

Harnessing Green Purchase Intention in Kathmandu Valley

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Abstract

There is growing demand of green products in major cities like Kathmandu where people are becoming more health conscious. The aim of this study is to examine how green marketing (green labeling, green branding, green advertisement, perceived price and health consciousness) influence on green purchase intention in Kathmandu. It followed quantitative approach with an explanatory research design. People of Kathmandu who prefer green products are the population of this study. An online survey using convenience sampling technique was adopted to collect data from 405 respondents. Data was analyzed in SPSS 26 software. The finding of the study is that green labeling, green branding, green advertisement, perceived price and health consciousness significantly influence on green purchase intention. Among these factors, green advertisement is one of the most significant motivating factors for green purchase intention. It contributes to marketing practice by providing guidance to promote green products. It is crucial not just for solving global environmental challenges but also for enhancing sustainable competitive advantages of companies.

Keywords: Green Labeling, Green Branding, Green Advertisement, Perceived Price, Health Consciousness, Green Purchase Intention

Introduction

Due to growing global health awareness, there is increasing demand of green products. People are adopting eco-friendly and sustainable consumption habits (Li & Shan, 2025). They are concerned due to degrading natural resources, public health problems and environmental damage (Arsyistawa and Hartono (2022). Such people choose products from those companies which are responsible towards nature as well as public health (Kalyan & Metta, 2024). Today, people prioritize sustainable products that are designed, produced, and distributed with minimal impact on public health and the environment (Sutisna et al., 2025). Companies are shifting traditional marketing to green marketing to meet consumers' environmental pressure (Huo et al., 2022).

Green marketing has emerged as a strategic tool for businesses aiming to align with consumers' environmental values (Mohammad et al., 2025). Green marketing promotes clean production and sustainable consumption (Moraga et al., 2025). Green marketing incorporates a number of strategies like redesigning products, altering production methods, improving packaging and promoting products through green advertising to stimulate green purchase intention (Murtiningsih & Junaedi, 2025).

Such green product innovation can help companies to be more competitive through increasing consumer recognition (Xu et al., 2024). Since these innovative green products are safe for the environment and public health, their market share is growing (Obaid & Rashid, 2024). As a result, they are the most significant strategies for managing waste, reducing pollution, and even corporate environmental management (Chen et al., 2020; Huo et al., 2022).

Increasing trend of green consumption is the opportunity for green branding (Chen et al., 2020). Green branding as a strategic marketing tactic for companies emphasize to maintain sustainability and environmental friendliness (Li, 2025). An organization that practices green branding seeks to impress customers with its products by highlighting sustainability and environmental responsibility (Sutisna et al., 2025). When a company expresses its dedication to sustainability, it appeals to customers who value protecting the environment and makes them more likely to purchase (Widyastuti, 2024). Green branding makes a product stand out from the millions of other products on the market. Furthermore, green branding creates positive perception of consumers as they consider such product more reliable and beneficial to health (Quoc et al., 2025). Siyal et al. (2021) showed a significant relationship between green brand positioning and green purchase intention in Pakistan.

Similarly, Zhang et al. (2019) define "green labels" as eco labels that are printed on products to display their environmental qualities. Such labeling ensures that the product creates minimum negative impact on public health and environment. It shows consumers that the products are superior than conventional products in terms of environmental friendliness and quality (Leelavathi & Satyanarayana, 2024). It acts as a successful marketing tool to make the product unique and increase consumers choice (Majeed et al., 2022; Ahmad et al., 2025).

The primary objective of green advertising is to persuade consumers' buying intentions by promoting the use of eco-friendly products (Dahhan & Arenkov, 2025). Customers are more likely purchase green products when they believe that their consumption assist preserve the environment and lessen ecological problems. Green advertising is a powerful tool for spreading environmental consciousness. These days, this type of advertising advocates sustainable business practices to guarantee the consumers' improved health.

