

Article

# The behavior of students in relation to green marketing as green consumers: A reasoned action approach (RAA)

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**Abstract:** The objective of this study is to examine the extent of awareness, intention, and behavior among university students in relation to green marketing. It is recognized that the present cohort of students, as well as future generations, will have a substantial impact on shaping the course of the world. The respondents for this study consisted of university students, and the collected data was subsequently analyzed using SPSS (Statistical Package for Social Sciences) 25 in order to test the stated hypothesis. University students exhibit a comprehensive understanding of green marketing and a conscious inclination toward embracing favorable intentions and behaviors in relation to this domain. The results of this study suggest that there exists a statistically significant and positive correlation between individuals' level of green awareness and their intention to participate in environmentally friendly consumer practices. Furthermore, it has been observed that the intention of consumers to engage in green practices has a noteworthy influence on their subsequent behavior in terms of adopting environmentally friendly behaviors. The findings obtained from studies on green marketing are of utmost importance in offering valuable guidance and orientation toward a future characterized by heightened environmental awareness and sustainability. The novelty of this study is to provide a lucid comprehension of students' perceptions about green marketing. Several factors can potentially impact the intention and behavior of environmentally conscious consumers, including personal values, social norms, and economic factors. Additional research is necessary in order to obtain a more thorough comprehension of the complexity of these variables, and how they interact to impact consumer behavior.

**Keywords:** green marketing; green awareness; green intention; green behavior; green consumers

## 1. Introduction

In the intricate realm of business, conventional strategies for business operations prove inadequate in confronting the progressively stringent policies of environments, stakeholder demands, and the competition for innovative products and services. The integration of inward sustainable practices and the implementation of monitoring the mechanisms within a firm's operational processes have the potential to positively impact

environmental performance (Li et al., 2018). In contemporary society, there exists a collective aspiration to attain the SDGs (Sustainable Development Goals) within the timeframe of 2030. Among the paramount challenges encountered in this pursuit is the cultivation of conscientious production and consumption practices. One promising way to influence the decisions of both producers and consumers is through the combination of green marketing efforts and sustainability education in university curriculum (Prieto-Sandoval et al., 2022). Consumers can make ethical purchases thanks to the wealth of resources available to them online, in print, and in person, including green marketing campaigns run by businesses, community outreach initiatives launched by governments, and formal education offered by colleges and institutions. Numerous scholarly investigations have examined the underlying factors that drive individuals to partake in sustainable consumption practices (Abdulrazak and Quoquab, 2018). Individuals who actively participate in activities that enhance social and environmental outcomes, while simultaneously enhancing their own well-being, can be classified as green consumers (White et al., 2019). The idea proposes that consumers should take the lead in resolving environmental problems by switching to eco-friendly products and practices like buying local produce, using renewable energy sources, and supporting businesses with a low carbon footprint (ElHaffar et al., 2020). The concept of sustainability has gained significant prominence in contemporary times, giving rise to extensive discussions regarding the potential of sustainable consumption in addressing adverse environmental impacts. Green consumer behavior has emerged as a result of increased academic focus on the motivations behind environmentally conscious purchasing decisions (Khan et al., 2020; Ern et al., 2022). Green marketing, often called sustainable marketing which refers to the practice of promoting and disseminating information on the basis of its perceived environmental friendliness or positive impact on society. To attract customers who place a high value on ecological concerns and gain a competitive edge in the market, green marketers highlight the environmental benefits of their products and services (Dangelico and Vocalelli, 2017; Nekmahmud and Fekete-Farkas, 2020; García-Salirrosas and Rondon-Eusebio, 2022). Some consumers may not fully appreciate the import of eco-friendly advertising promises and may be unaware of environmental concerns despite the growing interest in sustainability. Reduced demand for really eco-friendly goods and services may result from consumers' lack of environmental understanding (Shahrin et al., 2017; Nguyen et al., 2020). The irresponsible actions of consumers worsen environmental degradation and make sustainability more difficult. One method to lessen this impact and encourage environmental growth is to use green products (Roy, 2023). The widespread occurrence of unselective consumption on a global scale has given rise to notable predicaments, including pollution and global warming. As a response, there has been an increasing imperative to foster consciousness and embrace the utilization of ecologically sustainable goods (Ansu-Mensah, 2021). When it comes to encouraging people to be more eco-friendly, green marketing can't be overstated, as it incentivizes businesses to create and market products that minimize their environmental footprint. The campaign aims to raise public awareness about environmental issues and encourage

