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Impact of Green Marketing Mix on Purchase Behavior of Environmentally Conscious Consumers of Kathmandu Valley in Fashion Industry

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Abstract

The growing environmental awareness has significantly influenced the business men to adopt strategies which resemble consumer's mindset towards environmental awareness, especially in the fashion industry. The study aims at measuring the impact of green marketing mix on the purchase behavior in Kathmandu focusing on the fashion industry for consumers who consider eco friendliness of aa apparel in the environment. The study followed a quantitative approach. With the use of a survey questionnaire, 110 respondents participated in this study. The study applied descriptive statistics, correlation, ANOVA and regression analysis. IBM SPSS software was used to analyze the model. The study examined four factors that impacted the purchase behavior of environmentally conscious consumers in the Fashion industry in Kathmandu Valley: green product, green place, green price and green promotion. The study finds that two factors, green product and green place have significant positive impact on the purchase behavior of environmentally conscious apparel consumers in Kathmandu Valley. On the contrary, green price and green promotion was found to have no significant impact on the purchase behavior. The study will help fashion brands and retailers understand the concept of green marketing mix and formulate marketing strategies effectively. Future research can explore other factors like green people, green process and green physical evidence in the context of the other industries as well as in other parts of Nepal.

Keywords: purchase behavior, green product, green price, green place, green promotion, green marketing, fashion

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Introduction

Environmental concerns have become a paramount issue globally, with younger generations particularly active in environmental activism, reflecting heightened awareness and commitment to sustainability. This shift has prompted businesses to adapt their promotional strategies to appeal to environmentally conscious consumers through various green marketing approaches. Green marketing entails strategically integrating social and environmental considerations to forge a meaningful connection between businesses and customers (Shrestha, 2018).

According to Execs in the Know (2023), increasing environmental awareness has prompted consumers to focus on the adverse ecological

impacts of products, leading to a preference for goods and services that contribute positively to the planet's sustainability. Such consumers, referred to as environmentally conscious consumers, make consumption choices prioritizing sustainability and eco-friendliness.

Purchase behavior, defined as the physical actions and cognitive decision-making processes involved in acquiring and using products and services, deeply influences consumer choices (Schiffman & Kanuk, 2000). Within this framework, the green marketing mix emphasizes the environmental attributes of products and services, highlighting how businesses modify their production, pricing, placement, and promotional strategies to be more environmentally responsible (Goyal & Pahwa, 2018). This mix encompasses the development and advertising of products through implementing various eco-friendly initiatives.

To attract and influence environmentally conscious consumers, organizations integrate green marketing into the traditional marketing mix by developing sustainable products, setting environmentally aligned prices, optimizing supply chains to minimize ecological footprints, and actively promoting green initiatives.

In the Nepalese context, certain fashion schools and businesses have incorporated these green marketing components into their curricula and operational models. However, as noted by WOW Fashion School (2024), "Not all consumers understand the importance of sustainable fashion, thus misconception and lack of knowledge can hinder the adoption of sustainable fashion in the context of Nepal."

Problem Statement

The rapid growth of the apparel industry necessitates that stakeholders remain flexible and responsive to evolving market dynamics (Yang et al., 2017). With consumers increasingly aware of sustainable fashion, it is imperative for companies to adopt green marketing strategies to meet this demand. Shrestha (2018) asserts that "going green is becoming more than just a trend in Nepal; it has been seen as a means to gain sustainable growth." Despite growing emphasis on green marketing, there remains a lack of clarity regarding how individual components of the green marketing mix—green product, green price, green place, and green promotion—influence the purchase behavior of environmentally conscious consumers, particularly within Kathmandu's fashion industry.

Existing research in Nepal primarily focuses on organic product markets and consumers' general preferences towards green initiatives (Shrestha, 2018), leaving a significant gap concerning the fashion sector in Kathmandu Valley. This study seeks to address this gap by identifying and analyzing which elements of the green marketing mix most significantly affect environmentally conscious consumers' purchasing decisions in the Kathmandu fashion industry. Given the rising importance of sustainable fashion in the region, understanding the impact of eco-friendly marketing practices on consumer behavior is critical.

Furthermore, prior literature highlights limited insight into the relationship between the green marketing mix and environmentally conscious consumers in Nepal. The insufficient research focusing on the fashion industry's adoption of green marketing mix strategies and their influence on purchase behavior establishes a clear foundation for this inquiry.

