confirmed environmentally friendly to enhance consumer behavior (Song, Y., Qin, Z., & Qin, Z. 2020). Increase in perception of marketers that "it is a challenging task to build the green concept into customer minds," leading ultimately to purchasing green brand products (Atkinson & Rosenthal, 2014). The use of an Ecolabel and organic label on goods has become a popular trend in green marketing and a useful source of customer knowledge (Testa et al., 2015). It presented customers with appropriate green brand knowledge during purchasing decisions (Thgersen, et al., 2010). An abundance of marketing literature depicts eco model's success in endorsing green goods (Hornibrook et al., 2015).

1.1 Problem Statement/Research Gap

The main objective of this study is to examine the effect of green marketing components (green brand knowledge, attitude, and environmental knowledge) on consumer purchase intention towards the green restaurants. Numerous researches have been accompanied in both developing and developed nations. (Shabbir, M. S., 2020). However, a few attentions have been paid to the effect of green marketing components on consumer purchase intention towards green restaurants (Ahmad, W., & Zhang, Q 2020). Green marketing and customer behavior concerning the climate have not been studied together. In general, both green marketing and customer purchase intention have not been researched in the context of green restaurants. So over time, market interest for environmental sustainability has grown, resulting in increased demand for green goods (Nekmahmud, M., & Fekete-Farkas, M. 2020). As a result, we concentrate on addressing this gap based on the literature on green marketing and consumer purchase intention. Based on our observations, this research will help incorporate these elements into the enhancement level of business and economy. The following issues are addressed in this research.

1.2 Research Questions

A. Which factors (Green brand knowledge, attitude, and Environmental knowledge) directly motivate consumer purchase intention?

B. What is the magnitude of the direct impact of green marketing approaches (Green brand knowledge, attitude, and Environmental knowledge) on consumer purchase intention?

C. How do green image and trust indirectly affect green marketing approaches (Green brand knowledge, attitude, and Environmental knowledge) towards consumer purchase behavior?

1.3 Research Objectives

• This research examines green marketing approaches (Green brand knowledge, attitude, and Environmental knowledge) that affect consumer purchase intention.

2. Literature Review

In the 1980s, the green marketing idea emerged from the traditional marketing concept (Chahalet al., 2014). The green revolution is critical to the marketing discipline, and businesses realize it as a once-in-a-lifetime chance to achieve their marketing goals (Prakash, 2002). Environmental marketing (Coddington, 1993), ecological marketing (Fisk, 1974), green marketing (Mishra and Sharma, 2010), sustainability marketing (Fuller, 1999), and green marketing have all been used to describe the relationship between marketing and environmental conservation (Polosky and Charter, 1999). Green marketing involves various firm practices such as recycling, designing, and renovating structures to make them more eco-sustainable (Prakash, 2002). Prior research indicated that market perception for environmental concerns has increased, and people are now more worried about whether the goods they buy have a negative environmental effect or not (Straughan and Roberts, 1999). Initially, a green consumer faces several barriers that constrain the consumers to purchase the green product, such as assessing and searching for the needed product within a reasonable price, lack of awareness about green brands (Gleim and Lawson 2014). An increase in marketers' perception that "it is a challenging task to build the green concept into customer mind," leading ultimately to purchase or re-purchase green brand product (Narula and Desore 2016,). This understanding seems strong in industrialized countries; nevertheless, there is increasing awareness in certain developing Asian and South American economies, such as China and Brazil, respectively (Narula and Desore, 2016). Green marketing has undergone many terminologies, such as eco-friendly and environmental marketing (Arseculeratne & Yazdanifard, 2014). The green marketing efforts create and facilitate interactions to fulfill individual requirements, with limited adverse effects on the natural environment.

Green marketing encompasses all activities to improve manufacturing practices, packaging, and advertisements (Chahal et al., 2014). Due to the extreme intensity of the environmental issues, there is an increasing need and interest in green goods (Bestari, D. K. P., & Butarbutar, D. A. 2021). These green goods are environmentally sustainable and contribute to environmental sustainability. Businesses actively publicize and advertise green goods through various distribution platforms, internet marketing, and social media networks to entice customers to buy green items. (Munerah, S., Koay, K. Y., & Thambiah, S. 2021).=. Self-directed purposeful learning and incidental learning help consumers to develop their understanding of green goods. Green product experience relates to customers' perception of green goods' environmental attributes and environmental effects (Horner, S., & John, S. (2020). If customers lack awareness about green products, there could be a disconnect in their beliefs and behaviors. Previous research indicated that green product awareness is often a direct essential variable of green buying behavior (Kumar, P. 2015).

In contrast, other studies showed that green product knowledge and environmental knowledge are not usually considered a direct predictor variable of green purchase intention (Farzin, A., et al., 2020). So we are studying these variables with attitude to check the effect on consumer purchase intention. Numerous studies show a meaningful marketing association between green commodity awareness and green purchasing intention. Relevant research on the relationship between green commodity awareness and consumer

purchase intention has generated inconclusive results (Horner, S., & John, S. (2020). As a result, it is essential to investigate other factors in the partnership between green product experience and green purchase intention. Solving this issue would enable one to understand better how green product awareness is converted into green purchase intention and include theoretical and realistic inputs to current research.

