

Drivers of Green Consumerism: The Role of Eco Branding and Beliefs in the Nepalese Urban Market

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Abstract

This study focuses on how green marketing affects consumers' purchasing behaviour in Nepal. The study provides the theoretical understanding of consumer purchasing decisions for green products in Kathmandu Metropolitan City by examining five major elements: Environmental beliefs, Eco labeling, Eco branding, Green products, and Green packaging, which were conducted through an extensive review of various literature. A descriptive study was done in order to obtain the results. The data were quantitative in nature, and it was collected using convenience sampling. Responses that met the validity criteria for the study were 390, of which 415 questionnaires were distributed. The survey was done using an online questionnaire, using Google Forms, and the data were processed and analyzed using Microsoft Excel and SPSS software. The study's findings indicate that green marketing positively and significantly influences customer purchasing decisions, with eco branding having the most effect. However, green products do not significantly affect consumers' decisions to purchase eco-friendly items. According to the survey, consumers' purchasing decisions are significantly influenced by green marketing.

Keywords: *Green marketing, Environmental beliefs, Eco-labeling, Eco-branding, green products, Green Packaging, Consumer purchase behavior.*

Introduction

This study seeks to understand how environmental beliefs and eco-labeling, green packaging, green products, and branding affect consumers' purchasing behavior in the Kathmandu Metropolitan City. More specifically, it attempts to investigate the consumers' attitude towards green products, the relation of eco-labeling to purchase behavior, and the impact of environmental belief, together with moderating variables (age, gender, education, and income) on green purchasing decisions.

Changes in climate, depletion of resources, and environmental destruction have posed a challenge to both producers and consumers, forcing them to rethink their traditional patterns of consumption and production. In light of these issues, green marketing, the marketing of environmentally friendly products, has emerged as a focal strategy for dealing with sustainable marketing challenges (Dangelico et al., 2022). Businesses nowadays use green tactics not only to comply with the laws meant to protect the environment, but also to win over consumers who care about sustainability. Mostly in developing economies like Nepal, however, the scope and impact of green marketing on consumer behavior is less researched and culturally complex.

With the rise of green marketing, Nepalese consumers lack behavioral alignment with eco-friendly products due to inconsistent availability, high perceived costs, and low trust in green-washing claims (Shrestha et al., 2023). In fact, awareness is growing, but purchasing decisions are still driven by low price sensitivity and shallow product knowledge. Emerging research in developed contexts brought to light the importance of eco-labels, green packaging, environmental beliefs, and other forms of marketing as core determinants for influencing green purchase behavior (Pathange et al., 2024; Bansal & Agarwal, 2022). It is likely these factors will interact differently in emerging markets such as Nepal, which are bordered by socio-cultural and economic variables that further complicate consumer choice.

There is a lack of empirical studies conducted in the context of green marketing in Nepal, Nepalese consumers, and green marketing strategies aimed at Nepalese consumers, despite a plethora of literature exploring green marketing in Western and high-income Asian economies (Dangelico & Vocally, 2017; Yoon et al., 2022). Existing studies have framed their research on either the level of awareness or general attitude towards eco-friendly products without quantifying the relationship between elements of green marketing and consumer behavior. Moreover, few

studies consider moderating demographic factors into their analysis (Juwaheer et al., 2012; Lamichhane, 2022). This lack of empirical evidence makes it difficult for marketers to formulate context-specific green marketing strategies.

In this regard, the study aims to fill the gap by analyzing and deepening the understanding of green marketing implications on consumer behavior in the context of a developing market. This comes at a time when policy and businesses are beginning to focus more on environmental sustainability in Nepal. The researcher guided the following questions:

- a. Is there any relationship between Environmental belief, Eco-label, green packaging, Green Product, and eco-branding with Consumer purchase behavior?
- b. Is there any impact of environmental belief, Eco-label, green packaging, green Product, Eco branding on Consumer purchase behavior?