the adoption of environmentally sustainable consumption habits (Majeed et al., 2022). Consumers are increasingly more cognizant of their environmental impact (Marecki, 2023), prompting them to actively seek out products and services that align with their sustainability values. The implementation of green marketing strategies allows firms to leverage the growing consumer interest in environmentally sustainable products and services, therefore aligning with the preferences of environmentally conscious customers (Angus and Westbrook, 2019). Consumers are progressively more mindful of their environmental effects, encouraging them to take steps to seek out items and offerings that correspond with their sustainability beliefs. The implementation of green marketing strategies allows firms to leverage the growing consumer interest in green goods, therefore aligning with the preferences of environmentally conscious customers (Leonidou et al., 2017; Taoketao et al., 2018; Papadas et al., 2019). The implementation of green marketing strategies enables businesses to effectively showcase their commitment to environmental standards and demonstrate compliance with relevant regulations (Nygaard, 2023). In the contemporary and ever-evolving business landscape, organizations are confronted with numerous challenges. Customers possess a greater level of knowledge regarding the attributes and potential alternatives of products. Consequently, firms are encountering heightened levels of competition. Additionally, firms are compelled to adopt environmentally sustainable practices due to concerns surrounding environmental degradation. According to Yu (2022), the significance of pro-environmental and knowledge-based activities has been notably enhanced by these elements. The development of sustainable cities has become a prominent area of concern for government policy, with particular emphasis on the integration of climate change and the implementation of low-carbon strategies as primary obstacles (Mi et al., 2019). In a broader sense, firms have a responsibility to their many stakeholders to take meaningful environmental action and engage in credible green marketing practices. These stakeholders have growing expectations in this regard (Guo et al., 2022). In the contemporary context of a globalized market, the United Nations has advised that green practices should encompass not only individual organizations but also all relevant stakeholders (UNDP, 2021).

However, corporations must remain true to their values and avoid green-washing, a deceptive advertising practice in which enterprises falsely claim to be environmentally friendly. The maintenance of consumer trust and the effectiveness of sustainability efforts heavily rely on the implementation of genuine and transparent green marketing strategies. The rationale for conducting research on green marketing is well-founded, as it holds significant potential for addressing environmental challenges, satisfying consumer demands, gaining competitive advantages, promoting corporate social responsibility, achieving cost savings, complying with regulations, ensuring long-term sustainability, enhancing global reputation, fostering innovation, and generating positive societal impacts. Through the allocation of resources towards green marketing research, businesses have the potential to actively contribute to sustainability initiatives, while simultaneously gaining a multitude of advantages. This study aims to investigate the

level of awareness, intention and behavior among university students regarding the green marketing activities.

## **2. Conceptualization and hypothesis design**

### **2.1. Green product and green marketing**

The term “green products” pertains to products that exhibit the characteristics of being both conducive to human well-being and environmentally sustainable (Fraccascia et al., 2018). Moreover, it is asserted that green products exhibit a lack of pollution towards the earth and refrain from causing harm to natural resources. These items exhibit the capacity for recycling or conservation, alongside the integration of ecologically sustainable components, materials, and packaging, in order to offset their environmental repercussions (Nuttavuthisit and Thøgersen, 2015; Sreen et al., 2018). The term “green marketing” was originally coined as “ecological marketing” and refers to marketing activities that address environmental concerns and potentially provide solutions for these issues (Hennion and Kinnear, 1976). Kotler asserts that green marketers aim to modify marketing practices, with the core of green marketing (strategic and functional) centered on the exploration of prospects and choices that can be leveraged through the adoption of green marketing tactics. It is imperative to comprehend the operational mechanisms of businesses and their provision of goods and services to a market that places high importance on environmentally friendly and sustainable offerings. (Kotler, 2011).

### **2.2. Green marketing awareness**

Green product awareness is the extent to which people, customers, businesses, and society at large are aware of environmentally friendly or sustainable products. The production, usage, and disposal phases of these items’ lives are all planned and executed with an eye toward reducing their harmful effects on the environment (Barbu et al., 2022). Promoting sustainable consumption habits and addressing environmental problems like climate change, pollution, and resource depletion require raising consumer awareness of green products. By increasing awareness, people are inspired to make more environmentally conscientious decisions while acquiring goods and services and are made more aware of the effects (Majeed et al., 2022).

