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Measuring Consumer Response towards Green Marketing Communications: Role of Green Consumption Value, Trust and Skepticism

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Abstract

As consumers have become increasingly environmental conscious and selective about the product, they choose started avoiding products that impact the environment, which has resulted in adopting green marketing practices not only to meet consumer expectations but also to gain a competitive advantage and establish a strong consumer base. Compared to other products, the business of green products is steadily increasing in the consumer market around the globe. Primary goal of green advertising is to try to alter consumers' traditional purchase behavior by making them buy products that either do not harm the environment or that have a positive impact on environment. When consumer exposure to green marketing advertisement, consumer green consumption values will directly impact trust in the information source, as well as green purchase intention, moreover skepticism plays an important role in enhancing this impact. In this study, we will measure consumer response towards green marketing communication, specifically analyzing the role of green consumption value, trust & skepticism. There are limited research carried out in this area. A convenience sampling technique was used for recruiting 109 participants from India. All the measures were taken from validated studies were internally consistent and reliable. Regression analysis technique and Hayes mediation & moderation approaches used to test the hypothesized relationships between the study variables. The important of the findings of this study is that green consumption value positively influences green trust and green purchase intention. In addition, mediating effect of green trust and moderating effect of consumer skepticism were confirmed. The results can enhance understanding of how Indian consumers respond to green advertising. Findings also have important implications for firms that aim to reduce consumers' skepticism, build trust and increase their intentions to purchase green product.

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Keywords: Green consumption value; Green purchase intentions; Trust; Skepticism; Green advertising; Green marketing

Introduction

Sustainability becomes key issue now a day for most companies (Ghosh 2019). Green marketing becomes a marketing tool to get the competitive advantage. Across the globe various industries are experiencing rapid growth of green products (Chan He, & Wang, 2012). As consumers have become increasingly environmental conscious and selective about the product, they choose started avoiding products that impact the environment, which has resulted in positive consumer behaviour and ultimately affecting on sales and profit of the business. Green marketing and ecological marketing interchangeably used in the past literature refer to the safe product for the environmental.

There is vast literature available in this are still there is a need to explore impact of Green consumption value on Consumer behaviour and more specifically the role of Green trust and Green skepticism. Past literature confirms the positive influence of green marketing on consumer behavioural intention (Paul *et al* (2016), Lee and Shin, 2010). Similarly, consumers' views about environmental issues and their perceptions of firms' green practices have a significant impact on their behavioural intentions (Becker-Olsen *et al.*, 2006; Gao *et al.*, 2016; Lee and Shin, 2010; Martin *et al.*, 2009). Some of the world's biggest companies aren't escalating their sustainable environmental initiatives to save the planet from, unintended but certain, irreversible ruin. They are

transforming business processes, factories, sourcing practices, packaging, distribution, offices, etc, to counter rising costs, mitigate risks and, basically, save themselves. Not inconvenient, just the universally acknowledged truth that environment and climate are changing business.

Since 2007, P&G has reduced packaging by 7 per cent per consumer use; the goal is a reduction of 20 per cent by 2020. PepsiCo's saved over 1000 metric tonnes of PET in 2013

through innovations in its packaging sustainability efforts. Hershey's, the iconic chocolate brand also involves in making green products and intended to preserve the environment by reducing harmful gases in near future. LG is also involved in making green products by launching green LED and green AC which can save the electricity and are also less harmful to the environment.

HERSHEY IS A LEADER IN SOCIAL RESPONSIBILITY

COCOA SUSTAINABILITY

2020 COMMITMENT
Hershey has announced that it will source 100 percent verified cocoa for all of its chocolate products around the world by 2020.

COCOLINK
Cocoa cocoa farmers have received more than 100,000 messages related to better farming and family well-being during the first year of Hershey's Cocolink program.

HERSHEY'S LEARN TO GROW
Hershey's Learn to Grow program is working to help small-scale farmers offset climate risks such as pest management and warning conditions that will help increase crop yields and farmer family incomes.

HERSHEY'S

GREEN INITIATIVES

GREEN FLEET
Hershey has recently expanded its corporate fleet to include all electric vehicles, saving money in fuel costs and reinforcing the company's commitment to the environment.

ZERO WASTE TO LANDFILL
Five of Hershey's manufacturing plants as well as its Hershey's® Chocolate World® facility and visitor center have achieved "Zero-Waste-to-Landfill" status.