Literature Review

Theoretical Review

This work employs three key behavioral models - Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN) theory, and Norm Activation Model (NAM) - to assess the green consumer behavior of the residents of Kathmandu Metropolitan City. According to TPB, which was developed by Ajzen in 1991, any behavior a person undertakes is influenced by their attitude, subjective norms, and perceived behavioral control. As captured in this study, these constructs are operationalized with environmental beliefs, a demographic moderator, and the attitude of consumers towards elements of green marketing such as eco-labeling, green packaging, and eco-branding. Stern et al. (1999) add to the model with the VBN theory by introducing the concept of personal values and beliefs, stating that strongly biospheric or altruistically valued consumers are likely to possess personal norms that drive them towards pro-environmental behaviors.

In cultures such as Nepal, which are more collectivist in nature, moral obligation becomes paramount when making purchasing decisions. In fulfilling these tasks, NAM (Schwartz, 1977) describes how awareness of consequences ascription of responsibility activates personal norms, which is consistent with survey questions on climate change concerns and environmental care. All these theories combined form an integrated framework whereby VBN provides moral explanation,

TPB rational action, and NAM triggers of psychological influence—covering all aspects of how green marketing impacts consumer buying behavior in a developing country.

Empirical Review

Mehraj et al. (2023) used stratified random sampling to analyze responses from 700 Indian millennials to study the effects of gender, age, education, and income on the green purchasing behavior of respondents. Through the application of ANOVA and t-tests, it was shown that education and income significantly affected the level of green consumption, while there was no effect observed for gender and age.

The researchers used TPB to study the impact of green initiatives such as recycling and energy-efficient lighting on customer behavior in green restaurants. In a field study of restaurants in Ho Chi Minh City, they found that customers' emotional attachment, satisfaction, and attitude acted as partial mediators that transformed green practices into a willingness to consume.

Chen et al. (2023) studied the internal factors (attitude) and external factors (online reviews) of green purchase intention using a rigorous structural equation modeling (SEM) approach. In a study with 432 participants, they verified that health consciousness and concern for the environment affected the intention to purchase green products both directly and indirectly through attitude and product reviews. Their model fit indices (CFI=.962, RMSEA=.057) confirm the quality of their methods and emphasize the extent of TPB adaptations in green contexts.

An extensive SEM study on green home appliances showed that product features, price-value perception, and environmental beliefs all had moderate but significant impacts on green purchase intention (β ranging from .022 to .052, $p < .01$). Notably, all these relationships were mediated by consumer attitude toward the product, the consumer attitude stratified model (Nguyen & Lee, 2023).

Investigation of green brand dynamics revealed that green intrinsic motivation (GIM) is a significant predictor for green enjoyment, brand love, and purchase intention. In mediational analysis, it was determined that green enjoyment partially mediates the link between GIM and brand love. The path analysis in SEM yielded satisfactory model fit results (GFI = .89; RMSEA = .095), confirming strong path relationships among this construct (Lin, 2024).

Xu et al. (2020) built on the TPB by adding new determinants: concern for the environment, knowledge, and past habits in a large-scale PLS-SEM study with residents of Tianjin. They

demonstrated that attitude, behavioral control, subjective norms, and concern for the environment significantly and directly affected the intention to purchase green products. Furthermore, multi-group analysis revealed moderating effects of demographics and habits, highlighting the need for context-specific customization.

Growing environmental concerns such as climate change, resource depletion, and ecological degradation have forced both producers and consumers to rethink conventional production and consumption patterns. In this context, green marketing has emerged as a strategic approach to align the business goal with environmental stewardship (Dangelico et al., 2022). Businesses worldwide have integrated a green strategy to comply with the regulation, differentiate their brand, and appeal to sustainability-conscious consumers. However, in emerging economies such as Nepal, the adoption and impact of green marketing remain resource and contextually complex.

Initial studies in Nepal reveal a notable gap between awareness and behavior. For example, Shrestha et al. (2023) highlight that although consumer awareness of green products is gradually increasing, actual purchase decisions remain constrained by limited product Availability, higher perceived cost, and skepticism toward green-washing. Similarly, Lamichhane (2022), focusing on consumer perceptions in Pokhara, found that while respondents recognized the environmental benefit of green products, factors such as price sensitivity, trust deficit, and lack of a reliable eco-label discourage the consistent adoption. These findings collectively suggest that environmental consciousness alone is sufficient to drive green purchasing in the Nepalese context.