The impact of consumer judgment in the decision-making process can be greatly influenced by awareness, therefore enabling the restoration of a favorable reputation within the marketplace (Ogiemwonyi and Harun, 2020). The green marketing variable exerts an influence on purchase decisions (Karlina and Setyorini, 2019). In recent times, there has been a notable increase in the acknowledgment and comprehension of initiatives aimed at environmental protection (Byrareddy, 2023). There has been a progressive incorporation of environmental conservation ideas into several facets of organizations. There is an observable trend among consumers wherein they are increasingly inclined to assess the environmental sustainability of items and the degree

to which organizations are implementing green marketing techniques (Chang et al., 2019). Moreover, Chan (2001) conducted a study that revealed a noteworthy and favorable association between emotions related to the environment and attitudes towards engaging in green consumption. It is noteworthy that this link shown a more pronounced impact on green consumption behavior in comparison to ecological knowledge. Therefore, it is advisable that green marketing techniques proficiently leverage consumers' emotional responses towards environmental issues in order to attain the most advantageous marketing results (Chou et al., 2020). Consumers' growing concern for the environment is a major factor pushing the market toward more sustainable supply chain methods. Consumers' rising expectations for eco-friendly options have piqued a lot of people's curiosity. Green products, which are safer for the environment and produce less pollution, are gaining popularity (Li et al., 2020c).

H<sub>1</sub>: Students are aware of green marketing.

### **2.3. Green consumer intention**

Consumers are exhibiting heightened interest in environmentally-friendly products as a means of mitigating the adverse effects on health resulting from environmental degradation. The present study is centered on investigating consumers' purchasing choices in relation to environmentally friendly products within a rapidly expanding developing nation. To achieve this objective, a survey was employed as the primary research method (Nekmahmud and Fekete-Farkas, 2020). Green consumers are individuals who prioritize the acquisition of environmentally friendly products, engage in recycling practices, strive to conserve resources, and actively promote the adoption of eco-innovations (Jaca et al., 2018). This statement suggests that it is crucial to distinguish the effects on various consumer segments based on the specific factors that influence their purchase intentions, as well as identifying the most influential among these factors. It is imperative to enhance the awareness and understanding of environmentally friendly consumer chemicals among women and young consumers (Patak et al., 2021).

According to the results, green self-identity, moral obligations, social pressure and environmental concern are all positively associated with the intent to make eco-friendly purchases. Cost consciousness and price sensitivity are inversely related to consumers' intentions to make environmentally friendly purchases. Social pressure has been shown to significantly moderate the correlation between price sensitivity and customers' intention to make environmentally conscious purchases in the context of consumer behavior. In particular, this association is positively moderated by social pressure. This suggests that pricing becomes a more significant factor in determining whether or not customers would engage in environmentally responsible purchase behavior when they feel social pressure to do so. However, peer pressure acts as a negative moderator between consumers' estimates of the price of environmentally friendly purchases and their intentions to make such purchases. This indicates that customers' intentions to engage in environmentally conscious shopping are diminished in the presence of social

pressure, particularly when consumers perceive a higher cost associated with such purchases. These results shed insight on the dynamic relationship between social influence, price sensitivity, perceived cost, and consumers' intention to make environmentally conscious purchases. Marketers and regulators who are attempting to encourage more sustainable purchasing practices can benefit greatly from a deeper understanding of these dynamics (Sun et al., 2022). The empirical research revealed a positive correlation between attitude and perceived behavioral control, all of which in turn predicted future purchasing behavior. On the flip side, a negative correlation exists between price awareness and intent to buy. Product familiarity has a beneficial effect on consumers' opinions and decisions to buy (Sun and Wang, 2020). The findings of this study indicate that price consistently remains a significant determinant for young consumers when making purchasing decisions. Peer pressure plays a significant role in shaping individuals' consumption behavior. In contrast, the research revealed that the acquisition of knowledge and the application of labels did not exert any discernible influence on the consumption patterns of students. This finding underscores the necessity for further efforts to be undertaken in order to effectively encourage and advance environmentally conscious consumption practices (Sharaf and Isa, 2017). The findings of the study indicate a statistically significant positive relationship between environmental concern and self-image, and the intention of university students to engage in green purchasing (Lasuin and Ng, 2014).