SUSTAINABILITY GOALS
Hershey has committed to reducing waste by 20%, achieving a recycling rate of 80%, reducing greenhouse gas emissions by 15%, reducing water consumption by 10%, and achieving "Zero-Waste-to-Landfill" status of its manufacturing plants.

EMPLOYEE INVOLVEMENT

SALES ADVOCATES
The Hershey sales force was awarded an almost 40 percent increase in sales that resulted in over \$24,000 in nonprofit organizations.

VOLUNTEERING
Hershey employees actively give back to local organizations, volunteering over 200,000 hours during 2012 with causes ranging from supporting women and children to habitat for humanity.

ENGAGEMENT
Hershey employees believe in The Hershey Company and its products. In a recent employee survey 96% of employees were proud of the Company's mission and 92% believed Hershey's products were the best a consumer could buy.

GIVING BACK

MILTON HERSHEY SCHOOL
Milton Hershey School, established by Milton Hershey in 1909 with his School Trust, provides a quality education, housing, and medical care at no cost to children in social and financial need. Students in 1912 are direct beneficiaries of The Hershey Company's success. In the School Trust's assets include 36% ownership in the company.

UNITED WAY
In 2012 Hershey employees and retirees raised more than \$24 million, including donations from employees in the U.S., Canada, Mexico, Philippines, and China, for United Way, an organization Hershey has supported since 1922.

CHILDREN'S MIRACLE NETWORK
Since 1995 Hershey has raised more than \$2.6 million for Children's Miracle Network®, an international non-profit organization that has affiliations with 175 children's hospitals.

RECOGNITION

DOW JONES SUSTAINABILITY INDEX
Hershey was selected to the Dow Jones Sustainability North America Index, one of seven North American companies from the Food & Beverage category in this year's index and one of only 11 companies rated in 2012.

SASB SUSTAINABILITY ACCOUNTING STANDARDS BOARD
Hershey has joined the Sustainability Accounting Standards Board, working to develop reporting standards for the food and beverage industry that will support greater transparency.

NEWSWEEK GREEN RANKINGS
Hershey moved up 172 spots in the Newsweek Green Rankings, #1 in the Food and Beverage peer unit top 500 #22 in 2012.*

*© 2012 Newsweek Green Rankings

Hershey's Ad

If you're just getting started with your green marketing efforts, focus your attention on your most visible online content. This includes your website, social media pages, and blog. Social media, in particular, can be an effective platform for getting the word out about your green endeavours because it allows you to get more interactive with your audience. But you'll need more than just smart eco-focused campaigns to connect with consumers who prefer to do business with environmentally aware brands. You'll also need to form an emotional connection with your audience by making your green efforts part of your brand's overall narrative with consistent messaging throughout your content.

This study particularly focusing on consumer's green consumption values and intentions. There are some benefits and challenges associated as listed.

- Environmentally sensitive companies are more attractive to potential employees who seek to become part of a positive corporate culture
- This can create brand preference or loyalty and boost sales and profits
- The result of this paper will help the companies that how will consumer react or attitude of the consumer towards your products and services.
- With the help of Green Advertising, awareness is being created among people in the society.
- Findings can help the companies to guide segmentation, targeting, and positioning decisions regarding their existing or new product
- Problems of deceptive advertising and false claims.
- Requires a technology, which requires huge investments in research and development.
- Majority of the people are not aware of green products and their uses.

- Majority of the consumers are not willing to pay a premium for green products.
- It requires renewable & recyclable material which is costly

Literature Review

The growing population and industrialization are exerting too much strain on environment, infrastructure and the available natural resources, those environmental issues have encouraged all sports however only a few entrepreneurs inculcate green issues of their practices (Saxena and Khandelwal, 2010). On the grounds that then the concept of green advertising and marketing has evolved (Peattie & Crane, 2005) the development of green products and the concomitant use of green advertising have continued to grow (Royne *et al.*, 2012). Regardless of the recognition of the environmental movement and the current boom in purchaser environmental situation, green products, and inexperienced marketing, the actual shopping of green products and patronage of inexperienced firms is not representative of the extent of self- professed environmental situation through customers (Gregory & Di Leo, 2003; Mayer *et al.*, 1992; Shrum *et al.*, 1995).