More recent empirical evidence provides deeper insight into these dynamics. Manandhar and Bhandari (2025), using data from 390 consumers in Kathmandu, found that eco branding and environmental beliefs strongly predicted purchase behavior, whereas the inherent green attribute of a product itself had no statistically significant effect. This divergence from findings in a developing economy (Leonidou et al., 2013; Luchs et al., 2012) indicates that Nepalese consumers rely more on brand cues and trust signals than on technical product attributes, likely due to the information asymmetric and the relatively nascent market maturity.

Taken together, the literature suggests that while client marketing has the potential to save the consumer behavior in Nepal, its effectiveness is moderated by structural, cultural, and trust related barriers addressing these barriers require multi-level strategy ranging from transparent certification

system and consumer education campaign to target branding effort then they build the credibility and bridge the gap between the environmental awareness and consistent green purchasing behavior.

Research Methodology

Research Design

This research followed a combined explanatory and descriptive methodology. The descriptive part was aimed at characterizing the respondents regarding their level of awareness in green marketing and also summarizing the descriptive data. In turn, the explanatory part was used to analyze and seek the relationships that exist within the cause interactions of the elements of green marketing and consumer purchase behavior. As Saunders et al. (2019) describe, descriptive research helps to create a profile of a population and is useful in identifying trends, while explanatory research helps in testing a theory or a framework and model that was based on some prior hypothesis.

Population and Sampling

The above-mentioned age group, 18 and above, is the target population, as they are residents of Kathmandu Metropolitan City, because they are active consumers and can evaluate the green marketing elements. This study used a non-probability convenience sampling method, which is employed when there are limitations of time and access and resources available for the study, which is a common practice in behavioral studies that do not have well-defined population frames (Etikan et al., 2016). Responses that met the validity criteria for the study were 390, of which 415 questionnaires were distributed.

Data Collection Procedure

The primary data were gathered using a structured, self-administered questionnaire, which was made available both physically and online via Google Forms. The questionnaire was constructed from the reviewed literature and included validated scales in prior studies (Rahbar & Wahid, 2011; Delafrooz et al., 2014; Dangelico & Vocalelli, 2017). A 5-point Likert scale was used to capture the measurement of items, with 1 being “strongly disagree” and 5 being “strongly agree”.

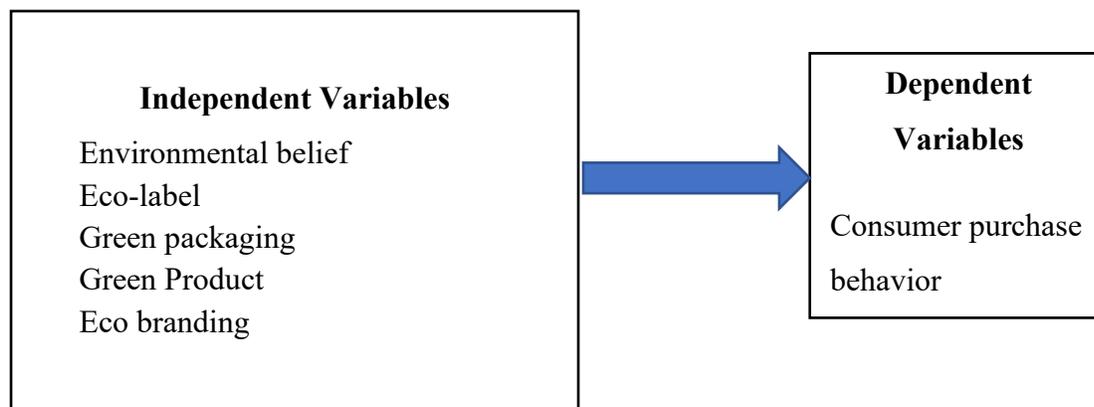
The second part provided blocks to include demographic data, green marketing, and consumer behavior data. Study participants were briefed on the reason for the research before the study, and attendance was optional.

