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Exploring the Impact of Green Marketing Mix on Consumer Buying Behaviour of Grocery Items in Birendranagar, Surkhet

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ABSTRACT

This paper explores the perception and effectiveness of green marketing in Surkhet, a district of Nepal. With reference to global environmental degradation, green marketing has emerged as a key strategy for promoting sustainable consumer behavior. The purpose of this paper is to investigate the impact of the green marketing mix, such as product, price, promotion and place, on the sustainable consumer decision-making of grocery shoppers in Birendranagar, Surkhet. The study employs positivist philosophy and a deductive research approach. The data was collected employing a structured survey questionnaire from 292 consumers. The researcher used convenience sampling to sample the population. The researcher used a 5-point Likert scale to measure independent variables (green product, price, promotion, place) and the dependent variable (green consumer behavior). The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the measurement and structural models, ensuring reliability, validity and the significance of the hypothesized paths. The analysis revealed that green promotion (β = 0.236, p = 0.008), green price (β = 0.295, p = 0.004) and green place (β = 0.178, p = 0.058) have a significant positive influence on sustainable consumer decision-making. However, the green product variable did not show a statistically significant effect (β = 0.122, p = 0.144). The model explains 54.2% of the variance in consumer behavior, demonstrating substantial predictive power. The study presents original empirical evidence on the drivers of green consumer behavior in the under-researched context of Surkhet, Nepal. Its value resides in identifying that strategic marketing promotion, pricing and distribution channels (place) are more critical than product attributes alone in influencing consumers. The findings also offer practical insights for local businesses and policymakers who aim to promote sustainability.

1. INTRODUCTION

Rapid industrial development and globalization have caused significant environmental degradation. This degradation affects all living species (Majeed et al., 2022). Growing public awareness has addressed these environmental issues. It encourages consumers to buy more green products. Manufacturing and service industries are adopting green marketing strategies (Machova et al., 2022). These strategies include eco-friendly approaches to pricing, advertising, product development and distribution (Boztepe, 2012).

Green marketing refers to the contemporary approach that adopts the reduction of environmental harms by amplifying sustainable and modified production, eco-conscious packaging and ethical advertising (Sujith, 2017). The term sustainable marketing is now widely known, which originated from ecological marketing and environmentally friendly marketing (Bukhari, 2011; Machova et al., 2022). Sustainable products have a low environmental impact (Maheshwari, 2014). Green marketing is a broader concept that covers consumer products, industrial outputs and services (Boztepe, 2012).

Today, the intensifying discourse on climate change has been expanded towards shifting sustained consumer behavior. The eco-friendly marketers should account for these evolving environmental concerns and integrate them into marketing practices to ensure long-term competitiveness and environmental resilience (Laddha & Malviya, 2015). Encouraging environmentally friendly businesses' sustainability through reducing environmental loss, enhancing corporate legitimacy and aligning with the values of environmentally conscious consumers (Mansour, Asfour & Alshurideh, 2024).

The abilities, resources, wider knowledge and time contribution determine the people's participation in eco-friendly and sustainable practices. People's beliefs and social norms drive their behaviors, shaping values and attitudes for green and ecological practices (Al-Dubai & Develi, 2022). Product (creation), Price (cost structure), Promotion (communication) and Place (distribution) are four key sustainable marketing mixes. Genuine green marketing seeks to align all four Ps and embed a fundamental commitment to environmental principles into corporate culture (Boztepe, 2012). Market success requires affordable prices of goods and services with quality that minimizes environmental damage to cultivate an ecologically sensitive image (Boztepe, 2012).

A "green consumer" is an individual who actively purchases eco-friendly products and engages in sustainable behaviors (George & George, 2022). These consumers often display a strong internal locus of control. They also believe that their individual actions contribute meaningfully to environmental protection (Majeed et al., 2022). They consider personal responsibility for safeguarding the environment rather than attributing it solely to governments or businesses. This perspective requires open-mindedness toward new products and ideas to facilitate the acceptance of green practices (Boztepe, 2012), and it is based on environmental attitudes that reflect consumers' values and cognitive evaluations on the necessity of conservation (Bagheri, 2014).