Research Objective

This study aims to investigate the impact of the green marketing mix on the purchase behavior of environmentally conscious consumers within the Kathmandu Valley fashion industry. Additionally, it seeks to examine variations in purchase behavior based on consumers' differing considerations of eco-friendliness.

Literature Review

Empirical Review

Shrestha (2018) investigated the relationship between demographic factors—such as age, income, education, and occupation—and consumer purchase intention with respect to green

marketing tools. The study found that consumers in Kathmandu exhibit enthusiasm towards green products and demonstrate a willingness to pay a premium for them. Furthermore, environmental beliefs and packaging were identified as significant determinants influencing consumer preferences, with food products emerging as the most preferred green category.

Bishwokarma and Lohala (2024) explored the moderating effect of willingness to pay a premium price (WPPP) on the relationship between attitude towards green brands (ATGB) and green purchase intention (GPI). Their findings indicate that both ATGB and WPPP positively and significantly influence GPI. However, the study revealed that WPPP does not significantly moderate the link between ATGB and GPI, highlighting nuanced dynamics in consumer purchase decisions.

Thapa (2019) examined consumer knowledge, perceptions of pricing, and attitudes towards promotional strategies related to green products. The study aimed to identify misconceptions and evaluate how promotional efforts shape consumer acceptance of environment-friendly products.

Basnet et al. (2024) focused on the impact of green marketing on consumer buying behavior in Kathmandu Valley. Their research underscored the positive and direct influence of eco-labeling, green packaging and branding, green products, premium pricing, and environmental concerns on consumers' environmental beliefs, emphasizing the multidimensional nature of green marketing effectiveness.

More recently, Shrestha et al. (2023) analyzed determinants of consumers' green purchasing decisions in Nepal. They identified that environmental concerns, perceived benefits of green products, quality, price awareness, willingness to purchase green products, and future environmental expectations are all significant predictors driving green purchase behavior.

Tamang and Thapa Parajuli (2024) investigated the moderating role of greenwashing understanding (GWU) in the relationship between green purchase behavior (GPB) and its antecedents, including receptivity to green advertising (RGC), environmental consciousness (EC), and personal norms (PNS) among consumers in Kathmandu Valley. Their study provides critical insights into consumer skepticism and the nuanced impacts of green marketing communications.

A synthesis of prior research reveals overlapping insights into factors influencing green product purchase intentions. Shrestha (2018) highlights demographic influences and willingness to pay, while Thapa (2019) emphasizes environmental safety and product content as motivators for green purchasing. Basnet et al. (2024) further detail how eco-labeling, packaging, and pricing strategies cumulatively shape consumer beliefs and behaviors toward environmental sustainability.

Recent research by Mishra (2025) and Celestin, and Mishra (2025) discusses the positive impact of green innovation strategies on corporate financial performance within the automotive sector, highlighting the economic benefits of sustainable practices. Mishra and Aithal (2022, 2023) contribute further insights into green financing, lean construction waste management, and green banking practices in Nepal, laying a comprehensive foundation for green business strategy research in developing countries.

Operational Variables

Green Product

Defined as environmentally friendly and ecological products that are safe for consumption and beneficial to the environment, green products typically use natural ingredients and maintain life cycles that minimize negative ecological impacts (Hadi et al., 2023). Similarly, Diglel and Yazdanifard (2014) characterize green products as items produced with environmental consciousness, minimal adverse effects, use of recycled materials, conservation of natural resources, and typically manufactured locally. This variable explores consumers' awareness and perception of eco-friendly products, focusing on attributes such as sustainable materials, durability, and design variety.

Green Price

This refers to pricing established with consideration of environmental factors—including community ecology and natural ecosystems—while balancing company profitability and sustainability goals (Hadi et al., 2023). Hashem and Al-Rifai (2011) further assert that green pricing is guided by organizational policies and regulatory frameworks emphasizing environmental stewardship. The study investigates whether consumers are willing to pay premiums for sustainable products or prioritize affordability.

Green Place

Defined as points of sale that manage logistics to reduce carbon footprints, green place includes both physical and online platforms that adopt environmentally friendly distribution strategies (Satria Hadi et al., 2023). Hashem and Al-Rifai (2011) describe green place as distribution channels conducted under environmental compliance standards, facilitating secure, eco-conscious product delivery. This variable addresses consumer preferences regarding shopping environments and the importance of convenience and accessibility for green product purchasing.