Price is another major component of marketing which can increase or decrease purchase intention. The majority of promotions involve price reductions and discounts when price is a concern in marketing (Sutanto & Wulandari, 2023). Ansu-Mensah (2021) also agree that price fairness of green products boosts consumer's perceived value and purchasing intentions. They are ready to pay extra for perceived benefits of the products (Ahmad et al., 2021). Tiwari and Kumari (2024) support this argument by explaining that customers are more inclined to ignore small price differences when they have trust in the goods. They focus on the perceived reliability of product and safety of health through that product. A study of Yasri et al. (2020) found that price perceptions could increase repurchase intentions of Gen Y in Malaysia.

Consumers aspect sustainable product as they are concerned with health, environment and society where they live (Sánchez-Bravo et al., 2020). Customers who are concerned about their health will take time and effort to look for eco-friendly goods or organic foods that are purportedly beneficial to their health (Van Phuong et al., 2025). Consumers believe the

consumption of green products can provide health benefit (Abdulsahib et al., 2019). Companies which are involved in environment friendly activities demonstrate themselves that they are responsive to nature as well as consumers' health while running their business (Suki et al., 2016). Brahma and Debnath (2025) support this argument and suggest that to enhance the market penetration of green products, companies should focus on educating consumers about health benefits as well.

Consumer interest in green products has increased significantly over the years in major cities of Nepal. They are likely to accept and adopt such product if they are affordable (Thadathil et al., 2025). There are several studies on green marketing in Nepal (Bhattarai, 2024; Dhakal et al., 2025; Rijal & DC, 2026). Some of them have shown contradictory results. For example, Mishra et al. (2024) show that green price has no role to influence on green purchase intention. Similarly, Budhathoki and Pandey (2021) did not find significant impact of health consciousness on organic purchase intention. Thus, this study contributes to fill the gap created by inconsistent findings by examining how green marketing promotes green purchase intention. Furthermore, few empirical researches have been conducted to determine how health consciousness influences on consumers' green purchase intentions, despite the growing trend of demand for green products in Nepalese context. It also contributes to fill knowledge gap by adding health consciousness as additional variable to examine green purchase intention in Nepalese context.

Hence, the objective of this study is to examine the relationship between green marketing factors (green labeling, eco-brand, green advertisement and perceived price) and health consciousness on consumers' green purchasing intention based on Theory of Planned Behaviour by Ajzen (1991). It not only offers new perspectives for perceiving consumer trends, but it can also give fresh insights for innovative green marketing campaigns (Xu et al., 2024). It is believed that the results of this study will significantly contribute the field of marketing literature.

Theoretical Review

Theory of planned behavior (TPB) is popularly tested theory to explain and predict green purchase intention (Pancic et al., 2023). According to TPB, personal attitude, subjective norms, and perceived behavioral control are responsible to influence the intention of a consumer (Ajzen (1991). In the context of green marketing, the TPB has been employed to explain how green marketing factors (green labelling, green branding, green advertisement, perceived price and health consciousness) influence green purchase intention (Panopoulos et al., 2022; Majeed et al., 2022; Pratistha & Prabawani, 2025; Xu et al., 2024; Adnan et al., 2025). These studies were in different culture and economy. Hence, this study attempts to extend TPB by adding variable like green labelling, green branding, green advertisement, perceived price and health consciousness to identify their impact on green purchase intention in Nepalese context.

Hypothesis Development

Green-labeling and Green Purchase Intention

Green labeling differentiates conventional products from eco-friendly products based on their environmental benefits (Khatun & Roy, 2022). It is a crucial external indicator that connects the dots between customer perception and product qualities (Mohammad et al., 2025). It is an efficient communication strategy for the promotion of green products (Panopoulos et al., 2022; Quoc et al., 2025). Such labeling promotes the usage of environmentally friendly

goods and services while assisting the formulation of environmental regulations (Majeed et al., 2022). It has a direct impact on consumer behavior as it helps to differentiate product at the time of purchase (Ahmad et al., 2021). Specifically, it generates positive feelings, lessens cognitive dissonance and increases the desire to purchase more (Quoc et al., 2025; Delafrooz et al., 2014). Several empirical researches have shown that green labeling is a significant determinant influencing purchase intention in India (Leelavathi & Satyanarayana, 2024), Nepal (Chaudhary et al., 2024) and Bangladesh (Khatun & Roy, 2022).

H1: Green-labeling has significant impact on green purchase intention.