H<sub>2</sub>: Students have a positive intention towards green marketing.

## **2.4. Green consumer behavior**

The term "green consumer behavior" is used to describe the growing trend of people deciding to buy and use goods that are better for the planet. Often referred to as "green consumers" or "eco-conscious consumers," these people make an effort to align their purchasing habits with their morals and the ideals of the world they want to leave for future generations (Munir and Mohan, 2022). The correlation between consumption decisions pertaining to the allocation of financial resources towards environmentally-friendly products and the inclination to embrace sustainable behaviors may not be entirely conclusive (Devinney et al., 2010). Within the body of literature pertaining to sustainable consumption, numerous studies have undertaken an examination of individuals' attitudes, knowledge levels, and engagement in responsible consumption practices. In a study conducted by (Orzan et al., 2018), an examination was undertaken to investigate consumer behavior in Romania with regard to sustainable packaging. The findings revealed that a majority of consumers in Romania possess awareness regarding the environmental implications of packaging, leading them to exhibit a preference for purchasing packaging materials such as paper, glass, and cardboard. Similarly, (Alfiero et al., 2019) conducted a study on food waste management in Italy, wherein they discovered that the optimization of this process contributes to the advancement of sustainability. The growing public sentiment towards environmental concerns has led to an increased consumer interest in green consumption. As a result, numerous hotels have

undertaken a green transformation to cater to this demand. Nevertheless, a significant number of consumers maintain a skeptical stance towards environmentally-friendly hotels (Kamboj et al., 2022). The study's most important findings suggest that eco-conscious consumers are also those who have a strong sense of environmental responsibility, are aware of eco-products, and feel comfortable using them. This suggests that those with a greater propensity for environmental concerns will also display a greater understanding of and comfort with eco-friendly products, as well as a higher sense of their own personal responsibility for protecting the environment (Hojnik et al., 2019).

H<sub>3</sub>: Students are positive to adopt and behave as green consumers.

### **2.5. Green awareness, green consumer intention and green consumer behavior**

Consumers are more likely to choose green items if they are environmentally conscious (Lira et al., 2022). Several studies (Rachmawati et al., 2020; Shah et al., 2021; Stöckli & Dorn, 2021) have argued in favor of awareness having a sizable impact on customer behavior. It affects buying habits even for green items (Zhang et al., 2020). As a result, it influences the consumption of green items and purchasing intent (Al Mamun et al., 2018) and has a positive payoff on attitude regarding the green products (XU et al., 2020). The examination of intention is a crucial aspect in the investigation of behavior, as it is widely regarded as a potent indicator of the latter (Sharma et al., 2021). Numerous researches have set out in recent years to examine the connection between ecological worry and eco-friendly purchasing decisions. Concern for the value of the environment is a major driver of demand for “Green” products (Wang et al., 2021). Findings from this study provide statistical support for the null hypothesis that there is a connection between environmental concern and an interest in purchasing eco-friendly goods. There is a strong correlation between people's environmental concerns and their willingness to purchase environmentally friendly products (Shamsi et al., 2022).

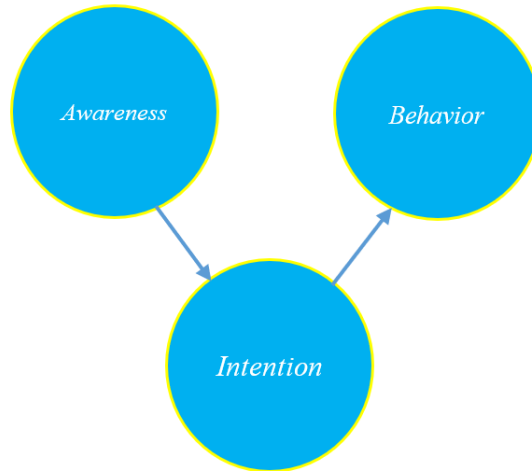
H<sub>4</sub>: Green awareness significantly impacts on green consumer intention.

H<sub>5</sub>: Green intention significantly impacts on green consumer behavior.