2.1 Theoretical development

Ajzen, I. (1991), proposed the theory of planned behavior (TPB) in 1985. Attitudes have been identified as significant predictors of actions and behavioral purpose in the social psychology perspective on behavioral studies (Kalafatis et al., 1999; Mostafa, 2007). According to the TPB, the more positive a person's attitude toward a behavior is, the more often the person can imitate the behavior (Yadav and Pathak, 2016). When people favorably assess behavioral consequences, they appear to have a more favorable attitude, making them more willing to participate in those activities (Ajzen, 1991; Han et al., 2010). According to several green marketing reports, a positive attitude about green goods affects purchasing intention (Laroche et al., 2001; Smith et al., 1994). By applying Ajzen's theory of planned behavior, Kalafatis et al. (1999) discovered that attitude influences customers' purchasing environmentally sustainable goods (Ajzen, 1991).

According to several green marketing reports, an optimistic attitude about green goods affects buying intention (Laroche et al., 2001; Smith et al., 1994). By applying Ajzen's theory of planned behavior, Kalafatis et al., (1999) discovered that attitude influences customers' purchasing environmentally sustainable goods (Ajzen, 1991). According to detailed research, the component of green marketing influenced the decision to buy ecologically sustainable goods (Smith et al., 1994). According to Mostafa (2007), customers who have a good attitude about green goods are more likely to buy green products. According to Teng (2009), customers who have a favorable attitude about a particular brand would have higher buying intentions for that brand.

Green brand knowledge

Green brand knowledge is referred to as "an overall concept of green brand attributes and nodes related to health and environmental issues in the consumer mind (Keller, 1993). More clearly, green brand knowledge provides unique, specific brand qualities and valuable benefits to the consumers' overall health and environment. Consumers expect to find accurate information about health and environmental issues to enhance their green brand knowledge and purchase green products (Suki, 2016). Many studies reported that green brand and environmental knowledge positively associated with consumer purchase intention and repeat purchase of green products (Pagiaslis & Krontalis, 2014; Yadav & Pathak, 2016). Consumers gain their brand knowledge with accumulated experience by using such a brand directly or directly so that consumers observe the overall identity of brand attributes. For an environmental and health-friendly product, green brand knowledge is a process to deliver knowledge to the consumer to change consumer purchase behavior (Bhaskaran et al., 2006).

Environmental knowledge

Environmental knowledge is an overall knowledge about the facts, relationships, and concepts relating to the natural environment and its critical ecological unit. Consequently, In simple terms, environmental knowledge means what people know about environmental issues ((Chamhuri, & Sarah, 2016). Environmental knowledge is also an overall reorganization of environmental issues that leads to the customer's environmental responsibilities and environmental impacts that lead to ecological growth. (Maichum et al., 2016) said that customer knowledge about environmental concerns has a significant effect on the ecological issues of any organization. With the rapid increase in environmental knowledge of an individual, the customers have become more active, escalating the possible chances of high purchase and

repurchase intention (Emodi & Madukwe, 2011). Previous research concluded that environmental knowledge had become one of the most significant variables that positively influence customers' intention towards revisiting green restaurants. Some researchers argued that environmentally friendly knowledge was considered one of the most favorable behaviors and attitudes (Rohman et al. 2020). These studies raised the concept of eco-friendly attitude intention in exploring environmental behaviour. An individual believed that environmentally friendly systems could improve environmental performance (Keller, K. L. 2013).

Brand image

Companies' green marketing approach with image concern as a secondary approach improves environmental sustainability, assuming it enhances its value (Alamsyah et al., 2018). While customers have chosen to buy green products keeping ecological reasons as the primary leading cause, there are some business factors involving customers with environmental matters in branding techniques (Dangelico & Vocalelli, 2017). Trust is often described in social psychology studies, which believe that trust is focused on the other party's reliability and goodwill (Chen, Lin, & Weng, 2015). Reliability relates to the level of confidence in voice, words, and behavior. In contrast, goodwill refers to reservations about both party's interests and well-being and promoting the highest common interest (Chen et al., 2015). Overall, look affects customer purchase intentions, and there is evidence that global trust has a beneficial impact on customer self-belief (Martínez, 2015)

2.2 Research Framework
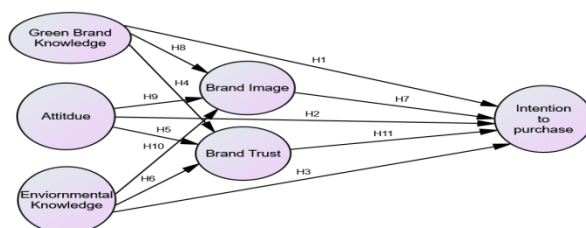
3. Research Strategy and Method

Collecting primary data is very significant and time-consuming to check the effect of green marketing components on purchase intention, from my own experience. Much time will be articulated to data collection and analysis.   Structured questionnaires will use for data collection from customers of restaurants and market individuals. Relevant information will be collected from the random sampling technique based on the target population. The study will administer 500 questionnaires electronically, physically, or via post.

Respondent data will be collected via a structured questionnaire which will consist of different segments relating to the social-economic factors of respondents and questions relating to the main variables (Green brand knowledge, attitude and Environmental knowledge). I will add one section to the questionnaire to examine the components of green marketing and purchase intention. I will measure the level of components of green marketing by market customers to determine the substantial perspective in terms of purchase intention.