Green Marketing

The term 'green marketing' came into prominence in the late 1980s and early 1990s. It began in Europe when specific products were identified as being harmful to the earth's atmosphere. As a result, new 'green' products were introduced that were less damaging to the environment. The first wave of green marketing occurred in the 1980s. The term 'green marketing' includes the marketing activities of a company where all marketing undertakings are taken under

the environmental concern structures (Alsmadi, 2007, p. 342). In addition, green marketing is the marketing strategy where marketers aim to discover environmental responsive consumers. Besides, companies need to include the essence of environment-friendly performance of their products in advertisement (Kärnä *et al.*, 2001, p. 69). According to Rahbar and Wahid (2011) there is a relationship between green marketing and green communications and consumer behaviour. They hypothesized that there is a relationship between green communication and pro-environment behaviour. The significance of green advertising has additionally been highlighted by Pickett-Baker and Ozaki (2008) who found that aside from cleaning merchandise, most customers could not become aware of greener products. This turned into likely because most green message labels did not make an influence in customers' minds (green Biz workforce, 2009).

Increasing population and industrialization are exerting too much pressure on environment, infrastructure and the available natural resources. These environmental issues have influenced all activities but very few marketers inculcate green issues in their practices (Saxena and Khandelwal, 2010). Over the past few decades, environmental problems and issues such as Global Warming Greenhouse Effect have been extensively facing a problem to the mankind which is also recognized and discussed (Chang & Chen, 2013). A large number of respondents all over the world stated that they are concerned with environmental problems (Dunlap and Mertig, 1995; Diekmann and Franzen, 1999). Customers are ever more aware of the seriousness of the environmental degradation, resulting in more ecologically consciousness and desire to purchase eco-friendly products and services, favoring businesses that prefer environmental practice (Roberts, 1996; Kalafatis *et al.*, 1999; Laroche *et al.*, 2001). Environment-related research in general and specifically green marketing issues have become one of the most discussed topics in academia in the past three decades (Coddington, 1993; Hartmann *et al.*, 2005; Kalafatis *et al.*, 1999; Ottman, 1993; Peattie, 1995).

Consuming such environmentally friendly products adds value to the consumer because in addition to availing the benefit offered, the product is also safe for the environment. Environmental damage and its consequences for human sustainability is one of the important issues which garnered the attention of academicians, government, and world organizations (Haytko & Matulich, 2008). Steg and Vlek (2009) argued that environment quality depends heavily on human's behavioral patterns. Human behavior can gravely damage the Earth and further threaten human's and other species' lives in the future (Lehman & Geller, 2004). Mendleson and Polonsky (1995) stated that the trend concerning environmental awareness have changed consumer behavior and demand toward green products. Industries have applied measures and taken the steps required to reduce environmental pollution like green marketing or environmentally friendly, which improves marketing actions environmentally and naturally, and also it leads the company towards their social/environmental role to achieve continuous progress (Ranai Kordshuli & Yari Buzejani, 2011). The natural environment has become imbalanced as the demand for natural resources increases daily and resources are rapidly depleted, resulting in global warming. At this point, humans have gradually become aware of ecological crisis.

Green Advertising

As global interest in sustainability and climate change increases, companies are challenged with integrating environmental issues into their business strategies (Nidumolu, Prahalad, & Rangaswami, 2009). In part, such consideration has been a response to the heightened sense of consumer responsibility and their increasing tendency to make an environmentally friendly purchase (Haanpää, 2007). Green advertising tends to include promotional messages that appeal to the needs and desires of consumers (Hartmann, Wiertz, & Arnould, 2015). By emphasizing joint-marketing efforts, such as messages about both product characteristics and their environmental impacts, green advertising can reduce uncertainty around promotions and better influence consumers' purchasing decisions (Dangelico & Vocalelli, 2017). This shift toward clean/green technology is also increasingly paying off to the investors. In the past seven years, the bonds having strong sustainability attributes have outperformed the bonds having weak sustainability attributes (Financial Times, 2017).

Green Consumption Values

GREEN consumption values defined by Haws *et al.* (2014) as "the tendency to explore the value of environmental protection through one's purchases and consumption behaviors" (p. 337). According to Haws *et al.* (2014), Green consumption value used to understand consumers' pro environmental behaviour and environment support indentation. Green consumption gives chance to the consumer for the differentiation. Compare to non-green product, green product affects more on consumer intention and gives higher value.