Consumerism has begun a movement against unethical business practices. It has expanded to include environmental conservation which has led to green consumerism. Green consumers have eco-friendly attitudes and preference for sustainable products (FuiYeng & Yazdanifard, 2015). Companies are gradually using eco-friendly development paradigms and accepting the importance of sustainable and eco-friendly products because of environmental problems caused by human activities and behaviour (George & George, 2022).

Green marketing is known worldwide for conserving the environment, meeting consumer needs. It has also improved business competitiveness. However, there is not enough research on how it is viewed and applied in a specific local context. It is essential to explore the role and impact of green marketing, especially as environmental issues and sustainable practices become more important in Surkhet. It demonstrates the need for more focused research on how green marketing affects consumer behavior and business success in Surkhet.

Green Products and Purchasing Behavior: A green product is made up of the following eco-friendly and sustainable practices, and reduces carbon footprint in comparison to traditional practices (George & George, 2022). The lower resource use and controlled pollution are always ensured to produce green products, which certainly limits the natural resource use (Rahahleh et al., 2020). The sustainable lifecycle of green products is achieved by returning used products and facilitating environmental protection (FuiYeng & Yazdanifard, 2015).

There are diverse factors that influence consumers' willingness to adopt green products. Islam and Khan (2024) pointed out that personal attitudes, subjective norms and perceived behavioral control are strong predictors of the intention to buy green products. Their quantitative study employed Structural Equation Modeling (SEM-PLS) to include data from 744 respondents. Their study also highlighted a significant contribution to the idea of sustainable product judgment to buy green products. Thus, perceived environmental values, beliefs, product characteristics and environmental impact are the main factors which influence green consumer behavior.

Costa et al. (2021) examined the psychological reasons behind choosing eco-friendly products. Their study was focused on examining how past experiences with green products influence consumers' choices. Their study used structural equation modeling, and the findings showed that past green consumption increases consumers' environmental concern and positive attitudes toward green products. These factors increase the desire to purchase green products. This proves a self-reinforcing cycle of sustainable consumption.

Personal psychology plays a vital role in the promotion of green products. Al-Dubai and Develi (2022) examined the increased worldwide demand for environmentally friendly products. They gathered data employing a formal survey of 200 Yemeni students and researchers. They identified a high perceived presence of the green marketing mix (product, promotion, price and place/distribution). The study also revealed high consumer awareness. Furthermore, the study confirmed a statistically significant connection between the green marketing mix, consumer awareness, cultural orientation and subsequent environmentally friendly behavior.

The literature reviews have highlighted the importance of perceived value, positive attitudes and market availability. Based on this evidence, the following hypothesis is presented:

H_{A1}: Perceived value and availability of green products have a positive influence on the adoption of sustainable consumer behavior.

Green Promotion and Purchasing Behavior: Global environmental movements are becoming stronger these days. Due to this, organizations have been utilizing environmental advertising across media channels to engage eco-conscious consumers and heighten public awareness. Green promotion plays an instrumental role in this effort. It can capture consumer attention and ultimately foster satisfaction by emphasizing environmental benefits. Similarly, the next goal is to encourage consumers to buy green products. It can be

done through conscious promotional and advertising campaigns. Green advertising promotes the use of sustainable products, and it focuses on the benefits for both consumers and the environment (FuiYeng & Yazdanifard, 2015).

Studies have provided evidence for this relationship. Shabbir et al. (2020) studied the impact of green marketing strategies on consumer environmental practices in the United Arab Emirates. They used survey responses from 359 green product consumers. The data was analyzed using confirmatory factor analysis and structural equation modeling. The findings showed that eco-labeling influences consumers' environmental beliefs. Green packaging and branding also play a significant role in shaping consumers' environmental beliefs. Based on this literature, the following hypothesis is proposed:

H_{A2}: Green promotion has a positive effect on the adoption of sustainable consumer behavior.