The usefulness of this research hugely depends on the efficiency of data collection and analysis. (Raykov & Marcoulides, 2006), stated that multicollinearity consistency and can easily provide unstable estimates of regression coefficients. IBM SPSS will be employed to test for multicollinearity between independent variables. A list of measured items and the sources of each part will be presented separately with a table. Coding operation is then undertaken at this stage through which the categories of data will be transformed into symbols that will be tabulated and counted. Collected data will be coded and modeled using IBM AMOS/SPSS Software.

The hypothesized relationship among observed variables will be estimated based on the structural model-direct model and mediation model for testing the indirect effect in the second process. This will present two structural models used for analysis. Bootstrapping" is qualitative research that includes an estimation of the importance of the indirect impact and meaning of the point estimate. "Test of mediation" gives two estimates of the indirect effect and tests their ranges but quantify confidence intervals for the point estimates (Mallinckrodt et al., 2006).

3.1 Methodology

This section contains the methodology, including sample selection and description, data collecting, regression modeling, and data analysis. It is also used to test the hypothesis. The main focus of our current study is to measure "A multidimensional model of green marketing practices: Linking purchase intentions, green brand image and trust" in Punjab, Pakistan. In order to achieve the objectives of the study, the planned strategy is to explore the respondents' views towards green brand knowledge, attitude and environmental knowledge. Without compelling these contemplations, it would be a meaningless effort. It is consequently imperative to describe these factors to make the research more systematic and impartial. The constructed scale of consumer's purchases intention is modified from (Baker and Churchill's, 1977), which is used to assess the physical attractiveness of models in advertisements and to assess a customer's willingness to purchase items..

I used the non-probability convenience sampling technique in research. The reason for selecting non-probability sampling is that researcher collected a questionnaire through online channels (email, Facebook and WhatsApp). Primary data was collected from the respondents from different geographical locations of Pakistan. A sample size of 150 respondents would be used through a random sampling technique and analyzed with various statistics using SPSS (Amos). I used a Likert scale of 5 points. Hypothesis measured based upon a scale used by (Ko and Roberts, 2005) in their study. Advertisement is the key instrument of the marketing field, which drives the consumer's probability, understanding, tendency, and selection and effectively promotes and sells the product and services. The customers' attitude towards the purchase intention is measured by the factors of green marketing, which influence consumers' purchase intention. The regression study was conducted to predict the influence of independent variables (green brand knowledge, attitude, and environmental knowledge) on the dependent variable (consumer purchase intention) with the mediating variable (brand image and brand trust). Theoretically, multiple models of green marketing appear to affect consumer's purchase intentions.

3.2. Sample Selection and collection

This research emphasized green marketing practices such as green brand knowledge, attitude environmental knowledge, green brand, and green trust. Green marketing practices were selected because of the current environmental treats in Pakistan. So I selected in accordance with present need. The usefulness of this research hugely depends on the efficiency of data collection and analysis. (Raykov & Marcoulides, 2006), stated that multicollinearity consistency and can easily provide unstable estimates of regression coefficients. IBM SPSS used to test for multicollinearity between independent variables. A list of measured items and the sources of each part are presented separately with a table. Coding operation is then undertaken at this stage through which the categories of data are transformed into symbols that e tabulated and counted. Collected data coded and modeled using IBM AMOS/SPSS Software.

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3.3. Sample Description

The survey respondents were living in Punjab, Pakistan, including male and female, age 20-above 60 years, studying or completing at least SSC, diploma, and college, last but not least, social media often.

3.3.1 Selection of study area

The study area plays a significant role in the research study. Still, it is difficult to cover the maximum area because due to the study time and resources limitations, the investigation was confined to the central Punjab of Pakistan.

3.3.2 Statistical techniques for data analysis

The following numerical procedures were utilized for the determination of examination and clarification of data.

3.3.3 Descriptive statistics

Descriptive statistics were used to analyze the outcome of the present study and determine the proportion and occurrences of the selected respondents.

3.3.4 Averages

The average of the study is deliberate by using the equation:-

$$AM = \sum X / N$$

3.3.5 Percentages

The percentage of data is calculated by utilizing the equation:-:-

P = F / N * 100

Where   F = Frequency of the data

                      N = Total number of the observations.

3.3.6 Correlation

There are different types of statistical techniques used to test the significance level between the variables. Still, Correlation is utilized to examine the statistical consequence of the association between the factors. The coefficient of the relationship is ascertained by using an equation.

r =∑dx dy/√(∑dx² ∑dy²)

The right side of the equation determines the degree to which "x" and "y" change significantly together. In contrast, the left side determines the degree to which "x" and "y" vary independently.

3.3.7 Regression analysis

Regression analysis is used to quantify "A multidimensional model of green marketing practices: Linking purchase intentions, green brand image and trust"" in Punjab, Pakistan." Linear regression analysis is utilized, which gives a superior clarification of variables by assessing coefficients. The coefficient decides how strongly the independent variable (green brand knowledge, attitude, and environmental knowledge) impacts the dependent variable (consumer purchase intention) with the mediating variable (green image and green trust). The relationship amongst dependent and independent variables is givens as**;**

$$P = f(x_i)$$

Where:

   P = dependent variable

   Xi = independent variable

In multiple regression this form can be further explained as;

$$P_1 = \lambda_0 + \lambda_1 x_1 + \lambda_2 x_2 + \lambda_3 x_3 + \lambda_4 x_4 + \lambda_5 x_5 + \lambda_6 x_6 + e^\mu$$

3.4 Sample Characteristics of Sample

3.4.1 Age of the respondents

Age plays a significant role in the decision-making process, so age is considering a very vital demographic variable. It reveals the understanding level of persons. The more young aged persons are very interested towards the online commercial and their purchase intention. Table 1 showed that

48.7% of the total respondents were less than 20 years old, 40% were between the 30 to 40 years old, and 10.7% were between the 30 to 40 years old and remaining 7% were between the 40 to 50 years old which is significantly less percentage of respondents who participated in data collection.