Variable Identification and Assessment

Independent variables are: environmental attitude, eco-labeling, green shell packaging, green product packaging, and eco-branding. The dependent variable is the purchasing behavior of consumers. Moderating Variables are: demographic factors (age, gender, education, occupation, and income). Each construct was operationalized using multi-item measures based on previous works (Rahbar & Wahid, 2011; D'Souza et al., 2007; Chen, 2010). These items were evaluated for content validity before the full deployment.

Figure 1

Research framework



Hypothesis Creation

Environmental Belief and Consumer Purchasing Behavior

Consumers with strong environmental beliefs are expected to make greener purchasing choices, as biospheric values, ecological condition, and personal norm promote sustainable consumption (Stern, 2000; Steg & Vlek, 2009; Joshi & Rahman, 2015; Nguyen et al., 2019). Recent large sample studies in Asia further confirmed that environmental belief predicts both willingness to pay and actual purchasing frequency for green offerings (Xu et al., 2020).

H₁: Environmental belief has a significant positive influence on consumer purchasing behavior.

Eco-label and Consumer Purchasing Behavior

Credible eco-label reduces information asymmetrical and fosters trust, thereby motivating the selection of green products (Darnall et al., 2018; Bansal & Agarwal, 2022). Meta-analytical work shows that label clarity and 3rd party certification moderate the attitude-behavior gap in sustainable purchasing (Thogersan et al., 2025).

H₂: Eco-label has a significant positive influence on consumer purchasing behavior.

Green Packaging and Consumer Purchasing Behavior

Packaging that signals recyclability, biodegradability, or material reduction is often interpreted as a tangible manifestation of a firm's environmental commitment (Magnier & Crie, 2015). Studies in Asia and Europe show that clear ecological cues on packaging elevate perceived product value and purchase likelihood (Suki, 2016; Wang et al., 2020). Neuro-marketing evidence even suggests that sustainable-looking packs trigger a positive emotional response linked to approach behavior (Prakash & Pathak, 2017).

H₃: Green packaging has a significant positive impact on consumer purchasing behavior.

Green Product and Consumer Purchasing Behavior

Well communicated green attributes such as energy efficiency or organic content, enhanced product or desirability, providing consumer trust in the claims (Leonidou et al., 2013). Experiments revealed that function performance combined with ecological benefits significantly boosts purchase intention (Luchs et al., 2012). The structural equation model further indicates that perceived environmental performance modulates the attitude-intention relationship (Chen & Tung, 2014).

H₄: Green product attributes have a significantly positive impact on consumer purchasing behavior.

Eco Branding and Consumer Purchasing Behavior

A strong eco I-brand identity projects authenticity and fosters emotional attachment, leading consumers to favor the brand even under higher prices or effort conditions (Hartmann & Apaolaza-Lbanez, 2012). Green brand equity research shows that brand image, satisfaction, and trust jointly determine repeat purchasing behavior (Chen, 2010). Recent work adds that green intrinsic motivation and brand love mediate the eco brand purchase path (Lin, 2024).

H₅: Equal branding has a significant positive impact on consumer purchasing behavior.

Pilot Study and Reliability Test

A pilot study of 50 respondents was conducted to test the clarity of items in the questionnaire. All constructs had Cronbach's alpha values greater than .70, which shows good internal consistency (Nunnally & Bernstein, 1994). A total of 415 respondents filled in the finalized questionnaire. In the final survey, all key variables showed consistent results in terms of reliability, with the lowest being 0.680 and the highest being 0.822.

Data Processing and Analytical Tools

Survey results were coded and analyzed using Microsoft Excel and SPSS version 25. The processes regarding data processing, coding, and cleaning were implemented to confirm accuracy and completeness. The researcher calculated measures of central tendency and dispersion descriptively (mean, standard deviation, frequency).

ANOVA to test for overall model significance; multiple linear regression analysis to evaluate the proposed relationship of green marketing versus consumer behavior; Pearson's correlation analysis to examine bivariate relationships between variables. These instruments are often employed in consumer behavior research to study the direct and moderating impacts between different dimensions (Hair et al., 2019).