Green Pricing and Purchasing Behavior: Green pricing refers to the additional cost of eco-friendly products. These products are more expensive than traditional ones. This is due to sustainable characteristics and production practices (Su & Li, 2024). Price is considered an important factor in consumers' purchasing decisions. Some consumers are ready to pay more for eco-friendly benefits despite higher costs (Onditi, 2016).

Ali and Anwar (2021) conducted a quantitative study. They employed a structured questionnaire to elicit the data, and the sample included 162 randomly selected respondents. The findings highlighted the significance of prices in general pricing strategies. Similarly, the study found that pricing strategies like penetration, skimming, and competitiveness had a statistically significant ($p< 0.05$) effect. This literature supports the hypothesis:

H_{A3}: The price of green products has a positive effect on the adoption of sustainable consumer behavior.

Green Place and Purchasing Behavior: Green place is a component of the marketing mix. It targets sustainable distribution strategies. These strategies intend to reduce the carbon footprint. They do this through efficient logistics management. Green place also helps expand market reach beyond niche audiences. Green packaging supports environmental sustainability. It is made from natural, reusable, recyclable or biodegradable materials. It is safe for the environment, humans and animals (Majeed et al., 2022).

Studies confirm the importance of place in the marketing mix. Mishra et al. (2023) studied demand for organic products in India. They surveyed 332 respondents in Varanasi. They examined the effects of product, price, place and promotion. Product attributes were the most influential. Place-related factors were also significant. Convenience was especially important. The study concluded that the four elements are strongly interconnected in shaping consumer behavior.

Anjani and Perdhana (2021) reviewed the literature on plant-based dairy substitutes. They analyzed 14 journal articles published between 2015 and 2021. Their review showed that the four components of the green marketing mix significantly affect consumer purchasing decisions. Kaur et al. (2022) conducted a similar study in an emerging economy. They examined green marketing mix strategies and green buying intentions among millennials. They analyzed 405 responses using structural equation modeling. The results showed that green products, place and promotion strongly influence green buying intentions. Environmental attitudes acted as a moderating factor. Based on this evidence, the following hypothesis is proposed.

H_{A4}: Adoption of sustainable consumer behavior is positively impacted by green spaces.

Theoretical Framework: In course of examining consumer behavior toward green products, the Hierarchy of Effects Model is commonly referenced in the literature. In the context of green marketing, this model provides a thorough understanding of the multifaceted and sequential nature of consumer decision-making (Lavidge & Steiner, 1961).

Three interconnected dimensions make up the Hierarchy of Effects Model, which explains consumer behavior: (1) the cognitive or rational dimension, which includes consumers' awareness, knowledge and comprehension of green products and practices; (2) the affective or emotional dimension, which represents consumers' attitudes, values and feelings toward eco-friendly businesses and products; and (3) the conative or behavioral dimension, which includes intentions, purchase decisions and post-purchase actions like advocacy or loyalty. This progression illustrates the consumers' practices that may go from not knowing about green marketing campaigns to adopting positive attitudes and, eventually, buying green products. To raise awareness, elicit favorable feelings and encourage behavioral intentions toward sustainable consumption, businesses strategically communicate their green marketing initiatives.

These theoretical models show how emotional involvement and cognitive comprehension work together to shape consumer behavior towards eco-friendly products, which in turn impacts advocacy for eco-friendly consumption, brand loyalty and purchase intention.