### **2.6. Proposed conceptual framework**

The theoretical framework proposed by Fishbein and Ajzen (2010), known as the Reasoned Action Approach (RAA), is considered appropriate for the purpose of integrating previously identified antecedents and establishing their relationship with integration behavior (as shown in **Figure 1**). The RAA, known as the Reasoned Action Approach, has been widely utilized as a robust predictive framework for understanding behavior across various disciplines (McEachan et al., 2016). Additionally, it has garnered attention within the realm of vocational behavior (Kim et al., 2011). This study uses the reasoned action approach (RAA) as a theoretical framework to inquire into the effect of both individual and contextual factors on the intentions of Brazilian successors to take over family farms (Morais et al., 2018). According to the Reasoned Action

Approach (RAA), there are three psychological variables that play a role in the formulation of intent: attitude, perceived norms, and perceived behavioral control (Morais et al., 2018). A reasoned action approach (RAA) framework to examine the beliefs and determinants influencing participation in organized exercise within the Hispanic population (Arevalo and Brown, 2019). The Theory of Reasoned Action, as proposed by Fishbein and Ajzen (1975) and further developed by Ajzen and Fishbein (1980), posits that individuals' behavior can be predicted based on their intentions.



**Figure 1.** The reasoned action approach (RAA) applied from Fishbein and Ajzen (2010).

### **3. Method**

This study used a quantitative technique that was both deductive and positivist in nature. According to Creswell (2014), the quantitative research method is most suitable for studies that seek to ascertain the effects of a specific intervention on a particular outcome. Given the aforementioned considerations and the particularities of the present investigation, the decision has been made to adopt a quantitative methodology.

#### **3.1. Data collection**

Based on the research conducted by Hair et al. (2010), it is recommended that the sample size for a study similar to the current one should be a minimum of five times greater than the total number of questionnaire items. In Kline's (2011) scholarly work, the author examines the issue of sample size and emphasizes the importance of having a sample size that exceeds 200 respondents. Kahai and Cooper (2003) provide a definition of sample size based on parameters, which includes ten samples for a single observed variable.

Therefore, 203 participants were selected using a non-probabilistic convenience selection method to serve as the study's sample size. Hajee Mohammad Danesh Science & Technology University in Dinajpur; Begum Rokeya University in Rangpur; and Pundra University of Science & Technology in Bogura were selected as the study's target institutions, and data were collected from them using a Google form.