Data Analysis

Researchers calculated descriptive stats, tested reliability, and ran both correlation and regression models, mostly leaning on Excel with a few checks in SPSS. The spotlight was on how the five cornerstones of green marketing-environmental beliefs, eco-labeling, green packaging,

eco-products, and eco-branding the needle on shoppers' actual eco-friendly buys inside the Kathmandu Valley.

Fully 390 usable surveys landed in the inbox, a number that felt just right for the task. Women made up a slight majority at 52.6 percent, while men held the remaining 47.4 percent. Youth dominated: 6.3 percent of respondents were aged 25 to 34, a detail that echoed the city's energetic pace. Education leaned towards the university side; 51.5 percent held a Bachelor's diploma, marking the group as mostly literate and career-minded. Jobs told a similar story; 5.3 percent clocked in at nine-to-five desks, and another 36.2 percent were still chasing degrees. Monthly income settled between 20,000 and 50,000 rupees for 55.4 percent of the crowd, hinting at steady but not lavish paychecks. Taken together, these numbers paint a portrait of a young, informed, and reasonably comfortable Kathmandu workforce ready to embrace greener choices.

To gauge how consistently the questionnaire performed, Cronbach's Alpha rose to the front and center. Every set of questions landed above the handy .70 cutoff, signaling the scales could be trusted. Eco-branding, clocking in at 0.805, and consumer purchase behavior at 0.809 were the standout performers. Taken as a whole, the battery of items posted a tidy 0.820, high enough to clear the bar for any follow-up statistical work that demands solid internal consistency.

Results

Table 1

Demographic analysis

		Frequency	Percent
Gender	Male	185	47.4
	Female	205	52.6
	Total	390	100
Age	16-24 years	119	30.5
	25-34 years	235	60.3
	35-44 years	29	7.4

	Above 45 years	7	1.8
	Total	390	100
	SLC	17	4.4
	Intermediate	124	31.8
Education Level	Bachelor's degree	201	51.5
	Master's degree	48	12.3
	Total	390	100
	Student	141	36.2
	Employed	196	50.3
Occupation Type	Self-employed	29	7.4
	Unemployed	24	6.2
	Total	390	100
	Below 20000	136	34.9
	20000-50000	216	55.4
Income level	50000-100000	11	2.8
	Above 100000	27	6.9
	Total	390	100

The demographic analysis of 390 respondents reveals a balanced gender distribution, with 52.6% female and 47.4% male. Most participants are aged 25 to 34 years (60.3%) and hold at least a bachelor's degree (51.5%), indicating young and educated people. In terms of occupation, 50.3% are employed and 36.2% are students, creating a mix of working and academic individuals. Income, which is the majority, 55.4% on between NPR 20,000 to 50,000 monthly. This suggests a moderately earning group, suitable for analyzing socio-economic behavior. Overall, the sample

reflects a youthful, educated, and economically active demographic relevant for contemporary research studies.

Descriptive statistics on a five-point Likert scale were then sketched out to show how People felt about the big themes. Environmental belief scored an eye-catching 4.44, hinting at shoppers who worry seriously about the planet. Opinions on eco-labeling varied more, falling between 3.31 and 3.98. Green packaging trailed the pack, landing between 3.06 and 3.80, so its pull-on behavior seems the weakest. Attributes such as biodegradable materials earned a sensible 3.70, while the brand logo itself nudged purchase intent up to 4.19. All told, the trends point to consumers who are, on balance, ready to reach for greener goods.

Table 2

Descriptive statistics of the independent variables study

Variables	No. of questions	Mean value
Environmental beliefs	5	4.196
Eco label	5	3.636
Green packaging	5	3.364
Green product	5	3.728
Eco branding	5	3.772
Consumer purchase behavior	5	2.74

Table 2 shows the descriptive statistics of the independent variables study. The highest mean value of environmental belief indicates that the majority of the respondents believe that environmental beliefs are actually the most successful methods of influencing their purchasing decisions. The mean of 2.74 for consumer buying behavior is the lowest of all the factors. Eco branding has a mean value of 3.772. The mean values of green product and green packaging are 3.728 and 3.364, respectively

Researchers plugged the green-marketing questions into a Pearson correlation test and watched the numbers line up. Every single independent variable, every marketing lever, wound up nudging purchase behavior in a positive direction. Eco-branding claimed center stage with the strongest tie, leaving no doubt that a memorable logo and clever story rule the day. Strangely,

green-products-hollow packaging and recycled badges-squeezed out only the faintest correlation and, statistically speaking, barely cut.