Conceptual Framework: Banerjee (1999) provided one of the earliest and most influential conceptual frameworks for green marketing, and Peattie (2001) developed a phases-based model of green marketing's evolution. Other notable contributions include work by Stanton and Futrell (1987) on environmentally conscious marketing and Polonsky (1994), who expanded the understanding of the green marketing mix beyond product features to include other elements of the marketing mix. The survey constructs and their corresponding items were adopted from Amoako et al. (2020) and Nguyen-Viet (2023). Select items were subsequently modified to ensure contextual relevance for the target respondents. The relationship of independent and dependent variables is presented in the following figure.

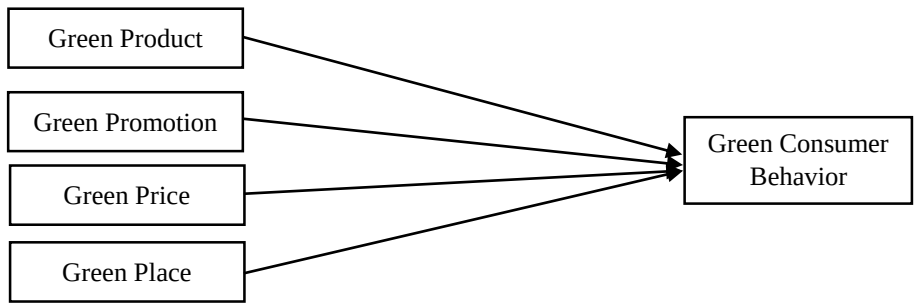

Figure 1: Independent and dependent variables

2. METHODS

This paper has been developed based on the positive philosophy and deductive approach. The structured survey questionnaire was used to collect information from respondents. For this, the questionnaire was developed into two parts. The first part was demographic information, which includes gender, age and

education-related information of the respondent. Similarly, the second part of the survey questionnaire includes the independent variable (green product, green promotion, green price and green place) and the dependent variable (green consumer behavior). The second part of the questionnaire was developed in a 5-point Likert scale with 5 items for each construct.

The population of the study includes all the consumers of Grocery items in Birendranagar, Surkhet. From this population, using convenience sampling, 292 responses were collected using a survey questionnaire. For collecting the responses, the researcher and his team directly visited the respondents in the market and conducted door-to-door visits.

The data is analyzed using PLS structural equation modelling. The demographic information is presented in frequency and percentage. To measure the impact of independent variables on dependent variables, the measurement model and structural model were used.

3. RESULTS

Demographic Information

In this study, the demographic information, gender, age and education level of the respondents were measured. The details of the information are given in Table 1.

Table 1: Demographic Information

Variable	Categories	Frequency	Percent
Gender	Female	151	51.7
	Male	141	48.3
	Total	**292**	**100.0**
Age	Below 18	72	24.7
	18-25	98	33.6
	26-35	92	31.5
	36-45	25	8.6
	46-60	5	1.7
	Total	**292**	**100.0**
Education	Basic Education	16	5.5
	SEE Level	38	13.0
	Plus Two Level	73	25.0
	Bachelor's Degree	113	38.7
	Master's Degree or above	52	17.8
	Total	**292**	**100.0**

Source: Survey Data, 2025

Table 2: Construct Reliability and Validity

Constructs	CA	CR (rho_a)	CR (rho_c)	AVE
Consumer Decision Making	0.915	0.917	0.936	0.745
Place	0.885	0.892	0.921	0.744
Price	0.810	0.816	0.888	0.725
Product	0.777	0.800	0.868	0.686
Promotion	0.863	0.865	0.907	0.710

Source: Survey Data, 2025

The construct's validity and reliability are used to evaluate the measurement model (Nguyen-Viet, 2023). Internal consistency reliability has been measured using Cronbach's alpha (CA) and construct reliability of the model has been evaluated using the composite ratio (CR) (Subhaktiyasa, 2024). According to Hair et al. (2017), the composite ratio and Cronbach's alpha thumb rule is greater than 0.70. The results presented in Table 2 demonstrate that the composite ratio and Cronbach's alpha values are higher than 0.7, indicating the construct reliability and internal consistency of the model's construct.