Green Promotion

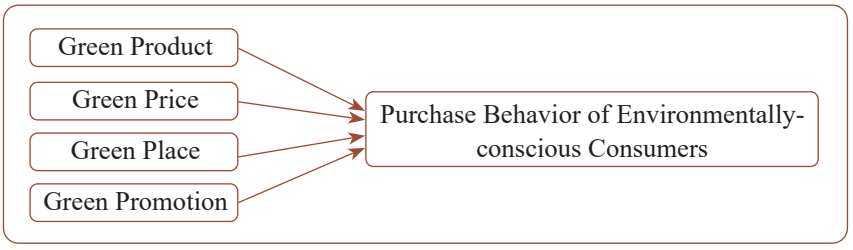
This encompasses marketing efforts aimed at encouraging consumers to buy environmentally friendly products by communicating ecological benefits and company commitments (Hadi et al., 2023). Fan and Zeng (2011) articulate that green promotion involves disseminating information on corporate ecological initiatives through various means such as advertising, public relations, sales promotions, and direct marketing. The study evaluates consumer responsiveness to different promotional techniques such as discounts, certification labels, and awareness campaigns.

Dependent Variable: Purchase Behavior

Purchase behavior refers to the frequency and nature of consumers' eco-friendly product purchases and the factors motivating their decisions (Ajzen, 1991). Specifically, this study operationalizes purchase behavior in terms of purchase frequency, product type selection, and influencing factors that mediate the translation of attitudes into green buying actions.

Figure 1

Conceptual Framework



Note. Mahmoud (2018)

The conceptual framework adapted from Mahmoud (2018) illustrates the influence of the green marketing mix elements on the purchase behavior of environmentally conscious consumers (see Figure 1). In this framework, purchase behavior is the dependent variable, representing the outcome influenced by the independent variables, which include the four dimensions of the green marketing mix: Green Product, Green Price, Green Place, and Green Promotion. These independent variables are hypothesized to collectively shape consumers' decisions to purchase environmentally friendly products.

Hypotheses

Based on the conceptual framework, the following hypotheses are proposed:

H1: Green product has a significant effect on purchase behavior.

H2: Green price has a significant effect on purchase behavior.

H3: Green place has a significant effect on purchase behavior.

H4: Green promotion has a significant effect on purchase behavior.

H5: There is a difference in purchase behavior between consumers based on their consideration of eco-friendliness.

Research Onion

Philosophy: Interpretivism

The interpretivist research philosophy is employed to understand how environmentally conscious consumers perceive and respond to green marketing mix strategies. This approach facilitates a subjective interpretation of consumer attitudes and behaviors.

Research Approach: Deductive

The study follows a deductive approach, beginning with hypotheses derived from existing theories, specifically the Theory of Planned Behavior, to examine the influence of green marketing mix elements on purchase behavior.

Research Strategy: Survey

Quantitative data were collected using a structured survey questionnaire to assess the impact of green marketing on environmentally conscious consumers' purchasing decisions.

Methodology: Quantitative

The research utilizes a quantitative methodology, employing a structured questionnaire targeting environmentally conscious apparel consumers who frequently engage with evolving fashion trends.

Time Horizon: Cross-sectional

Data were collected over a single period, specifically within one week, making this a cross-sectional study.

Data Collection and Analysis

The survey was administered online to a targeted population of young, well-educated, and high-income environmentally conscious individuals in the Kathmandu Valley. Collected data were analyzed using SPSS (version 25, IBM Corp.), employing descriptive statistics, regression analysis, correlation analysis, ANOVA, and independent samples t-tests to evaluate relationships among variables and test hypotheses.

Methodology

This study adopts a quantitative design to collect structured responses from a selected population characterized by sustainable preferences and purchasing habits emphasizing eco-friendliness. Primary data were obtained via an online structured questionnaire distributed through various platforms.

The target population consists of environmentally conscious young adults aged 16 to 37 residing in Kathmandu Valley, who regularly purchase apparel and keep abreast of fashion industry trends. Of the 130 responses received, 110 valid responses were retained following screening, adhering to the recommended sample size proportion of at least one-fifth of the total 22-item questionnaire.