Table 3

Regression analysis model summary

R	R Square	Adjusted R Square	S.D. Error of the Estimate
.681	.463	.454	.493

The model summary table shows key regression starts R is .681, indicating a moderately strong relationship. R-squared is 0.463, so the model explains 46.3% of consumer purchase behavior variance. Adjusted R-squared is 0.454. S. D. Error of the estimate is .493. Overall, the table shows that green marketing significantly impacts consumer behavior in Kathmandu. Eco-branding is the strongest predictor. The model explains a large portion of purchasing decisions.

Table 4

ANOVA analysis

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	62.127	5	12.626	51.156	.000
Residual	74.587	384	.253		
Total	136.714	389			

The multiple-linear regression model was run to tease apart how green marketing levers nudge real shopping choices. Snapshot folks sometimes call the model summary spat out an R-squared of roughly .586, meaning those predictors lined up well enough to explain about 58.6 percent of the twists in consumer behavior. Standard ANOVA checklists later showed the whole setup was statistically significant, with the usual p-shorthand falling below the .05 skyline. Coefficients rolled in with eco-branding and personal environmental belief scored big, while clear-on-packaging eco-labels also mattered. Oddly enough, the green-tinged product itself drifted in with a p-value over the .05 fence, underlining that, conceptually appealing as it is, the variable just didn't pack the statistical punch. The fitted equation read like this:

Table 5*Regression Analysis of Green Marketing Elements and Consumer Purchasing Behavior*

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	S.D. Error	Beta		
(Constant)	.873	.209		4.170	.000
Env. beliefs	.190	.063	.173	3.006	.003
Eco Label	.169	.051	.190	3.337	.001
Green Pkg.	.172	.058	.197	2.969	.003
Green Product	-.025	.066	-.024	-.372	.710
Eco Branding	.260	.068	.268	3.841	.000

CPB equals beta-zero plus beta-one times EB plus beta-two times EL plus beta-three bags of GPkg plus beta-four pieces of GPd plus beta-five slices of EBR plus a pinch of epsilon noise.

In the shorthand:

$$CPB = \beta_0 + \beta_1(EB) + \beta_2(EL) + \beta_3(GPkg) + \beta_4(GPd) + \beta_5(EBR) + \varepsilon,$$

$$CPB = .873 + .190(EB) + .169(EL) + .172(GPkg) - .025(GPd) + .260(EBR) + \varepsilon,$$

Where CPB stands for Consumer Purchase Behavior, EB lines up with Environmental Belief, EL is the Eco Label, GPkg refers to Green Packaging, GPd nods to the Green Product, and EBR handles Eco Branding.

Finally, the research looked into the moderate impacts of age, gender, education, income, and occupation. It was found out that age, education level, and income had a considerable impact on purchase behavior, suggesting that younger and moderately educated individuals were more likely to respond to green marketing. On the other hand, gender and occupation had less consistent moderating impacts.

As a final point, the analysis underlines eco-branding as the primary determinant of green purchase behavior in Kathmandu. Although respondents claimed to understand the concept of green products, these were not particularly important in influencing their behavior during the study. The results point to a high concern for the environment among the people of Kathmandu, particularly the youth and educated groups. This information will assist marketers, policymakers,

and business sectors in formulating appropriate plans to enhance sustainable consumption and develop the green market in Nepal.