Table no.1 *Age*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20 years old	146	48.7	48.7	48.7
	20-30 years old	120	40.0	40.0	88.7
	30-40 years old	32	10.7	10.7	99.3
	40-50 years old	2	.7	.7	100.0
	Total	300	100.0	100.0	

3.4.2 Gender of the respondents

Gender is deliberated as an imperative demographic variable in the research of green marketing because gender chooses products with their own choice. Therefore the green product is made differently concerning both females and males by the organization. Since males and females require their own choice towards the product publicized. The results of our study in table 2 showed that 64.7% of the survey participants were males, and the remaining 35.3% were females.

Table no.2 *Gender*

Percent	Valid Percent	Cumulative Percent
64.7	64.7	64.7
35.3	35.3	100.0
100.0	100.0	

3.4.3 Income

The respondent's monthly income was calculated in rupees. In determining the link between marketing and consumer incomes, income plays an important role. As a consequence, it is vital for businesses to base their marketing tactics and decision-making on consumer income levels. Table 3 shows that 3.3 percent of total survey participants had income between 1000 and 20000 rupees, 11.7 percent had income between 21000 and 30000 rupees, 37 percent had income between 31000 and 40000, 39.7

percent had income between 41000 and 50000 rupees, and the remaining 8.3 percent respondents had income greater than 50000 rupees.

Table no.3 *Income*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000-20000	10	3.3	3.3	3.3
	21000-30000	35	11.7	11.7	15.0
	31000-40000	111	37.0	37.0	52.0
	41000-50000	119	39.7	39.7	91.7
	more than 50000	25	8.3	8.3	100.0
	Total	300	100.0	100.0	

3.4.4 Qualification of the respondents

An eligible individual may be at a superior level to judgment and recognize the meaning of green products through the marketers conveyed. The results of my study in table 4 illustrated that 28.8% of the total survey participants were at Bachelors level. 38.4% of the total survey participants got the degree of masters which found the top qualified level in our research, 26.4 % survey participants education level were post graduates, 10.2% respondents education level were got the diplomas of their interested filed. Other was 2.2% who got the other degrees like P.H.D etc.

Table no.4 *Education*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's degree	80	26.7	26.7	26.7
	master degree	65	21.7	21.7	48.3
	post graduate	76	25.3	25.3	73.7
	Diploma	71	23.7	23.7	97.3
	other	8	2.7	2.7	100.0
	Total	300	100.0	100.0	

4.1 Findings

Different statistical approaches were used for data analysis. The structural equations modeling (SEM) technique was used to examine the data. SEM can be used to evaluate the connection between variables. One of the most significant advantages of using the structural equation model is that it gives acturate statistical results and simultaneously evaluates separate through interconnected equations. I also examined whether the model proposed is compatible with research evidence by SEM. Anderson & Gerbing (1988) suggested that the SEM method consists of two-stage (measuring model and the structural model). The researcher verified every latent variable in the measuring model to estimate the structural model by doing confirmatory factor analysis (CFA). For the present study, latent variables were analyzed to ascertain the statistical relation between the seven variables. Steven (1996) recommended that the loading factor of all items should not be less than .50. The results of the CFA contributed to the model's modification. With the results of SEM, the researcher inspected the relationship with latent variables because it specifies both effects (direct and mediation) between the variables. The research model of the present study consisted of five exogenous factors (social media exposure, relative benefits, consciousness, cost, perceived ease of use) and one endogenous variable (intention to purchase) with mediating variable (attitude). The anticipated linkages between these variables are explicitly specified in the SEM. In SEM, the researcher enables to know "what was stated and what facts are presented was tested in the proposed model (Hair Jr, Anderson, Tatham, & Black, 1998). The greater the link between proposed statistical relationships and data patterns show the excellent fit between model and data. The estimation procedure helps to assess whether or not the suggested model fits in the data. Decisions should be considered after the modification of fit statistics indices. There are some types of model fit statistics, such as incremental fit, comparative fit, absolute fit indices, and parsimony indices. Each model fit statistic consists of several fit indexes where some thumb rules are applied to the lowest score or value to get a good fit (Byrne, 2001).

The accessibility of alternative fit indices caused numerous challenges for the estimation process (Kline, 2012). As pointed out by Kenny & McCoach (2003), there is no consistent standard measure in model evaluations; they endorsed the root mean square approximation error (RMSEA), the comparative fit index (CFI), and Tucker-Lewis coefficient (TLI). The fit statistics deliberated less sensitive for the sample size were then integrated by (McQuitty, 2004). Bentler's (1990) suggested fit indices are TLI, Incremental fit index (IFI), and CFI, and Fan et al. (1999) supported CFI, RMSEA and TLI to be fit indicators. Since it is unlikely that all fit measures can be samples of these fit indices are used for reporting the quality of the two models in the current study. Keep the common fit indexes, and the root mean square fit error (RMSEA), the incremental fit index (IFI), the Tucker-Lewis coefficient (TLI), and the comparative fit index were used for confirming and supporting the proposed model (CFI). For RMSEA, the value should be less than .06 to a closer model, which would be best if the value is equal to.08. Meanwhile, if the value exceeds .01, it shows that the model does not fit well (Hu & Bentler, 1999). For IFI, the values closer to 1 show a good fit (Bollen, 1989), and values greater than .90 would be good for TLI and CFI (Hair Jr, Anderson, Tatham, & Black, 1998).