The questionnaire comprised 22 items representing four independent variables (Green Product, Green Price, Green Place, Green Promotion) and one dependent variable (Purchase Behavior). Responses were measured on a five-point Likert scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (5).

Data processing involved initial sorting and coding in SPSS, followed by reliability testing using Cronbach's Alpha. Subsequent analyses included regression to examine the effects of independent variables on purchase behavior, correlation to assess linear relationships among variables, ANOVA to determine overall model fit, and independent samples t-tests to explore differences in purchase behavior based on eco-friendliness considerations. Hypotheses were tested through regression analysis

to establish the significance of each independent variable's impact on the dependent variable.

Results and Discussion

This study examines the impact of green marketing on purchase behavior in Kathmandu's fashion industry. It finds that green product and green place positively influence buying decisions, while green price and green promotion do not. These insights can guide fashion brands in shaping effective green marketing strategies.

Table 1

Cronbach's Alpha Test Value

Variables	Value
Green Product	0.747
Green Price	0.339
Green Place	0.66
Green Promotion	0.7
Purchase Behavior	0.805
Overall	0.902

The Cronbach's Alpha test has yielded 0.747 for Green Product, 0.339 for Green Price, 0.66 for Green Place, 0.7 for Green Promotion, and 0.805 for Purchase Behavior. The overall value of 0.902 which is greater than 0.5 defines the consistency of the responses within the variable chosen for the research. However, Green Price is found to be inconsistent as it has fewer questions as compared to other variables.

Table 2

Demographic Profile of the Respondents

Category	Frequency	Frequency	Percent	Cumulative %
Age	Below 18	5	4.50%	4.50%
	18–22	79	71.80%	76.30%
	23–27	21	19.10%	95.40%
	28-32	4	3.60%	99.00%
	33-37	1	0.90%	99.90%
	Total	1	100%	
Gender	Male	42	38.20%	38.20%
	Female	68	61.80%	100.00%
		110	100%	
Education Level	High School	4	3.60%	3.60%
	Undergraduate (Ongoing	70	63.60%	67.20%
	Undergraduate	16	14.50%	81.70%
	Graduate Level (Ongoing)	13	11.80%	93.50%
	Graduate and Above	7	6.40%	99.90%
	Total		100%	

Category	Frequency	Frequency	Percent	Cumulative %
Income Level (in NPR per Month)	Depends on Pocket Money	59	36.60%	54%
	Below 20000	13	11.80%	65%
	20000-50000	24	21.80%	87%
	50000-100000	7	6.40%	94%
	Above 100000	7	6.40%	100%
	Total	110	100%	
Occupation	Student	75	68.20%	68.20%
	Employed	23	20.90%	89.10%
	Self-Employed	7	6.40%	95.50%
	Unemployed	3	2.70%	98.20%
	Others	2	1.80%	100.00%
	Total	110	100%	
Eco Friendless Consideration	Yes	6	55.50%	55.50%
	No	49	44.50%	11.00%
	Total	110	100%	

Note. Field Survey

Table 2 shows the demographic profile from a sample of 110 respondents. The majority of the respondents, 71.80% are from the age group 18-22 while less than 1% are from the 33-37 age category. Further, there are 61.8% female and 38.20% male respondents. Majority of the respondents, 63.6% are in their undergraduate, while people who have graduated and above are only 6.4%. The income level indicates that 53% of respondents depend on pocket money with only 6.40% of respondents having a salary above Rs.1,00,000. The majority of the respondents 68.20% are students while only 29.1% are employed. The data indicates that around 55.5% of respondents consider eco friendliness of the apparel before purchasing. These statistics clearly show a growing inclination among the educated, young generation with a stable amount of income towards preference for sustainable practices in fashion consumption.

Table 3

Descriptive Statistics for Green Product

Code	Statement	N	Mean	SD
GPr1	Prefer products made from sustainable materials	110	3.491	1.0022
GPr2	Find eco-friendly products are of better quality	110	3.336	0.9509
GPr3	Prefer brands that are transparent about the materials used	110	3.955	1.0350
GPr4	Find the products available in expected design & style	110	2.964	0.9079
GPr5	Find the green products more durable	110	3.336	1.0071
Green Product			3.4164	0.9806

Table 3 provides information about the green product factor influencing the purchase behavior. The average mean value of 3.4164 shows a moderate level of satisfaction or preference with the green products among the respondents. The factor with highest mean value of GPr3 suggests that the

majority of the respondents prefer the brands that are transparent about the materials used in their products while the lowest mean of GPr4 suggests that respondents find very few green products in the fashion industry available in the expected design & style. The overall standard deviation value of 0.9806 indicates the moderate variation in the responses.