Discussion

In the case of Kathmandu Metropolitan City, green marketing impacts consumer purchase behavior remarkably. Out of the green marketing components studied, eco-branding proved to have the greatest impact, supporting earlier works which highlight the green brand's role as a symbol and identity enhancer (Hartmann & Apaolaza-Ibáñez, 2012). Eco-branding enables consumers to support environmental causes through their purchases, which embodies identity theory and constructs of green self-identity (Whitmarsh & O'Neill, 2010; Aji et al., 2022).

Despite showing a significant impact on consumer decision-making, eco-labeling's effectiveness appears moderate. This aligns with Darnall et al. (2018) and Atkinson and Rosenthal (2014) observations concerning eco-labels, whereby trust-building and information asymmetry reduction are useful, but if the label's credibility is questioned or misunderstood, its effectiveness becomes limited.

Curiously, the green features of products did not seem to influence consumer purchasing behavior in Kathmandu. This goes against the findings in developed economies, where consumers make decisions based on the environmental features of a product (Leonidou et al., 2013). This difference may arise from limited product knowledge, a more developed market, or income limitations in emerging countries like Nepal. It may also be the case that in the absence of supporting eco-labels or well-known brands, the green product features are not prominent enough to affect purchasing behavior (Nguyen et al., 2019 & Reddy et al., 2023).

Purchase behavior was influenced by beliefs about the environment, which aligns with the Value-Belief-Norm (VBN) theory (Stern, 2000). This is in agreement with a considerable body of work showing that people with strong biospheric values are more likely to consume in a pro-environment manner (Steg et al., 2014; Thøgersen et al., 2015). Concern for the environment, then, can be considered an important psychological factor driving green behavior and reinforces strategies based on targeted market segmentation.

The use of green packaging had a positive effect on purchasing behavior, but to a smaller extent. This is consistent with previous research where consumers valued eco-friendly packaging

as a sign of corporate social responsibility (Magnier & Crié, 2015). Nevertheless, the lower impact suggests that packaging by itself is unlikely to motivate change in behavior without other supporting elements such as branding or rewards.

The impact of age, income, and education as demographic moderators was also noteworthy. This supports the most recent meta-analytic concern that socio-demographic factors differentiate green buying through differing values, concern for the environment, and information processing (Joshi & Rahman, 2015). More responsive to green marketing were younger, educated consumers, thus reinforcing the importance of this demographic for targeted green product marketing.

To sum up, the results from this study add to the increasing collection of global research that demonstrates the efficacy of green marketing—strategically devised using trustworthy labels, purposeful branding, and impact-driven messaging—on consumer behavior. It is still clear, however, that the impact of each green marketing element differs within a particular environment, especially in developing countries where tailored strategies and consumer awareness campaigns are necessary.

Conclusion

This research examined the effects of green marketing on consumer behavior in Kathmandu Metropolitan City, Nepal. The green marketing components under consideration were environmental belief, eco-labeling, green packaging, green products, eco branding, and their impact on consumer behavior. Data collected and analyzed from four hundred thirty (430) respondents to construct a model explaining the predictors of eco-conscious consumption using regression analysis.

As per the findings, eco branding emerged as the strongest predictor of positive purchasing behavior, followed in succession by environmental beliefs, eco-labeling, and green packaging. It was surprising that the traits of green products had no impact. Additionally, the study showed that some demographic factors, such as age, education, and income level, accounted for some variance in relationships. The effects were stronger among the younger and better-educated consumers.

The results underscore the fact that green marketing, particularly in countries like Nepal, can alter purchasing behavior if well planned and implemented. While strong eco-branding and

environmental concern motivate purchases, the mere presence of green products not backed by strategic communication, labeling, or brand trust fails to trigger purchase intention.

Consequently, businesses looking to penetrate the Kathmandu market will face costs associated with eco-branding, green labeling, and public educational campaigns. As such, policymakers need to take action by designing educational marketing frameworks and certification systems that will enable and motivate consumers to become more educated and take a more active role in the marketplace. This research adds to the limited yet growing body of green marketing scholarship in South Asian metropolitan cities because it is likely to benefit marketers, businesspeople, policymakers, and development-focused regulators. Not only for Kathmandu, but also for the suburban and rural areas of Nepal, further research is suggested to explore the gap in the degree of ecological awareness and the usage of green products.

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