In the second step, the structural equation modeling (SEM) was used to test the statistical relationships between independent variables (green brand knowledge, attitude, and environmental knowledge) and dependent variables (purchase intention). As already mentioned, SEM helps to estimate a sequence of the individual as well as interdependent equations simultaneously so that all I predicted all those

variables that initially independent variables on the dependent variables. In the third phase, I checked the statistical link of mediating variable (attitude) between the independent and dependent variables.

4.2 Measurement instruments

This research used a quantitative approach to analyze customers' perceptions about GM and its effect on green brand image, green brand trust, and purchase intention. The study assessed five variables that measure the purchase intention of green products and consumers' experiences. The questionnaire considered all research variables and a five-point Likert scale. The first construct is GM. According to the research of (Wu et al., 2018), GM is operationalized into three dimensions: green knowledge, attitude, and environmental knowledge. Based on current literature, ten items of GM were classified into three dimensions (green knowledge, attitude, and environmental knowledge), eight items into the green image and green trust, and three items of purchase intention.

Moreover, Table 5 shows the detailed measurement items, including mean, standard deviation, factor loading, Cronbach's alpha, average variance extracted (AVE), and composite reliability (CR) for all research variables. According to the outcomes of Table 5, the CR of every construct varies from 0.701 to 0.936, showing that all indicators are under the recommended level. Furthermore, the AVE values confirm the constructs' validity with more than 0.5 (Kao & Hung, 2008; Kao & Lin, 2016). AVE values ranged from 0.507 up to 0.786, indicating that the average explanatory power of the variables used in this study was satisfactory and appropriate for advanced analysis. The reliability analysis technique is usually used to check the statistical relations among singular objects in the study. According to the results, all the constructed variables show a unidimensional and goodness fit model. In contrast, the values of each variable lie between 0.691 to 0.934; this indicates a good sign of internal consistency and reliability. The values of the three variables exceeded the limit of 0.7, while the value of environmental knowledge is near 0.7and all values are under the recommended threshold (Nunnally, 1994).

Table 5: *Variables of exploratory factor analysis, descriptive statistics and confirmatory factor analysis*

Indicator	Measurable Variables	CR	AVE	Cronbach's Alpha
Green knowledge	BK1	0.936	0.786	0.934
	BK2			
	BK3			
	BK4			
Attitude	ATT1	0.893	0.735	0.892
	ATT2			
	ATT3			
Environmental knowledge	EK1	0.701	0.507	0.691
	EK2			

	EK3			
	GPD4			
Green image	BM1	0.915	0.728	0.915
	BM2			
	BM3			
	BM4			
Green trust	BT1	0.931	0.771	0.930
	BT2			
	BT3			
	BT4			
Purchase intention	PI1	0.916	0.784	0.916
	PI2			
	PI3			

4.3 Initial analyses of confirmatory factor analysis

The structural model of this study consists of one dependent, three independent variables, and one mediating variable. The structural analysis of the components was analyzed through confirmatory factor analysis (CFA) of the given hypotheses in the proposed model. Some indexes are used to measure the overall goodness of fit model. These indexes contain root mean square error of approximation (RMSEA), goodness-of-fit (GFI), incremental fit measures including adjusted goodness-of-fit (AGFI), comparative fit (CFI), normed fit (NFI), parsimonious fit measures including parsimony normed fit (PNFI) and parsimony goodness-of-fit (PGFI). According to Table 6, the standardized values of our proposed model offered high values under the acceptable range. Thus, this gives a statistical indication that enhances the confidence in the particularity of these hypotheses.

Table 6: *Overall fit index of the CFA model*

Fit Index	Score	Recommended threshold Value
CMIN/df	4.37	≤2[a]; ≤ 5[b]
GFI	.804	≥0.90[a]; ≥0.80[b]
NFI	.881	≥0.90[a]

CFI	.905	≥0.90[a]
AGFI	.742	
PGFI	.612	The higher, the better
PNFI	.739	The higher, the better
RMSEA	.106	≤0.8[a]; ≤0.10[b]

Finally, using the software AMOS 24, this statistical measurement was tested using a confidence interval (CI) and a Percentile 90 percent CI. To satisfy the discriminant validity criteria, the square root of a concept's AVE must be greater than the correlations between the component and the others in the study (Fornell, 1981). The square root values of AVEs are shown in the diagonal elements of Table 7, while the other elements are Pearson correlation coefficients among the constructs. The total values revealed that the two constructs have appropriate discriminant validity. Table 7 shows that the square roots of all constructions' AVEs are higher than the correlations among all constructs. As a result, the measurement's discriminant validity is satisfactory.