Table 4

Descriptive Statistics for Green Price

Code	Statement	N	Mean	SD
GPri1	Willing to pay a premium for eco-friendly products	110	3.118	0.9648
GPri2	Find the price of green products as a barrier	110	3.518	1.1148
GPri3	Consumers prefer green products when priced like non-green ones	110	4.082	1.067
Green Price			3.572	1.048

Table 4 provides information about the green price factor influencing the purchase behavior. The average mean value of 3.572 shows a general agreement among the respondents. The factor with highest mean value GPri3 suggests that the majority of the respondents are more likely to buy the green products if they are priced similar to non-green alternatives while the lowest mean GPri1 suggests that respondents are less willing to pay a premium for the eco-friendly products. The standard deviation values indicate the variation in agreement levels of the respondents to each factor with GPri2 showing the highest deviation. It means the respondents show different levels of agreement to the statement that price of green fashion products is a barrier to making frequent purchases of such products to them.

Table 5

Descriptive Statistics for Green Place

Code	Statement	N	Mean	SD
GPl1	Find eco-friendly products available at convenient locations	110	2.409	1.0342
GPl2	Prefer brands offering products both online & offline	110	3.782	0.9422
GPl3	Encouraged to buy products having easy access	110	3.936	0.9215
GPl4	Prefer brands with sustainable supply chain practices	110	3.864	0.9431
GPl5	Likely to trust brands that sell products through certified stores	110	3.855	1.0565
Green Place			3.5692	0.9795

Table 5 provides information about the green place factor influencing the purchase behavior. The average mean value of 3.5692 shows a general agreement among the respondents. The factor with highest mean value GPl3 suggests that the majority of the respondents are encouraged to buy the green products which are made easily available & accessible while the lowest mean GPl1 suggests that only a few respondents find the eco-friendly products available at their convenient locations. The standard deviation values indicate the variation in agreement levels of the respondents to each factor with GPl5 showing the highest deviation. It means the respondents show different levels of agreement to the statement that they are likely to trust brands that sell products through certified stores.

Table 6

Descriptive Statistics for Green Promotion

Code	Statement	N	Mean	SD
GPro1	Purchase Behavior influenced by green advertisements	110	3.173	1.0740
GPro2	Find discounts & promotions more appealing to purchase	110	3.618	1.1962
GPro3	Likely to choose the brand that share its environmental efforts	110	3.900	0.9857
GPro4	Trust brands that use certification labels in product advertising	110	3.718	1.0239
Green Promotion			3.6022	1.0699

Table 6 provides information about the green promotion factor influencing the purchase behavior. The average mean value of 3.6022 shows a general agreement among the respondents. The factor with highest mean value GPro3 suggests that the majority of the respondents are likely to choose the brand that shares its environmental efforts while the lowest mean GPro1 suggests that respondents' purchase behavior is less likely to be influenced by the advertisements of the green products. The standard deviation values indicate the variation in agreement levels of the respondents to each factor with GPro2 showing the highest deviation.

Table 7

Regression Analysis

Model	Unstandardized Coeff.		Standardized Coeff.	t	Sig.	Adjusted R. square	F	Sig.
	B	Std. Error	Beta					
Constant	0.413	0.316		1.306	0.194	0.471	25.225	0.000
Avg_GProduct	0.237	0.095	0.231	2.488	0.014			
Avg_GPrice	0.165	0.094	0.159	1.761	0.081			
Avg_GPlace	0.336	0.114	0.302	2.954	0.004			
Avg_GPromotion	0.139	0.087	0.153	1.592	0.114			

Table 7 shows the adjusted R square value is 0.471 indicating 47.1% of the variability in Purchase Behavior of the consumers is explained through Green Product, Green Price, Green Place and Green Promotion. Further, since p-value for overall model fitness is less than 0.05, we reject our H0. This indicates that the overall model is fit for the study.