Convergent validity (the degree to which the constructs' measures are similar) and discriminant validity (the degree to which the constructs' measures are different) are used to assess the validity of the measurement model. The Fornell-Larcker Criteria and construct cross-loading of the construct are used to assess the discriminant validity, while Average Variance Extracted (AVE) is used to assess the convergent validity.

The construct typically explains more than half of the variance of its indicators when its Average Variance Extracted (AVE) value is 0.50 or greater (Hair et al., 2019). The model's convergent validity is presented by the fact that, as shown in Table 2, the AVE value for each construct is higher than 0.50.

Cross-loadings and the Fornell-Larcker Criterion were used to assess the model's discriminant validity. According to Fornell and Larcker (1981), each latent variable's "square root" of AVE should be higher than the correlations between them. Table 3 shows the results of the Fornell-Larcker Criterion, which validates discriminant validity by showing that each construct's diagonal value is higher than the correlations between the latent variables. Similarly, the cross-loading of each item is greater than 0.70, which indicates the discriminant validity (Hulland, 1999). The results in Table 4 indicate that each item of the construct exhibits the highest factor loading on its respective construct, confirming the adequacy of item-level discriminant validity. The standardized factor loadings for the measurement variables were all greater than 0.5, as expected. This shows that all measurement items significantly explained their latent variables.

Table 3: Fornell-Larcker Criteria

Construct	Consumer Decision	Place	Price	Product	Promotion
Consumer Decision	**0.863**				
Place	0.616	**0.862**			
Price	0.686	0.663	**0.851**		
Product	0.604	0.615	0.744	**0.828**	
Promotion	0.675	0.727	0.783	0.664	**0.843**

Source: Survey Data, 2025

Table 4: Cross Loading

Items	Consumer Decision	Place	Price	Product	Promotion
Consumer Decision_1	**0.861**	0.540	0.632	0.560	0.608
Consumer Decision_2	**0.868**	0.534	0.593	0.517	0.594
Consumer Decision_3	**0.890**	0.556	0.630	0.576	0.631
Consumer Decision _4	**0.856**	0.538	0.542	0.477	0.536
Consumer Decision _5	**0.841**	0.489	0.555	0.466	0.533
Green Place_2	0.573	**0.844**	0.606	0.527	0.659
Green Place_3	0.576	**0.893**	0.602	0.574	0.679
Green Place_4	0.505	**0.871**	0.558	0.5	0.602

Green Place_5	0.453	**0.839**	0.508	0.514	0.550
Green Price_1	0.646	0.513	**0.860**	0.674	0.647
Green Price_2	0.547	0.570	**0.890**	0.608	0.695
Green Price_4	0.548	0.621	**0.802**	0.612	0.660
Green Product_1	0.592	0.491	0.616	**0.834**	0.554
Green Product_4	0.38	0.515	0.593	**0.796**	0.535
Green Product_5	0.488	0.532	0.641	**0.855**	0.561
Green Promotion_2	0.569	0.611	0.658	0.602	**0.813**
Green Promotion_3	0.594	0.674	0.701	0.605	**0.893**
Green Promotion_4	0.564	0.657	0.693	0.563	**0.877**
Green Promotion_5	0.544	0.501	0.582	0.461	**0.783**

Source: Survey Data, 2025

Assessment of Structural Model

The assessment of the structural model in SmartPLS follows a structured sequence, beginning with an examination of collinearity to ensure stable parameter estimates. Subsequently, the significance and substantive relevance of the hypothesized path coefficients are evaluated to confirm the strength of the relationships between constructs. The model's predictive power is then gauged using the coefficient of determination (R^2 value), which measures the combined influence of all exogenous constructs on an endogenous construct. Similarly, fit indices, particularly the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI), are used to evaluate the overall model fit.