Green branding and Green Purchase Intention

Green brandings distinguish a product based on its ecological benefits (Amit, 2013; Agarwal, 2024). Customers are more inclined to trust a brand when they are aware of its sustainable practices and eco-friendly products (Mohammad et al., 2025). Such practices increase consumers' propensity to purchase. Such companies emphasize on sustainable and eco-friendly practices in an attempt to lessen their adverse environmental consequences and promote products and services that benefit the entire world. Green branding is a means of effective communication of environmental responsibility which enhances purchase intention (Ahmed et al., 2024). A powerful green brand improves customer retention (Obaid & Rashid, 2024). Several empirical researches have shown that green branding is a significant determinant influencing purchase intention in Pakistan (Majeed et al., 2022; Jabeen et al., 2023 Ahmed et al., 2024), India (Agarwal, 2024) and Indonesia (Yasri et al., 2020; Murtiningsih & Junaedi, 2025).

H2: Green branding has significant impact on green purchase intention.

Green advertisement and Green Purchase Intention

Consumers are more likely to purchase eco-friendly or green products when they perceive that the products provide environmental benefits (Panopoulos et al., 2022). Green advertisements support customers to learn about a brand's sustainability and environmental friendliness (Pancic et al., 2023). Green advertisement may develop a consumer's positive attitude towards green goods. Such advertisements highlight the product's ecologically friendly characteristics and benefits and make great influence on sustainability (Li, 2025). They help to address environmental issues and global agenda for sustainable development by promoting environmentally conscious consumption (Dahhan & Arenkov, 2025). By highlighting environmentally friendly features and promoting sustainable consumption, these advertisements seek to educate and influence consumers (Delafrooz et al., 2014).

Dahhan and Arenkov (2025) highlighted that three dimensions (cognitive and affective responses, consumer responses and ethical impact) of green advertisement have significant impact on purchase intention in Syria. A study conducted by Carrion-Bosquez et al. (2024) in Ecuador proved that green advertising directly influences the green purchasing behaviors of organic products among millennials. Similarly, explanatory research of Pratistha and Prabawani (2025) also shows that green advertisement has significant contribution to increase purchase of eco-friendly clothes among young consumers of Semarang City of Indonesia.

H3: Green advertisement has significant impact on green purchase intention.

Perceived Price and Green Purchase Intention

The price is the amount that the consumer pays to the seller for the item (Suhud et al., 2022). A product's pricing comprises both its face value and subjective interpretations impacted

by the buyer's socioeconomic class and background (Oetomo & Santoso, 2025). The price that customers perceive based on their knowledge and experience is known as the perceived price (Suhud et al., 2022). Budget-conscious consumers may be discouraged by the higher price of eco-friendly products, however other consumers are willing to spend more for less environmentally damaging goods (Oetomo & Santoso, 2025). Sánchez-Bravo et al. (2020) give the example of Brazilian consumers who are ready to more for green products. However, green products with low prices will undoubtedly be more frequently purchased (Ansu-Mensah, 2021). This is supported by Ardheta and Shiratina (2024), who underscore the role of positive perception of price of a product to motivate consumers to purchase. Several empirical researches have shown that perceived price is a significant determinant influencing purchase intention in China (Xu et al., 2024), India (Kalyan & Metta, 2024), Indonesia (Sutanto and Wulandari, 2023; Oetomo & Santoso, 2025), Ghana (Ansu-Mensah, 2021).

H4: Perceived price has significant impact on green purchase intention.