In the same line Haws *et al.* (2014) proposed the construct of green consumption values, they argued that it is able to be used to recognize clients' environmental safety behaviours, as well as consumers' conservation of private and financial assets. Green is an character distinction element, with consumers attaching exclusive stages of importance to preserving the surroundings in intake settings. Its builders performed diverse studies to affirm the scale's reliability and validity. They assessed green's ability to predict clients' reviews of the non- environmental attributes of an environmentally pleasant product and choice for the product; and they tested the consistency of inexperienced with the effects of other patron values which includes social approval or popularity at the characteristic opinions and choice for a product that reflects inexperienced consumption values.

Green Purchase Intention

The society and public are taking more seriously noticed about environmental issues creating the more pollution in our environment, arisen from industrial sector's manufacturing activities (Chen, 2011; Rizwan *et al.*, 2013). People are much conscious about the environmental problems, many customers have environmental beliefs and they are willing to purchase green products that have a less harmful impact on the environment (Peattie, 1995). Companies should practice such marketing activities that can influence consumer's attitude and create their intention to buy green products by changing the customer's evaluation. It can be done by targeting normative beliefs and by adding new beliefs. People's intention to purchase green products is based on different variables that are examined and proved to influence green brand purchase intention.

The society and public are taking extra seriously observed approximately environmental issues creating the greater pollution in our environment, arisen from business sectors production sports (Chen, 2011; Rizwan *et al.*, 2013). people are plenty conscious about the environmental issues, many clients have environmental beliefs and they are inclined to buy inexperienced merchandise that have a less dangerous impact on the environment (Peattie, 1995).

Groups ought to exercise such advertising sports that can affect consumer's mindset and create their goal to buy green products by means of converting the client's evaluation. it can be accomplished via focused on normative ideals and with the aid of including new ideals. People's goal to buy inexperienced products is based totally on special variables that are tested and proved to persuade green emblem purchase aim.

Green Trust

Trust analysed in marketing field recurrently. Past research indicating influence of green trust on behavioral intentions (Morgan and Hunt, 1994; Chiou and Droge, 2006). Trust is defined by various authors differently in different context. According to Moorman *et al.* (1993) trust is "willingness to rely on an exchange partner in whom one has confidence". Similarly, as per Chaudhuri and Holbrook (2001, p. 82) it is "the willingness of the average consumer to rely on the ability of the brand to perform its stated function". Chen (2010, p. 311) argue that "to trust a brand implicitly implies that there is a high probability or expectancy for its consumers such that the brand would obtain positive evaluation." In the context of sustainable consumption, Chen (2010, p. 309) defined green trust as "a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance". In addition, in the context of green consumption green trust contributes to risk.

Trust is any other trouble that has been analysed additionally within the advertising field. Previous research proved that, brand consider is undoubtedly related to logo fairness (Delgado- Ballester and Munuera Aleman, 2005), logo extension acceptance (Reast, 2005) an behavioral intentions (Morgan and Hunt, 1994; Chiou and Droge, 2006). Moorman *et al.* (1993, p. eighty two) described that trust is "willingness

to depend upon an alternate associate in whom one has self-assurance." within this context, Chaudhuri and Holbrook (2001, p. 82) defined logo trust as "the willingness of the common patron to depend upon the potential of the logo to carry out its stated characteristic." Chen (2010, p. 311 inside the context of sustainable consumption, Chen (2010, p. 309).

Green Skepticism

Skepticism can be defined as doubt or distrust of an individual toward a subjects (Obermiller and Spangenberg, 1998). Vast past literature in the area of psychology, marketing communication and consumer behaviour explains the role of green skepticism (Goh and Balaji, 2016). According to (Patel *et al.*, 2017) there are mainly two factors which are affecting on consumer's skepticism namely individual factors and situational factors. Customers' biased belief (e.g. CSR skepticism) leads people to have exceptional attitudes (Chung and Lee, 2017). Preceding studies have cautioned that skeptical people are inclined to showcase a poor attitude in the direction of services and products (Romani *et al.*, 2016).