Table 5: Collinearity Statistics of the Outer Model

Items	VIF	Items	VIF
Consumer Decision_1	2.884	Green Price_1	1.856
Consumer Decision_2	2.931	Green Price_2	2.315
Consumer Decision_3	3.005	Green Price_4	1.620
Consumer Decision_4	3.030	Green Product_1	1.395
Consumer Decision_5	2.677	Green Product_4	1.801
Green Place_2	2.021	Green Product_5	1.936
Green Place_3	2.655	Green Promotion_2	1.871
Green Place_4	2.511	Green Promotion_3	2.813
Green Place_5	2.310	Green Promotion_4	2.595
		Green Promotion_5	1.688

Source: Survey Data, 2025

Table 6: Collinearity Statistics of the Inner Model

Construct	Consumer Decision	Green Place	Green Price	Green Product	Green Promotion
Consumer Decision					
Green Place	2.301				
Green Price	3.412				
Green Product	2.407				
Green Promotion	3.255				

Source: Survey Data, 2025

The assessment of collinearity issues by testing VIF values (Outer and Inner Model) is the first step in assessing the structural model. The outer model's results are shown in Table 5 and the inner models of VIF's

results are shown in Table 6. The highest VIF value in the inner model is 3.412, which is less than the threshold of 5, while the highest VIF value in the outer model is 3.005. Therefore, among the predictor constructs in the structural model, collinearity is not a crucial challenge.

Table 7: Moel Fit

Indicator	Saturated model	Estimated model
SRMR	0.062	0.062
NFI	0.832	0.832

Source: Survey Data, 2025

The above Table 7 clearly shows the results of NFI measures for both the saturated model and the estimated model. The model has a good fit because the NFI values of the estimated and saturated models are near to 1 (Hair et al., 2017). Similarly, the outcome is the Standardized Root Mean Square Residual (SRMR) measure of the model fit, which is shown in Table 7 for both the saturated model and the estimated model. The estimated model and the saturated model both have SRMR values below 0.08 (Hair et al., 2017), which is a suitable value for a well-fitting model. The suggested measurement and structural models fit the data fairly well, according to empirical evidence supported by these fit indices.

Table 8: R Square

Dependent Variable	R Square	R Square Adjusted
Consumer Decision Making	0.542	0.536

Source: Survey Data, 2025

By expressing the percentage of variance in the endogenous variable that can be accounted for by the exogenous variable, the coefficient of determination (R2) quantifies the predictive power of the model. As shown in Table 8, the R^2 value of 0.542 revealed that 54.20% variance in consumer decision was explained by the constructs green product, green price, green promotion and green place.

Bootstrapping Results of Structural Model

To validate the structural relationships of the proposed model, a bootstrapping procedure (5,000 subsamples) was employed within the PLS-SEM framework. This technique assesses the stability and significance of the path coefficients. The results, including standardized path coefficients and their significance levels for all hypothesized relationships, are presented in Figure 1.

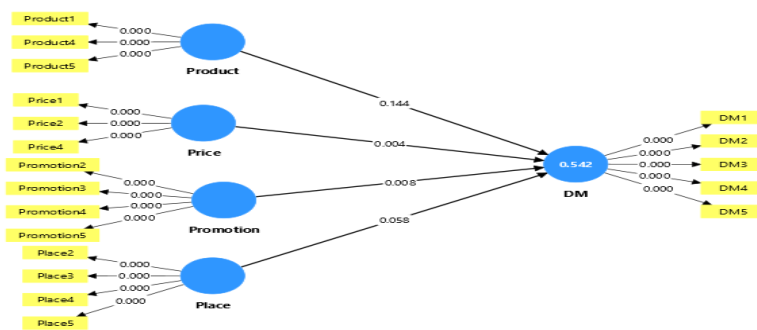

Figure 2: Bootstrapping Result of the Proposed Model

Table 9: Path coefficient (Direct Effect)

Hypothesis	Path	Sample Mean(M)	STDEV	T Statistics	P values	Decision
H1	Product->CD	0.122	0.081	1.463	0.144	Not Supported
H2	Promotion->CD	0.236	0.089	2.665	0.008	Supported
H3	Price->CD	0.295	0.104	2.858	0.004	Supported
H4	Place-> CD	0.178	0.092	1.893	0.058	Supported

Source: Survey Data, 2025

Table 9 shows the path coefficient (direct effect) of the independent variable on the dependent variable. The P-value approach was used to evaluate the significance of the hypothesis. The hypothesis was formed that green products, green promotion, green price and green place have a significant impact on consumer decision.