Health Consciousness and Green Purchase Intention

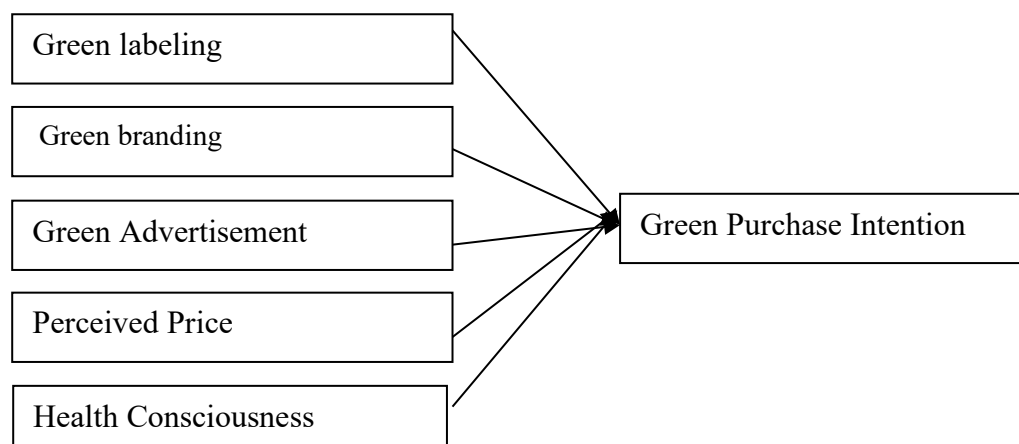
Consumers' health consciousness has greatly expanded their consumption choices due to the rising incidence of chronic diseases and environmental degradation (Li & Shan, 2025). Consequently, the increased demand for organic food has been supported by growing health consciousness, environmental well-being, and concern for future generations (Yogananda & Nair, 2019). In India, Kalyan and Metta (2024) found a strong correlation between the intention to buy organic food and health consciousness. Health-conscious consumers have a more positive attitude toward eating organic food and believe that organic products are healthier, better-tasting, and of higher quality (Murti & Ekawati, 2022).

One of the driving forces behind Mexican consumers' intentions to make healthier purchases is their health consciousness (Müller-Pérez et al., 2025). Li and Shan (2025) also showed that customers' intentions to buy organic items in green packaging are positively influenced by their health consciousness. According to Van Phuong et al. (2025), opinions about organic food in Vietnam are significantly influenced by health consciousness. They even proposed that although health concerns are a direct driver of purchase intention, customers' attitudes about green food aren't always impacted by them.

It has been proved by previous empirical studies that health conscious has significant and positive impact on green purchase intentions in Iraq (Abdulsahib et al., 2019; Brahma & Debnath, 2025), Vietnam (Nguyen et al., 2025) and India (Sriramaneni et al., 2025).

H5: Health consciousness has significant impact on green purchase intention.

Conceptual framework



Research Methodology

This research relied on the positivism philosophy with quantitative approach. It employed explanatory research design as it tested the influence of independent variables on dependent variable (Murtiningsih & Junaedi, 2025). As the population size is unknown, required minimum size sample size is 384(Ahmed, 2024). However, 405 respondents supported to collect data through convenience sampling. The participants were contacted through social media specially Facebook and WhatsApp to fill up questionnaire prepared in Google Form.

The questionnaire of the survey was divided into two parts. The first part was used to collect participants' demographic data. The second part used was to collect data regarding major factors influencing green purchase intention. A five-point Likert scale was used to evaluate the from 1 =strongly disagree to 5= strongly agree. The data collecting period began on July, 2025 and concluded on September and concluded on September 1, 2025. Table 1 shows the major variables and sources of items for those variables. Sources of major constructs are listed in table 1.

Table 1
Summary of Questionnaire and its Sources

Variables	Number of questions	Reference
Independent Variable		
Green-labeling	5	Arsyistawa and Hartono (2022), Quoc et al. (2025)
Green branding	5	Widyastuti (2024)
Green Advertisement	5	Obaid and Rashid (2024)
Perceived Price	4	Ansu-Mensah (2021)
Health Consciousness	5	Müller-Pérez et al. (2025)
Dependent Variable		
Green Purchase Intention	5	Panopoulos et al. (2022) and Alalei & Jan (2023)

Reliability Test

A reliability test is conducted in SPSS to identify internal consistency of items of each construct. It has been illustrated from table 2.

Table 2
Cronbach's Alpha of Different Constructs

Construct	Numbers of Items	Cronbach's Alpha
Green-Labeling	5	0.876
Green Branding	5	0.776
Green Advertisement	5	0.885
Priced Price	5	0.854
Health Consciousness	5	0.765
Green Purchase Intention	5	0.743

Table 2 shows the reliability of each construct. The alpha value of each construct is significantly higher than the threshold value i.e. 0.70. It implies that constructs are reliable for further analysis (Hair et al., 2014).