Zhang and Hanks (2017) also corroborated that clients are not in all likelihood to have an advantageous mind-set towards a business enterprise after they doubt the advantage of CSR initiatives. In other words, folks that mistrust CSR sports evaluate the organisation lots negatively (Skarmas and Leonidou, 2013). Vo *et al.* (2019) studied the effect of person notion toward environmental CSR on superb and negative opinions. (Corner *et al.*, 2012). based totally on this information of skepticism, clients who're skeptical may also still be interested in brands' seasoned-environmental projects (given that they do not disbelieve the life of weather change), but might be skeptical approximately such tasks communicated by means of the brand. Individual's skepticism has influence on their attitude (Chung and Lee, 2017 and affecting negatively on the overall attitude (Romani *et al.*, 2016). Zhang and Hanks (2017) stated that id there is distrust and doubt in the mind of consumer about the green communication then its adversely affecting on their attitude. Moreover, many author suggested that if consumer having knowledge and concern about the environment, it will reflect in their purchase behaviour and they more likely to by a green product and also willing to pay higher price for it (Kozar and Hiller Connell, 2010).

Conceptual Framework

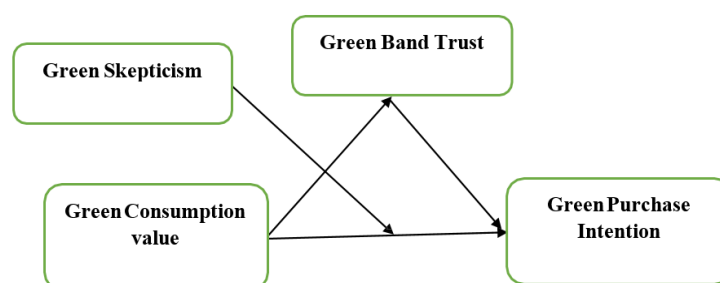


Fig1: Proposed Research Model

This study attempts to measure the effect of Green consumption value on Green purchase intention: Role of Green trust and Green Skepticism. How green advertising impact on the mind of consumers when they are purchasing the products, or will they purchase the products on seeing the Green advertising of that product through different sources of advertisement. Further to study the consumer behaviour

towards the adoption of green advertisement in consideration with making choices on buying the Product after seen the sources of advertisement. The main motive behind discussing green advertising at large scale is to understand the consumer's behaviour and attitude towards the products or company or services which is been shown in the advertisement sometimes they also Launch and promote

“green products”, to attract more and more consumers towards these products or creating awareness among them. The scope of the study is to enhance the understanding of Environmental Effects based on marketing communication strategy on Consumer Responses in India especially in Gujarat. The addition of new raise in the study like Sales promotion and sponsorship and to provide evidence of sales promotion strategy on the Green Brand attitude.

Theory of planned behaviour (Ajzen, 1991) used in the study to predict the effect of Green consumption value, Green trust and Green skepticism on individual's purchase intentions. Stern, P. C. (2000) theory of environmentally significant behaviour used to predict the relationship between Green values and Green purchase intention. The elaboration likelihood model of persuasion (Petty, R. E., & Cacioppo, J. T., 1986) used to know how green marketing communication (stimuli) can influence the consumer behaviour.

Hypothesis

- H1: Green consumption value positively affects Green Purchase intention.
 H2: Green trust positively affects Green Purchase intention.
 H3: Green consumption value positively affects Green Trust.
 H4: Green consumption value positively affects Green Purchase intention through the mediating role of Green Trust.
 H5: The effect of Green consumption value on Green Purchase intention moderated by Green Skepticism.

- H6: The effect of Green consumption value on Green Purchase intention moderated by Green Skepticism and mediated by Green Trust together.

Research Methodology

The study is divided in two parts,

Study 1: Analysing the mediating role of Green trust between Green consumption value and Green purchase intention.

Study 2: Analysing the moderating role of Green Skepticism between Green consumption value and Green purchase intention.

Study 3: Analysing effect of Green consumption value on Green Purchase intention moderated by Green Skepticism and mediated by Green Trust together.

Sample

A convenience sampling technique was used for recruiting 184 participants from India. Sample was dominated by 64.7% (male) and young (21 years – 30 years) 51.6% respondents. Further, majority of the respondents were belonging to income group of (Greater than Rs. 50,000) 35.3% and (Post Graduation) 46.7% Education group.

Measures and Instrument

Data collected by personal (face to face) interview and online survey (email) method through structure questionnaire. All the scales are adopted and modified from the validated studies from the literature.