Table 7: *Pearson correlation coefficients and square root values of AVEs*

Environmental_knowledge	**0.812**					
Green_knowledge	-0.709	**0.886**				
Brand_image	-0.556	0.741	**0.853**			
Brand_Trust	-0.788	0.853	0.776	**0.878**		
Attitude	-0.734	0.809	0.746	0.856	**0.857**	
Purchase_intention	-0.619	0.817	0.848	0.849	0.748	**0.885**

4.4 Structure equation modelling

The proposed direct, indirect, and mediating hypotheses were statistically tested with the structural equation model (SEM) using the AMOS 24 software. SEM provides a complete discovery and consideration of the whole of the proposed hypothetical model and avoids incorrect standard error estimations. The bootstrap of 1000 samples was also applied to check the mediation effect. As illustrated in Table 8, the three sub-dimensions of GM (green knowledge, attitude, and environmental knowledge) are directly related to brand image, brand trust, and purchase intention.

According to the findings of table no 8, Two dimensions of GM (green knowledge, (β= .233, p < .001) has positive significant effect on purchase intention, while attitude, (β=-0.157, p < .001); environmental knowledge (β=-.0.079, p < .001) has no positive significant effect on purchase intention. Furthermore, the direct effect of green knowledge, (β= -.410, p < .001); attitude, (β=0.500, p < .001); has positive significant effect on brand image, while environmental knowledge (β=-.0.096, p < .001) has no

significant effect on brand image. On the other hand, the direct effect of green knowledge, (β= -.375, p < .001); attitude, (β=0.400, p < .001); has positive significant effect on brand trust, while environmental knowledge (β= -.226, p < .001) has also significant effect on brand trust. While mediating variable (green brand image (β=0.470, p < .001) and brand trust (β=0.496, p < .001) also has a statistically significant positive direct effect on purchase intention.

Table 8: Regression Weights: (Group number 1 - Default model)

			Beta	S.E.	C.R.	P	Label
Brand_image	<~	Green_knowledge	.410	.082	4.715	***	Accepted
Brand_Trust	<~	Green_knowledge	.375	.061	5.910	***	Accepted
Brand_Trust	<~	Attitude	.400	.072	5.710	***	Accepted
Brand_Trust	<~	Environmental_knowledge	-.226	.259	-2.371	.018	Accepted
Brand_image	<~	Attitude	.500	.097	5.161	***	Accepted
Brand_image	<~	Environmental_knowledge	.096	.216	1.187	.235	Not Accepted
Purchase_intention	<~	Green_knowledge	.233	.079	2.856	.004	Accepted
Purchase_intention	<~	Attitude	-.157	.100	-1.604	.109	Not Accepted
Purchase_intention	<~	Environmental_knowledge	.079	.186	1.149	.250	Not Accepted
Purchase_intention	<~	Brand_image	.470	.066	7.220	***	Accepted
Purchase_intention	<~	Brand_Trust	.496	.110	4.509	***	Accepted

4.5 The direct and indirect impact of mediating variables on brand equity

The mediated hypotheses proposed that GM (green knowledge, attitude, and environmental knowledge) indirectly impacts purchase intention through green image and green trust. Estimated results of Table 4 illustrated that green brand image (β=0.470, p < .001) and green brand trust (β=0.496, p < .001) have a significant positive impact on purchase intention, so it is proved that there exists a mediation effect between (green knowledge and attitude) and purchase intention through green image and trust. In contrast, environmental knowledge has no any mediating effect between the purchase intention through green image and trust as illustrated in Figure 2 and Table 9. Thus, a brand image and green trust would influence purchase intention in the green environmental era. The empirical outcomes supported the above assumption

indicating that green image and green trust would affect purchase intention. Additionally, this study demonstrated that green image and green trust partially mediate the relations between GM (green knowledge and attitude) and purchase intention. In contrast, brand image and brand trust have no mediating effect between environmental knowledge and purchase intention. Therefore, green companies should focus on GM channels to enhance their green image and build trust to raise their brand equity to satisfy their customer's environmental needs.

Table no.9 Mediating effects

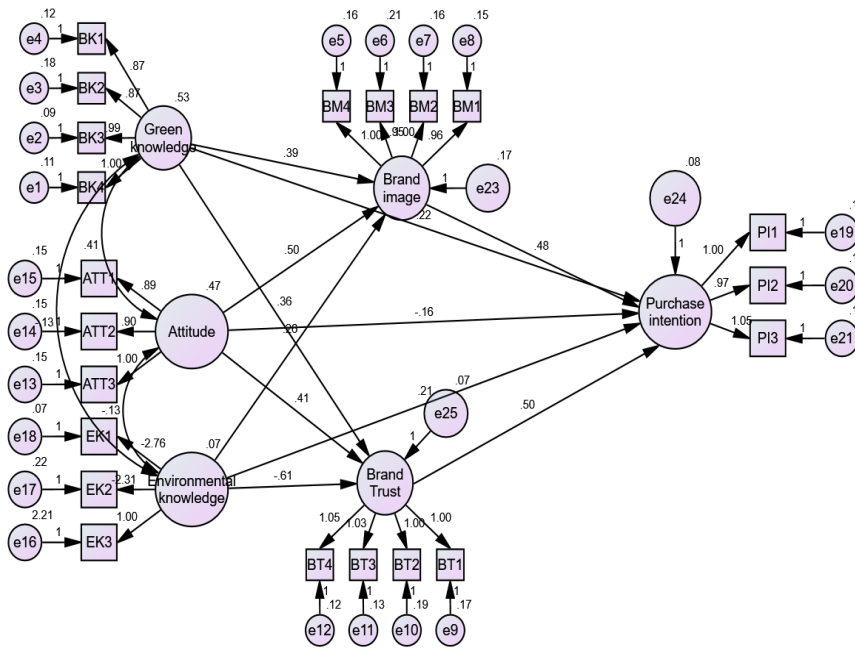| Predictor	Environmental knowledge	Attitude	Green_ knowledge	Brand Trust	Brand image
Direct effect					
Brand Trust	-.226	.400	.375	.000	.000
Brand Image	.096	.500	.410	.000	.000
Purchase intention	.079	-.157	.233	.496	.470
Indirect effect					
Purchase intention	-.067	.433	.379	.000	.000
Total effect					
	.012	.276	.612	.496	.470