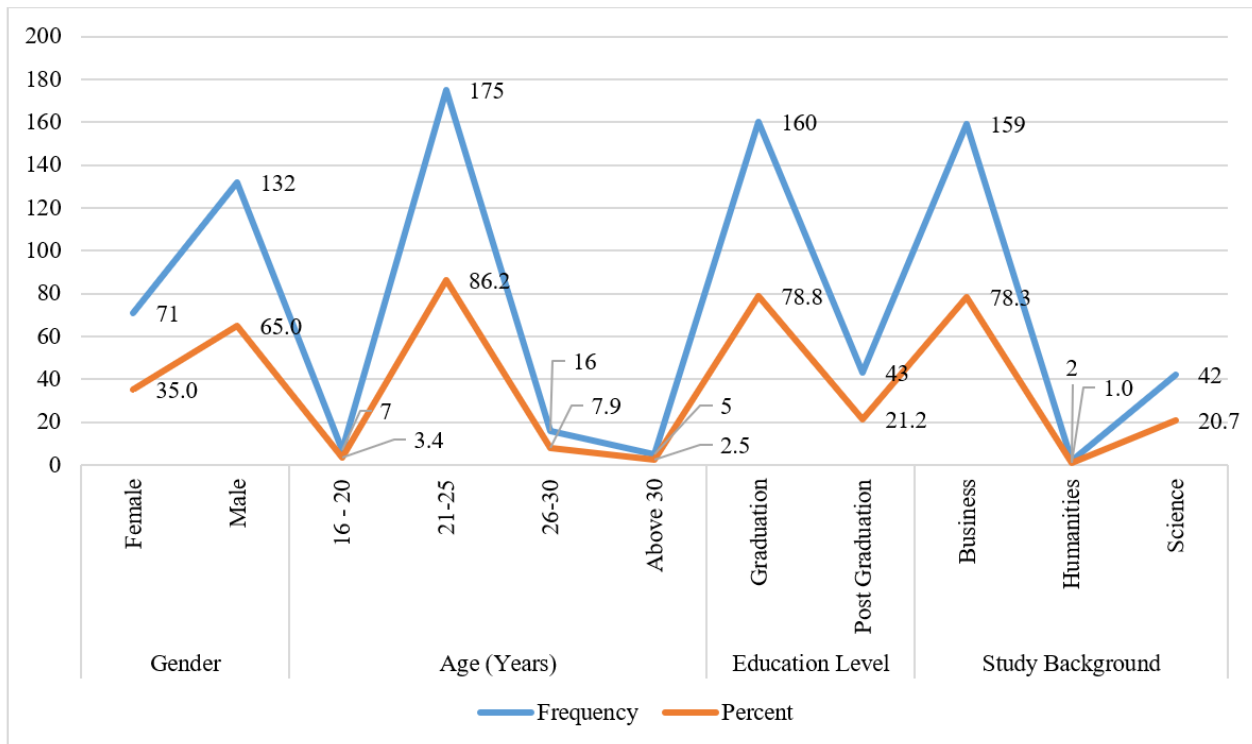


### 3.2. Analysis technique

The researcher employed a five-point Likert scale that incorporated both multiple choice and multi-point scales. The data obtained from participants' responses were subjected to statistical analysis using SPSS version 25 and Amos version 24.

### 4. Empirical results

**Figure 2** depicts the demographic profile of the participants. Of the entire sample, 35% identify as female, while 65% identify as male. The majority of respondents, comprising 86.2%, fall within the age range of 21–25 years, while 78.8% of the respondents have attained a graduate degree. The responses obtained for this study were collected from individuals with backgrounds in business, the humanities, and science. The majority of the respondents, comprising 78.3% of the total sample, belonged to business background.



**Figure 2.** Demographic profile of the respondents.

In order to analyze the data and verify the assumptions, the current study used a structural equation model (SEM). This particular approach proves to be advantageous in guaranteeing the validity and reliability of the measurement model, while also elucidating the theoretical relationships among the different constructs within the structural model. Additionally, it assesses various model fit indices, thereby substantiating its efficacy.

The research model that we have put forth was thoroughly scrutinized in order to ascertain the convergent validity of the measurement. The aforementioned task was achieved through the utilization of factor loadings (FLs), composite reliability (CR), and average variance extracted (AVE) calculations. **Table 1** provides a clear representation of the convergent validity of each individual measurement item. The table presented below demonstrates that the FLs values for all measurement items exceeded the minimum acceptable threshold of 0.5 Awang (2014), with only a few exceptions. Moreover, the average variance extracted (AVE) values ranged from 0.58 to 0.79, indicating a high degree of proximity to the threshold of 0.50. Construct reliability is used to evaluate the degree to which operationalization effectively measures the intended variables. Composite reliability (CR) and Cronbach’s alpha are two methods used to measure the extent to which a set of items or variables consistently measure a construct or concept. The Composite reliability (CR) values exceeded the recommended threshold of 0.70, with a range of 0.85 to 0.94. The obtained Cronbach’s alpha coefficients ranged from 0.86 to 0.94, suggesting that the established threshold of 0.70 is met. The aforementioned findings have presented compelling evidence supporting the validity of the measurement scheme.

**Table 1.** Standardized estimates, and reliability statistics.

Item	Standardized Factor Loading	$\rho$	Average Variance Extracted (AVE)	Composite Reliability (CR)	Cronbach’s Alpha ( $\alpha$ )
Awareness			0.58	0.85	0.86
Aws1	0.73	***			
Aws2	0.82	***			
Aws3	0.86	***			
Aws4	0.62	***			
Intention			0.79	0.94	0.94
Int1	0.91	***			
Int2	0.98	***			
Int3	0.92	***			
Int4	0.73	***			
Behavior			0.75	0.92	0.92
Bhb1	0.75	***			
Bhb2	0.90	***			
Bhb3	0.87	***			
Bhb4	0.92	***			

Note: \*\*\*  $\rho < 0.001$ . Source: SEM-Amos output and reliability analysis in SPSS.