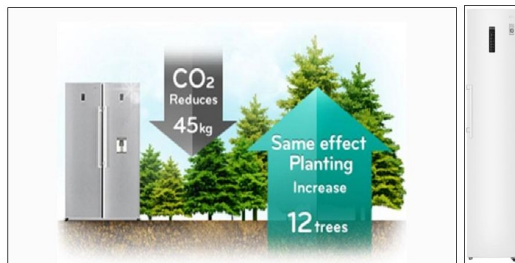
Table: 1 Reliability analysis

Variable adopted	Specification	Items	Cronbach Alpha
Green consumption Value (Bailey <i>et al.</i> , 2016)	Four-item, five point Likert type scale	It is important to me that the products I use do not harm the environment I consider the potential environmental impact of my actions when making many of my decisions My purchase habits are affected by my concern for our environment I would describe myself as environmentally responsible	0.735
Green Trust (Konuk <i>et al.</i> , 2015)	Four-item, five point Likert type scale	I feel that this brand's environmental commitments are generally reliable. I feel that this brand's environmental performance is generally dependable. I feel that this brand's environmental argument is generally trustworthy. This brand keeps promises and commitments of environmental protection.	0.753
Green Skepticism	Four-item, Five point	Most environmental and safe claims made in advertising are true.	0.729
(Nguyen <i>et al.</i> , 2019).	Likert type scale	Because environmental and safe claims are exaggerated, consumers would be better if such claims in advertising were eliminated. Most environmental and safe claims in advertising are intended to mislead rather than to inform consumers. I do not believe in most of the environmental and safe claims made on the green vegetable package labels or in advertising.	
Green Purchase intention (Emekci, S. (2019)	Three-item, five point likert type scale	I will consider buying green products because they are less polluting in coming times I will consider switching to environmentally friendly brands for ecological reasons I plan to spend more on environmentally friendly products rather than conventional ones	0.805

Stimuli

The recent advertisement of LG company's green product used as a stimulus for the study. All the respondents asked to give answers with reference to advertisement.

405L One Door Fridge, Inverter Linear Compressor, ThinQ (WiFi), White Color Large Capacity, Thinner Insulation, Energy Efficiency, Energy Saving, Eco Friendly, Freshness



planting 15 new pine trees. With Linear Compressor, A --> A++ (A --> A+, B --> A). The Linear Compressor can provide better energy efficiency.

Data Analysis

Hayes mediation & moderation approaches used to test the hypothesized relationships between the study variables.

Study 1: Analysing the mediating role of Green trust between Green consumption value and Green purchase intention

The mechanism of LG Linear Compressor actually reduces 60kg per year in CO₂ emission. It has the same effect as

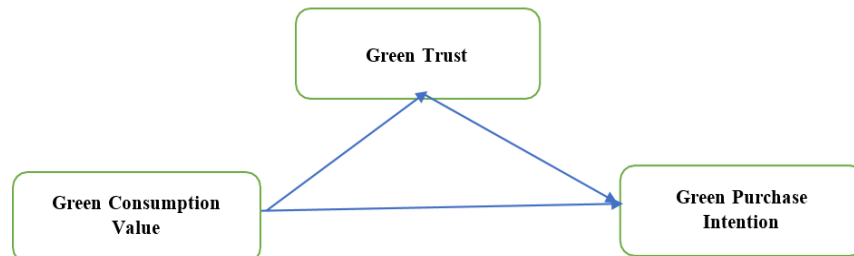


Fig 2: Study 1

The study used SPSS 25 and PROCESS SPSS macro (Hayes, 2012) to verify the proposed model and hypotheses. Model 4 from (hayes, 2012) templets was used to analyse the

mediating effect of green trust on relationship between green consumption value and green purchase intention.

Table 2: Effect of Green consumption value on Green Purchase intention by Green trust

Model Summary: Outcome variable-Green Purchase intention (GPI)						
Antecedent	Beta (Coeff.)	SE	t	p	LLCI	ULCI
Green Trust (GT)	.4864	.0900	5.4073	.000***	.3089	.6639
Green Consumption value (GCV)	.3704	.0922	4.0177	.000***	.1885	.5524

R²=.3374, F (2,181)=46.08, P<0.001

Note: confidence interval 95%

*p<0.05; **p<0.01; ***p<0.001.

Results of table 2 (LLCI and ULCI) indicating that green trust (GT), Green consumption vlaue (GCV) are significantly influencing Green Purchase Intention (GPI). The study

showing R²=.3374, F (2,181)=46.08 and significant at P<0.001. So hypothesis H1, H2 and H3 are supported.