Since p-value for the variables Green Product (Avg_GProduct) and Green Place (Avg_GPlace) is less than 0.05, we reject our H0. Thus, it indicates that Green Product and Green Place have significant effects on the purchase behavior. This finding supports our hypothesis H1 and H3.

However, the variables Green Price (Avg_GPrice) and Green Promotion (Avg_GPromotion) have p-value greater than 0.05, we do not reject our H0. Thus, it indicates that Green Price and Green Promotion do not have significant effects on the purchase behavior. This finding doesn't support our hypothesis H2 and H4.

Table 8

T-test Between Purchase Behavior Across Eco-Friendliness Consideration

Model		Sig.	t-test value
Avg_PB	Equal variances assumed	0.057	1.924
	Equal variances not assumed	0.054	1.945

Table 8 indicates that there is no significant difference in the purchase behavior of the respondents who consider ecofriendliness and who do not, as the p-value is greater than 0.05. This finding doesn't support our hypothesis H5.

Table 9

Summary of Hypotheses Test

Hypotheses	Result
Green Product - Purchase Behavior	Failed to reject H1
Green Price - Purchase Behavior	Rejected H2
Green Place - Purchase Behavior	Failed to reject H3
Green Promotion - Purchase Behavior	Rejected H4
Ecofriendliness Consideration - Purchase Behavior	Rejected H5

The study concludes that two hypotheses H1 and H3 have been failed to reject. This means the components of the green marketing mix, Green Product and Green Place have significant effect on the purchase behavior of the consumers. While, hypotheses H2 and H4 have been rejected meaning Green Price and Green Promotion don't have significant impact on the purchase behavior. Also, hypothesis H5 has been rejected meaning there is no any significant difference among the respondents who are considerate about eco friendliness of the apparels (products) and who are not.

The findings of this study on the green marketing mix and environmentally conscious consumer behavior align with broader research trends in Nepal and similar emerging economies. Consistent with Hallin's (1995) findings, this study confirms that consumers are motivated to purchase green products not only to satisfy personal needs but also to contribute to environmental sustainability. This consumer orientation is particularly evident in urban centers like Kathmandu, where environmental awareness is gradually rising alongside increasing exposure to global sustainability discourses (Mishra & Aithal, 2021).

However, the inverse relationship between green price and purchase behavior observed in this study reflects the persistent price sensitivity that is characteristic of consumers in developing countries, including Nepal. D'Souza et al. (2006) similarly indicated that premium pricing acts as a deterrent for green product adoption. This underscores a critical challenge for marketers seeking to balance sustainability goals with affordability, especially in markets where economic constraints remain significant barriers. Several studies in Nepal have echoed this finding, emphasizing that while environmental concern is growing, high prices limit green product uptake, necessitating more effective pricing strategies or subsidies (Mishra & Chaudhary, 2018; Mishra, 2019).

The influence of green place, particularly in terms of responsible procurement and distribution, resonates with the findings of Eltayeb et al. (2011) and is supported by evolving business practices in Nepal, where green supply chain management

is emerging slowly but steadily in response to consumer expectations (Shrestha et al., 2023). Accessibility and convenience of eco-friendly products remain crucial factors shaping consumer purchase decisions, suggesting that expanding green product availability at popular retail points and online platforms could enhance adoption rates.

Interestingly, the diminished impact of green promotion found here diverges from earlier assertions such as those by Chase and Smith (1992) that eco-friendly advertising heavily influences buying decisions. This discrepancy may be indicative of evolving consumer skepticism or saturation in green advertising messages, which calls for more innovative, transparent, and authentic communication strategies to effectively engage Nepalese consumers (Rauniyar & Bhattacharya, 2023). Recent Nepali studies also highlight that trust deficits and unclear information pose significant challenges to green promotion effectiveness, suggesting that marketers need to emphasize credible green certifications, influencer endorsements, and experiential marketing in future campaigns.

From a wider research perspective, these findings reinforce the complex and context-specific nature of green marketing efficacy in developing economies. While increasing awareness and concern for environmental sustainability among Nepalese consumers are promising, economic factors, infrastructural challenges, and communication effectiveness critically moderate the translation of green attitudes into purchasing behavior (Shrestha et al., 2023).