H1: Perceived value and availability of green products have a statistically insignificant path coefficient (β = 0.122, t = 1.463, p = 0.144). Thus, the hypothesis that perceived value and availability of green products influence consumer adoption is not supported at 5% level of significance.

H_2: Green promotion exhibited a significant positive effect (β = 0.236, t = 2.665, p = 0.008), providing strong support for the hypothesis that green promotion aids the adoption of sustainable consumer behaviour at 5% level of significance.

HA3: The green price demonstrated the strongest significant positive effect (β = 0.295, t = 2.858, p = 0.004). Consequently, the hypothesis that green product pricing influences consumer adoption is supported at 5% level of significance.

H4: Green Place showed a marginally significant positive effect (β = 0.178, t = 1.893, p = 0.058). Given the conventional threshold of $p < 0.05$, this result is borderline; however, it is often considered significant at the 10% level, leading to the conclusion that the hypothesis is supported.

In summary, the findings indicate that green promotion, price and place are significant drivers of sustainable consumer decisions, while the green product variable alone did not show a significant effect in this model.

4. DISCUSSION

The purpose of the study was to examine the impact of green marketing mixes, such as (green product, promotion, price and place) on consumer buying behavior in Birendranagar, Surkhet. This study revealed that green promotion (β=0.236, p=0.008), green price (β=0.295, p=0.004) and green place (β=0.178, p=0.058) have a significant positive influence on sustainable consumer buying decision-making. However, the green product variable did not show a statistically significant effect (β=0.122, p=0.144).

Green products have no significant effect on sustainable consumer buying decisions. Thus, it may be concluded that consumer buying decisions are not influenced by the product variable. The findings in this study are not consistent with those of authors such as Kuria (2024), Boztepe (2012), Jaiswala & Kant (2018) and Hossain & Rahman (2019).

The empirical result of green promotion shows that it has a significant effect on sustainable consumer buying decisions. This is consistent with studies such as (Aulial & Archie, 2024; Amoako et al., 2020; Nguyen-Viet,

2023; Kuria, 2024). This means companies that use truthful green marketing promotion and sustainability labeling attract more customers than those that do not. These results are extremely pertinent to businesses and marketers, suggesting that they implement effective green marketing initiatives. This should be accomplished by creating eco-friendly packaging that makes use of recyclable, biodegradable, compostable, or recycled materials while reducing or even doing away with the use of materials, as is the case with draft detergents. Similarly, this packaging needs to use eco-labels and other tools to clearly convey the product's environmental friendliness.

Green pricing significantly influences the purchasing decisions of environmentally conscious consumers. This suggests that the price variable influences Consumer Decisions (Y). The studies by Mehmood & Bhaumik (2023), Boztepe (2012) and Aulial & Archie (2024) are comparable to this one. This demonstrates that even when product prices increase, consumers are more likely to adopt eco-friendly behaviors and purchase eco-friendly products.

Green spaces have a big impact on sustainable consumer purchasing choices. The results of this study align with those of other authors, including Hossain & Rahman (2019) and Nguyen-Viet (2023). To reduce the environmental impact of their combined efforts, marketers should concentrate on choosing suitable green distribution strategies by collaborating closely with channel partners. To ensure that consumers can readily access green products, this entails rearranging logistics to improve environmental efficiency, managing products throughout the supply chain and intensifying green distribution through supermarkets, convenience stores, direct sales and online channels.

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