Discriminant validity refers to the extent to which the indicators of a construct accurately represent a singular construct and are distinguishable from other constructs within the model. The squared inter-correlations of the variables were presented in

**Table 2.** The squared inter-correlations in this study represent the extent to which the variables share variance. It is important to note that these squared inter-correlations do not surpass the square root of the average variance explained, which suggests that the variables have discriminant validity. The researchers reached the determination that the constructs of the model exhibited both reliability and validity. The table additionally indicates that the relative/normed chi-square value is 2.15. A value below 3 signifies a satisfactory fit of the model, as it corresponds to the ratio of the chi-square index to the degrees of freedom. The Comparative Fit Index (CFI) exhibits a value of 0.97, which is in close proximity to 1, thereby suggesting a favorable level of fit for the model. The GFI (Goodness of Fit Index) and NFI (Normed Fit Index) values, which are 0.93 and 0.95, respectively, suggest that the model exhibits a favorable level of fit. The RMSEA (Root Mean Square Error of Approximation) value, which represents the extent of unexplained variance or residual, is reported as 0.07, a value that should be below 0.08 to indicate a satisfactory fit of the model. The reported model fit measures, including CMIN (Chi-square minimum) /df, CFI, GFI, NFI, and RMSEA, demonstrate satisfactory model fit according to the established criteria.

**Table 2.** Discriminant validity and model fit indices.

Constructs	Mean	SD	1	2	3
1. Intention	4.21	0.77	<b>0.888</b>		
2. Awareness	4.04	0.84	0.249	<b>0.762</b>	
3. Behavior	4.11	0.66	0.285	0.470	<b>0.864</b>
Indices	Model Fit Obtained Value	Recommended Value	Reference		
CMIN/DF	2.15	<3	Hair et al., 2010		
GFI	0.93	≥0.80	Doll et al., 1994		
AGFI	0.88	≥0.80	Doll et al., 1994		
NFI (Delta 1)	0.95	≥0.90	Hair et al., 2010		
IFI (Delta 2)	0.97	≥0.90	Hair et al., 2010		
TLI (rho2)	0.96	≥0.90	Hair et al., 2010		
CFI	0.97	≥0.90	Hair et al., 2010		
RMSEA	0.07	≤0.08	Browen and Cudeck, 1993		

Note: **Bold** diagonal numbers are the square roots of AVE. Source: SEM-Amos and SPSS output.

The hypothesized paths, along with their corresponding  $\beta$  values, standardized errors,  $\rho$  values, and the determination of whether the hypotheses were accepted or rejected, are presented in **Table 3**. The study compared the standardized path coefficients ( $\beta$  values) and assessed their statistical significance to evaluate the magnitude of the relationships between the constructs ( $\rho$  values). The findings provided support for all five hypotheses. The results of the analysis provide evidence in support of hypotheses H<sub>1</sub> ( $\beta = 0.756$ ,  $\rho < 0.001$ ), H<sub>2</sub> ( $\beta = 0.883$ ,  $\rho < 0.001$ ), H<sub>3</sub> ( $\beta = 0.862$ ,  $p <$

0.001), H<sub>4</sub> ( $\beta = 0.894, \rho < 0.001$ ), and H<sub>5</sub> ( $\beta = 0.951, \rho < 0.001$ ). The study revealed a statistically significant positive correlation for all hypotheses.

**Table 3.** Path analysis.

Hypothesis	Estimate ( $\beta$ )	S.E.	$\rho$	Result
Students are aware of green marketing	0.756	0.542	***	H <sub>1</sub> Accepted
Students have a positive intention towards green marketing	0.883	0.094	***	H <sub>2</sub> Accepted
Students are positive about behaving as green consumers	0.862	0.053	***	H <sub>3</sub> Accepted
Green awareness significantly impacts on green consumer intention	0.894	0.286	***	H <sub>4</sub> Accepted
Green intention significantly impacts on green consumer behavior	0.951	0.353	***	H <sub>5</sub> Accepted

Note: \*\*\*  $\rho < 0.001$ , \*\*  $\rho < 0.05$ . Source: SEM-Amos output.

### Result discussion

The purpose of this study was to investigate the multifaceted aspects of perception (awareness, intention, and behavior) among university students in their role as green consumers. The model exhibited a high level of fit, as evidenced by the model fit indices presented in **Table 2**. The hypothesis was found to be supported for all hypotheses, as shown in **Table 3**.

Consumers' propensity to buy or utilize Green Products can be explained by the growing awareness of environmental damage on social networking sites. The effect of environmental anxiety on the likelihood of making a purchase of a green product. This study's results lend credence to the working hypothesis by showing that there is a statistically significant correlation between the two independent variables (Shamsi et al., 2022). According to the results, people's intentions and actions towards the purchase of eco-friendly products were significantly influenced by their sense of behavioral control. The results also showed that people are more likely to take action to achieve their goals when they have the information and skills to improve environmental quality (Al Mamun et al., 2018). Attitude, subjective norm, perceived behavioral control, and readiness to pay are only some of the elements that have been shown to correlate positively with environmental awareness. In addition, customers' intentions to buy environmentally friendly furniture are influenced by their subjective norm, their perception of their own behavioral control, and their willingness to spend. Consumers' mindsets and actions are positively influenced by the growing trend of health consciousness (Xu et al., 2020).