Moreover, as Mishra and Aithal (2021) noted in related sectors such as IT product usage, consumer behavior in Kathmandu is nuanced by demographic diversity and evolving environmental consciousness, necessitating differentiated marketing approaches. Similarly, Mishra and Chaudhary (2018) and Mishra (2019) emphasize that policy frameworks and regulatory evolution—such as building bye-laws and product standards—also contribute indirectly by shaping market environments conducive to green product adoption.

In the study's insights contribute to a growing body of Nepal-specific green marketing research, highlighting the need for integrated strategies that address pricing sensitivity, enhance green product accessibility, and revive promotional authenticity. Policymakers, businesses, and marketers should consider these findings to develop targeted green marketing initiatives that align with the socio-economic and cultural realities of Nepalese consumers, thereby fostering sustainable consumption and environmental stewardship on a broader scale.

Conclusion

This study examined the purchase behavior of environmentally conscious consumers within Kathmandu Valley's fashion industry, focusing on the influence of the green marketing mix elements: green product, green price, green place, and green promotion. The findings demonstrate that green product attributes and product availability (green place) are the most significant drivers of consumers' purchase decisions. Consumers showed a clear preference for durable, eco-friendly products made from sustainable materials, highlighting the primacy of product characteristics in green purchasing behavior. Accessibility through convenient and environmentally responsible distribution channels further facilitates consumer adoption of green fashion products.

Conversely, green price and green promotion exhibited limited influence on purchase behavior. Although price remains a consideration for many, environmentally conscious consumers in Kathmandu Valley appeared less deterred by premium pricing, possibly indicating a growing willingness to invest in sustainable options. However, the relatively weak impact of green promotion reflects the current inadequacy of marketing efforts and awareness campaigns in the region's green fashion sector.

Overall, the study indicates that effective green marketing strategies in Kathmandu's fashion industry should prioritize sustainable product

development and broad market accessibility while innovating promotional approaches to enhance consumer engagement. The absence of significant differences in purchase behavior across levels of eco-friendliness consideration suggests that broadening environmental awareness could further stimulate green consumption. These insights contribute to the growing literature on green marketing in emerging economies, emphasizing that tailored strategies responsive to local socio-economic and cultural conditions are essential for advancing sustainability in consumer markets.

Recommendations

Based on the study's findings, the following recommendations are proposed to enhance the effectiveness of green marketing mix strategies in Kathmandu Valley's fashion industry:

Product Development

Businesses should prioritize the development of sustainable and eco-friendly fashion products using organic or recycled materials. Transparency regarding materials and production processes should be emphasized through clear product labeling and detailed descriptions to build consumer trust and meet the demand for durable, environmentally responsible fashion.

Enhancing Accessibility (Green Place)

Firms must ensure that green products are widely available across both physical retail stores and online platforms. Employing eco-friendly branding and signage can help differentiate green products from conventional ones. Distribution strategies should focus on locations frequented by environmentally conscious consumers, improving convenience while minimizing environmental impact along the supply chain.

Pricing Strategies

While price was not a dominant factor for eco-conscious consumers, companies are encouraged to introduce cost-effective green products to target price-sensitive segments. Communicating the long-term cost benefits, such as durability and reduced environmental costs, may encourage broader adoption and competitive advantage.

Strengthening Promotion

Green promotional efforts require significant enhancement through innovative marketing strategies. Storytelling and experiential campaigns that authentically communicate the environmental impact of products can resonate more deeply with consumers. Increased visibility of certification labels, eco-initiatives, and discount offers tailored to environmentally conscious segments could improve promotional effectiveness.

Policy and Stakeholder Support

Policymakers should support sustainable fashion through incentives, awareness campaigns, and regulatory frameworks that encourage green innovation and consumption. Collaboration between industry stakeholders, government bodies, and educational institutions is vital to raising awareness and fostering a culture of sustainability within the fashion sector.

Limitations

This research article provides various important insights into how the green marketing mix influences the purchase behavior of environmentally conscious consumers of Kathmandu Valley in Fashion industry. However, there are some gaps to be addressed. Our study mainly focuses on Kathmandu Valley consumers segment and specifically in the context of fashion industry. The study has also only focused on 4Ps of green marketing mix such as green product, green price, green place and green promotion. Future research can explore other factors like green people, green process and green physical evidence in the context of other industries as well as in other parts of Nepal.

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