Respondent Demographic Profile

The demographic details of the respondents, such as age, gender, income, education level are shown in the table. This helps in placing the sample in context and determining how representative it is of customers in the Kathmandu Valley.

Table 3
Demographic Distribution

Demographic Variables		Frequency	Percentage
Gender	Females	197	48.64
	Males	208	51.36
Age	Below 20 years	31	7.65
	21-30 years	104	25.68
	31-40 years	135	33.33
	41-50 years	78	19.26
	Above 51 years	57	14.07
Occupation	Students	52	12.84
	Employee	181	44.69
	Business	96	23.70
	Others	76	18.77
Education Level	+2 or below	78	19.26
	Bachelor	175	43.21
	Master or Above	152	37.53
Monthly Income	Below Rs 20000	7	1.73
	Rs 21000-30000	55	13.58
	Rs31000-50000	237	58.52
	More than Rs 50000	106	26.17

(Sources: Field Survey 2025)

Table 3 displays the demographic profile (gender, age, education, occupation, monthly income) of 405 consumers who participated in this study. People aged 31–40 years make up the majority (n= 135, 33.33%), with male respondent (n=208, 51.36%) compared to females (n=197, 48.64%). Employees made up the biggest occupational category (n= 181, 44.69%), followed by business (n=96, 23.70%), others (n=76, 18.77%) and students (n=52, 12.84%). Similarly, majority of the respondents have completed bachelor degree (n= 175, 43.21%) followed by master degree (n=152, 37.53%) and +2 or below (n=78, 19.26 %). A large number of them (n=237, 58.52%) reported that their monthly earning is between Rs. 31000 to 50000.

Table 4*Model Summary Green Purchase Intention*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721	.508	.501	.504

a. Predictors: (Constant), Green Labelling, Green Branding, Green Advertisement, Perceived Price, Health Consciousness

Table 4 shows that a strong R value of 0.721 and an R² of 0.508, indicating that 72.1% of the variation in green purchase intention is explained by green labelling, green branding, green advertisement, perceived price and health consciousness together.

Table 5

The table 5 displays that the regression model of green marketing, health consciousness and green purchase intention was significant. The table indicated that the model is a good fit for further analysis.

ANOVA of Green Purchase Intention

	Model	Sum of Squares	d.f.	Mean Square	F	Sig.
1	Regression	104.708	5	20.942	82.273	<.001
	Residual	101.561	399	.255		
	Total	206.270	404			

a. Dependent Variable: Green Purchase Intention

b. Predictors: (Constant), Green Labelling, Green Branding, Green Advertisement, Perceived Price, Health Consciousness

Table 6*Coefficients of Green Purchase Intention*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.105	.127		.832	.406
Green-Labeling	.126	.039	.135	3.201	.001
Green Branding	.180	.060	.183	2.987	.003
Green Advertisement	.199	.054	.201	3.674	.000
Perceived Price	.189	.063	.183	3.005	.003
Health Consciousness	.176	.059	.173	3.002	.003

a. Dependent Variable: Green Purchase Intention

The table 6 shows the results of multiple regression analysis to illustrate the impact of green marketing variables on green purchase intention. Among the five independent variables, green advertisement ($\beta = .199$, $p < .001$) has the highest influence whereas green labeling ($\beta = .126$, $p < .05$) has the lowest impact but still significant. Similarly, green branding ($\beta = .180$,

$p < .05$), perceived price ($\beta = .189$, $p < .05$) and health consciousness ($\beta = .176$, $p < .05$) have also significant impact on green purchase intention.

Discussion and Conclusion

The result of the SPSS analysis revealed a positive impact of green-labeling, green branding, environmental advertisement, perceived price and health consciousness on green purchase intention. Thus, the current study supported H1. Prior studies (Nguyen-Viet, 2022; Panopoulos et al., 2022; Chaudhary et al., 2024; Li, 2025) presented a significant influence of green labeling on green purchase intention. Environmentally friendly information of green labelling convenience consumer to purchase green product. Therefore, it is the responsibility of marketers to maintain a green label that persuades consumers to purchase environmentally friendly goods. However, this finding contradicts with Aldaihani et al. (2024) that green labeling does not influence the green purchasing intention of consumers.