Figure 2. *Mediating effect*

5.1 Discussion

In addition, we considered four critical criteria in shaping consumer purchase intention toward the environment. The primary objective of this study was to examine the effect of green marketing strategies on consumer purchase intention with the indirect effect of green image and green trust. With the statistical results of the path analysis, an investigation on the green marketing practices shows green knowledge, attitude, and environmental knowledge positively significant on the purchase intention. Green knowledge appears to have been commercially practical because of its positive influence, leading to consumer attitude and causing an evolution in buy intention (Ginsberg and Bloom, 2004). It seems that green brand knowledge increases awareness and attention of consumers towards purchasing eco-friendly branded items and protects the environment.

Since the previous study has shown that it is essential for a marketer to include these green marketing practices to enhance green awareness about ecological products, there could be a significant increase in consumers' purchase behavior in Pakistan. Attitude is the second most crucial factor of the green marketing practices that enhances the green image and green trust of the green products towards the purchase intention. If the consumer attitude is high, then the purchase intention of the green products would be increased. The study by Nik Abdul Rashid (2007) also demonstrated that customer attitude plays a vital role in enhancing the purchase intention with the indirect effect of green image and trust. Environmental knowledge is also another essential aspect of green marketing techniques towards the buying intention. Environmental knowledge has shown the most people factor that increases the awareness of green products and leads consumers to purchase. They also considered environmental knowledge guides consumers into making a quick purchasing decision. However, environmental knowledge has a substantial impact on their purchase intention towards purchase intention.

5.2 Conclusion

The purposes of this study were to investigate how green brand knowledge, attitude and environmental knowledge affect the purchase intention and also examined the mediating effect of green brand and green trust. In terms of green marketing, companies are trying to reconfigure the product and its impact on the environment. Green marketing is an ongoing trend in both study and commercial operations to maintain the environmental sustainability. This study was conducted in Pakistan to examine the impact of green marketing practices on customer behavior and attitudes toward consumer purchase intention. Based on our research evidence, I proposed that different green marketing practices directly influence consumer purchase intention toward the environment. Furthermore, we emphasized the significance of green marketing for firms. We recommend that businesses consider the findings when developing eco-friendly strategies and their impact on value generation in today's business environment. The study's findings also showed that this study provides a way to create and develop marketing strategies for the policymaker. Previous research also revealed the significant gaps in the literature about green marketing practices and their impact on consumer purchase intention. Most studies in this field concentrated on the relationship between one or two aspects of green marketing and customer purchase intention.

Many researchers have previously focused on the many aspects of green products and customer purchase intention. On the other hand, this research has filled in the gaps by examining the effectiveness of green brand knowledge, attitude, and environmental knowledge, which are the primary and accessible sources of information for customers at the point of purchase. Green marketing refers to the use of recognized labels by marketers to convey essential information about a product's environmental protection. This study also included two more original factors (green image and green trust) as mediators between the association between (green brand knowledge, attitude, and environmental awareness) and purchase intention. The presence of two mediators, "green image" and "green trust," is essential in this study because these two components can make a significant contribution to the research framework. Because consumers worldwide are interested in green products, green trust has been proven to be a critical factor in the literature of green marketing. Many corporations say that their products are environmentally friendly. As a result, green trust plays an essential part in determining whether or not customers will adopt green products. Aside from that, a green image was used also as a mediator. The green image is a significant topic worldwide; there have been numerous conferences on environmental sustainability that have driven governments and manufacturers to maintain their standard image for the safety of their enterprises. The outcomes of these studies have generally criticized organizations for their destructive manufacturing methods that have resulted in environmental deterioration. According to the findings of this study, consumers are impacted by green marketing elements, which help them become more environmentally conscious and increase their desire to buy green products. The impact of green trust on consumer purchase intention has been demonstrated, indicating that green trust has a beneficial impact on consumer buying intention. Furthermore, green marketing attributes had a significant and favorable effect on green trust, implying that green marketing attributes (green brand knowledge, attitude, and environmental knowledge) are the actual medium of communication for green products. The research considered green marketing factors' (green brand knowledge, attitude, and knowledge) significant and positive effect on purchase intention. These factors also positively impact green image and trust. Green marketing factors (green brand knowledge, attitude, and environmental knowledge) were discovered to impact green image, confirming green marketing's applicability for conveying an environmental image. On the other hand, the influence of the green image on consumer purchase intention was shown to be

favorable. The absence of green and environmental knowledge, which is genuinely relevant to the green market, could explain consumers' attitudes towards green purchasing intentions. Secondly, consumers may be concerned about the environment, but due to a lack of green marketing, they are unable to change their attitudes about environmental behavior. As a result, these factors operate as a roadblock in the way of actual customer behavior. The association between green trust and the green image was also highlighted in this study. According to the data, green trust and green image have a beneficial impact on purchasing intention regarding environmental concerns. The study showed that green marketing factors (green brand knowledge, attitude, and knowledge) directly impact customer purchase intention via green trust and green image. This study shows that all hypotheses have a significant impact on customer purchasing intentions.