The findings of this study indicate that a significant proportion of the respondents (78.3%) possess a business background (**Figure 2**). Furthermore, the data suggests that these individuals possess a commendable level of knowledge and understanding regarding green marketing, as evidenced by a mean value of 4.04. University students possess knowledge about green marketing and demonstrate a deliberate inclination towards adopting positive intentions and behaviors in this regard. The findings of this study indicate that there is a significant positive relationship between green awareness and the intention to engage in green consumer behavior. Additionally, it was observed

that green consumer intention has a significant impact on actual green consumer behavior.

This study may achieve more dependable and consistent results by implementing the stratified sampling method and ensuring an equitable distribution of samples across students from various academic backgrounds, such as science, business, and the humanities.

## **5. Conclusion**

The main objective of the present study was to ascertain the motivation held by university students with regards to green marketing in order to understand their level of involvement in sustainable consumption. This is particularly important, as they are expected to be the future leaders shaping the globe. The study of green marketing is of utmost importance in promoting both ecological sustainability and corporate strategies. This elucidates the complex interplay among consumer behavior, environmental considerations, and corporate strategies. The research findings have wide-ranging implications that have significant effects on multiple dimensions, including societal, economic, and environmental aspects. University students exhibit a comprehensive understanding of green marketing and exhibit a conscious inclination towards embracing positive intentions and behaviors in relation to this domain. The findings of this study point to a favorable and statistically significant relationship between environmental awareness and the propensity to engage in environmentally responsible purchasing behaviors. Furthermore, there is evidence to suggest that the intention of consumers to engage in green consumption has a noteworthy influence on their subsequent actual behavior in this regard. The ongoing investigation of green marketing is imperative as we progress. The concept possesses the capacity to facilitate significant beneficial transformation by promoting a synergistic connection between commercial activities and the preservation of natural resources. By fostering collaboration among researchers, businesses, policymakers, and consumers, we can collectively make significant contributions towards achieving a more ecologically balanced and ethically conscious global society. The insights derived from research on green marketing play a crucial role in providing guidance and direction towards a more environmentally conscious and sustainable future. The study approach has provided us with a comprehensive understanding of pupils' awareness, intention, and behavior. This research model will facilitate academics conducting more studies by expanding the model to encompass many dimensions related to green marketing and sustainable consumption of goods.

### **5.1. Social, managerial and ethical implication**

This study serves the purpose of increasing public consciousness regarding environmental concerns, thereby motivating consumers to contemplate the ecological consequences of their decision-making. This phenomenon has the potential to cultivate a heightened environmental awareness within society, thereby nurturing a collective sense of accountability towards the preservation of the planet. The study offers valuable

insights into the potential for positively influencing consumer attitudes and behaviors towards sustainable products and practices. This phenomenon may result in a change in consumer preferences, wherein products with reduced environmental impact are given preference. It also promotes the adoption of innovative practices by businesses, with a focus on the development of environmentally friendly products. This phenomenon has the potential to generate a competitive edge, appeal to environmentally conscious consumers, and foster market distinctiveness. Organizations have the potential to leverage findings from green marketing research in order to formulate impactful marketing strategies that emphasize the ecological advantages associated with their offerings. This has the potential to resonate with consumers who prioritize environmental sustainability and contribute to the enhancement of brand image. In summary, the study of green marketing holds significant implications for both societal and business contexts. Consumer behavior is impacted by it, corporate strategies are shaped by it, and it contributes to a more sustainable and responsible approach to consumption and production.

## **5.2. Limitation and future work**

The study of green marketing, although highly valuable, is not exempt from certain limitations. These constraints present potential avenues for future research to investigate and enhance the current understanding in this particular domain. This study demonstrates the interconnectedness between awareness, intention, and green consumer behavior. However, various factors may influence the intention and behavior of green consumers, such as personal values, social norms, and economic considerations. Further investigation is warranted to gain a more comprehensive understanding of the intricacy of these variables and their interplay in influencing consumer behavior.

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