Another finding of this current study is a significant impact of green branding on green purchase intention. It supported H2. This finding is in line with previous studies (Majeed et al., 2022; Agarwal, 2024). A product which brands itself as environmentally responsible and committed to environmental protection promotes green purchase intention (Siyal et al., 2021). Thus, it is the responsibility of marketers to establish and add green brand that consumers continue to accept. However, this finding contradicts with Chen et al. (2020) that green branding does not influence the green purchasing intention of consumers.

Similarly, the results have revealed a significant impact of green advertisement on green purchase intention. It supported the H3. Previous studies (Delafruez et al., 2014; Li, 2025; Nguyen-Viet, 2022; Obaid & Rashid, 2024; Pratistha & Prabawani, 2025) have documented a significant effect of green advertisement on green purchase intention. Highlights of environmental benefits of a product attracts and retains environmentally conscious consumers (Obaid & Rashid, 2024). Green advertising influences consumers' purchasing decisions by raising awareness, building emotional connection and creating trust (Adnan et al., 2025). Such advertising promotes resource conservation and more responsible consumption (Mishra et al., 2024). However, Naldy and Nuvriasari (2026) underscores that green advertising alone is not enough to motivate consumer to purchase electric cars in Indonesia.

Additionally, the study predicted a positive impact of perceived price on green purchase intention. It supported H4. As documented by previous studies, (Ansu-Mensah, 2021; Oetomo and Santoso, 2025), perceived price has a significant influence on green purchase intention. Consumers are ready to purchase green products over conventional products if green products are reasonably priced. However, it contradicts with findings of Suprihartini et al. (2022) and Suhud et al. (2022) which showed that perceived price does not have significant impact on green purchase intention. Mishra et al. (2024) also underscore that green price has no significant influence on green purchase intention.

Finally, the study confirmed a positive impact of health consciousness on green purchase intention. It supported the H5. As documented by previous studies, (Brahma & Debnath, 2025), health consciousness has a significant influence on green purchase intention. Consumers are more likely to purchase green products when such products provide health benefits to them (Sriramaneni et al., 2025). A company which focuses health consciousness of its consumers can increase its competitive edge in the market. However, it contradicts with finding of Widjaja

et al. (2025) which showed that health consciousness does not have significant impact on organic food purchase intention Indonesia.

Thus, the study concludes that green labeling, green branding, green advertisement, perceived price and health consciousness are responsible factors to influence on green purchase intention Nepalese context. Among these factors, green advertisement is one of the most significant motivating factors for green purchase intention. Similarly, information of environmental and health benefits and reasonably priced green products can attract health conscious consumers. Such products develop positive attitude due to their health as well as environmentally beneficial features. Hence, this study provides a valuable insight for promoting green purchase intention in Kathmandu where people are environmental and health conscious. It suggests that investing in green marketing is a powerful strategy to boost consumer interest and sales of green products in Kathmandu.

Implications

This study answers the call of Ansu-Mensah (2021) as he suggested research on other cities and respondents from all age categories including students to examine green purchasing intentions. Based on quantitative approach and multiple regression analysis, it contributes methodologically by providing empirical evidence of the factors influencing on green purchase intention. Furthermore, it contributes to the theory of planned behavior (TPB) while identifying the components influencing green purchase intention among Nepalese consumers.

The finding of this study can inspire marketing experts and marketing managers to focus on green advertisement and consumers' health to promote green products. The findings may also assist marketers in developing future strategies to increase consumers' green purchase intention. Their unique green products marketing appeal not only to existing health conscious consumers but also to potential consumers who are interested in innovative green products. It supports them to refine and redefine their marketing strategies. It helps them to cope with changing market trends in city like Kathmandu where demand of green product is increasing every day.

It is equally useful to government to support those companies which are committed to environmental protection. Government can formulate supportive policies to encourage new entrepreneurs and existing businesses to produce greens. They can introduce awareness programs for consumers.

Limitations and Direction for Future Research

This study did not integrate any mediating variables. Future study can use mediating variable like customer perceived value to determine purchase intention. They can enrich the literature by adopting longitudinal data. They can even use larger sample from multiple cities and probability sampling to improve generalizability of the findings.

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