Furthermore, the findings lacked empirical proof in general. I aimed to scientifically evaluate the influence and importance of green marketing practices on consumer purchase intention toward the environment in this study

5.3 Implications of the study

The study evidence gives both theoretical and practical consequences. Firstly, I checked the direct effect of green marketing practices (green brand knowledge, attitude, and environmental knowledge) on purchase intention. Second, I tested the green image and green trust indirect association between green brand knowledge, attitude, environmental knowledge, and purchasing intentions. Thirdly, this work expands brand research into green challenges. Fourth, our research employed the concept to evaluate the effectiveness of green marketing strategies through a lack of marketing research (Cronin et al., 2011). Fifthly, it is crucial for environmental, and business aims to understand green marketing elements on consumer purchase intentions. From the ecological point of view, the statistical analysis identified green brand knowledge as a good predictor of green marketing practices having a beneficial effect on purchase intention. The development of green brand knowledge from the business and marketing perspective can improve the green brand image and trust in the purchasing intentions. In addition, to increase the green brand's purchase intention, it needs to be actively communicated with the target customers through green marketing practices. Sixth, while most previous work on environmental concerns has come from the United States and Western Europe, this study provides an environmental perspective for Pakistan. Finally, this study improves the external validity of the study's findings by using real consumers rather than student groups, as is typical in academic research. I hope that the study's findings will be helpful to managers, academics, and practitioners and that they will be able to contribute meaningfully to significant studies and future research.

This study also gives marketers numerous practical implications. This study provides essential decision-making implications for managing green restaurants. Firstly, green marketers and practitioners should consider the importance of the green attributes, which may boost the 'greening' theme. In this concern, the results of this research specified that the value of green image and green trust is likely to enhance the positive evaluation of an individual's attitude towards eating in green restaurants. Thus, marketers and managers need to strengthen environmental approaches to maximize behavioral values. These results showed that green knowledge attitude and environmental concern could not directly influence green revisit intention. Still, green image and green trust play a significant and mediating role between green marketing approaches and purchase intention.

Secondly, in targeting the green marketing approaches, management teams would provide a potential benefit by providing knowledge, especially green and health concerns. Making strong marketing approaches would increase customers, employees, and direct and indirect stakeholders in green terms to enhance green restaurants' revisit intention. (Albus and Ro 2017) demonstrated that it will be worthy for satisfaction judgment for the administration, policymakers, and consumers. Also, credit goes for things being done behind the acts to be generally aware of ecologically friendly activities.

Green marketing activities are categorized into green brand knowledge, attitudes, and environmental knowledge. The results urged that marketing managers place green branding on non-green concerns, i.e., efficient and responsive positioning and attention to green attributes. This study indicated that companies' green marketing strategy could be an essential factor in developing promotional messaging, generating good customer responses to acquisition intention. The finding implies that a well-implemented green marketing approach can lead to a better impression through the green brand knowledge, attitude, and environmental knowledge to build the company's image. Brand image and brand trust are the key brand characteristics to ensure the success of marketing activities. Therefore, this study proposes that marketing managers should develop and maintain both the green image and the green brand trust. Most green marketing studies focusing on cognition have revealed that environmental knowledge affects the environment of customers. This shows that marketing managers should concentrate simultaneously on intellectual and responsive factors. Therefore, this study proposes that companies adopt a green marketing approach, which could allow companies to boost consumers' purchase intention. Finally, this study surveyed extensive samples and genuine consumers, and the results are well valid externally. Therefore, marketers can use this insight to modify the marketing plan.

5.4 Limitations

In this study, many limitations have been highlighted to guide future research on factors that influence purchase intentions. This research reinforced the need to study some factors that directly or indirectly affect the purchase intention of green restaurants. However, some limitations were noticed. First, the researchers focused on green brand knowledge, attitude, environmental knowledge, green image, and green trust of purchase intention. Given the increasing demand of customers in an ecologically friendly environment, new studies are expected to assess the effectiveness among restaurant qualities, satisfaction, and behavioral intentions. Secondly, the participants' data were obtained from a single Pakistani metropolitan area, which might affect the results. Research from other areas would provide a more accurate picture of the situation, as customer behavior differs by city, and new findings could enhance the effectiveness of confirmatory factor analysis. The research is not particular to any product and does not include the physical appearance of green products, which could have significant implications for understanding environmentally conscious customer behavior. Furthermore, cross-sectional statistics have been used to help understand customer purchasing behavior; future studies could use longitudinal data to determine variances in consumer behavior for a deeper understanding of green products. The education and control variables were not considered in the research design; however, including these two components as moderators will help better understand purchase intention. The interpretation of green marketing in the twenty-first century will significantly influence purchase intention. This study is based on anticipated green marketing; however, research can be conducted on the actual green of specific products, which may have higher prediction performance in prompting actual purchase intention, allowing researchers to support their current conclusions. As in most survey studies, convenience sampling has been employed in major sites such as super markets,

universities, super markets, and shopping complexes. Future studies can be conducted in different geographical places to validate these research findings. Although the current model has sufficient predictability for consumer eco-conscious behavior, it can be enhanced further by including essential characteristics for pro-environmental behavior.

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