Table 3: Testing indirect Effect of Green consumption value on Green Purchase intention by Green trust.

Consequent		Beta (Coeff.)	SE	LLCI	ULCI
Path					
GCV-GT-GPI	Indirect	0.2567	.0607	.1563	.3975
GCV-GPI	Direct	0.3704	0.922	.1885	.5524

GCV=Green consumption value, GT=Green Trust, GPI=Green Purchase intention

The direct effct of GCV on GPI (effect = 0.3704; LLCI = 0.188; ULCI = 0.552) and the indirect effect of GCV→GT→GPI (effect = 0.48; LLCI = 0.308; ULCI = 0.663) are positive and statistically signifiant. Thus, green trust (GT) partially mediates the relationship between Green consumption vlaue (GCV) and Green Purchase Intention

(GPI), which supports hypothesis H4.

Study 2: Analysing the moderating role of Green Skepticism between Green consumption value and Green purchase intention.

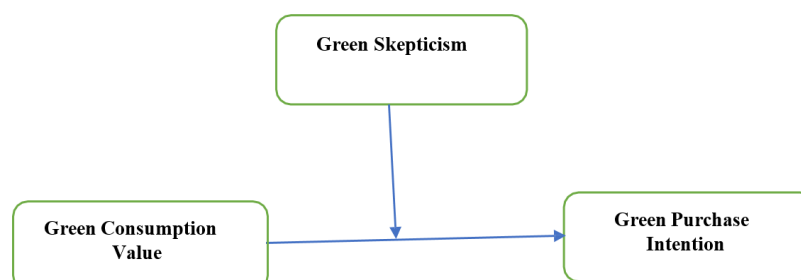


Fig 3: Study 2

Table 4: Testing Moderating Effect of Green skepticism between Green consumption value and Green Purchase intention.

Model Summary: Outcome variable- Green Purchase intention (GPI)						
Antecedent	Beta (Coeff.)	SE	t	p	LLCI	ULCI
Green Skepticism (GSK)	1.8164	.7027	2.5850	.0105*	.4299	3.2029
Green Consumption value (GCV)	1.9664	.6059	3.2456	.0014 **	.7709	3.1620
int 1 GCV X GSK	-.4057	.1738	-2.3351	.0206*	-.7486	-.0629

$R^2 = .2654$, $F(3,180) = 21.67$, $P < 0.001$

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

Model 1 from (hayes,2012) templets was used to analyse the moderating effect of green skepticism on relationship between green consumption value and green purchase intention. Results of table 2 (LLCI and ULCI) indicating that green

skepticism (GSK), Green consumption vlaue (GCV) are significantly influencing Green Purchase Intention (GPI). The study showing $R^2 = .2654$, $F(3,180) = 21.67$ and significant at $P < 0.001$.

Table 5: Conditional effect of Green consumption value on Green Purchase intention at value of Green skepticism.

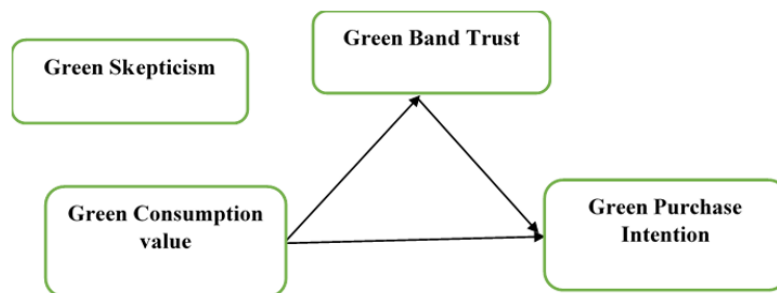
Consequent						
Moderator	GSK Beta (Coeff.)	Effect Beta (Coeff.)	SE	p	LLCI	ULCI
GSK (Low)	2.9547	.7676	.1244	.0000	.5222	1.0130
GSK (High)	3.8986	.3846	.1193	.0015	.1493	.6200

GCV= Green consumption value, GT=Green Trust, GPI= Green Purchase intention

The indirect effect of $GCV * GSK \rightarrow GPI$ (effect = 0.48; LLCI = -.7486; ULCI= -.0629) are positive and statistically signifiant. Thus, green skepticism (GT) moderates the relationship between Green consumption vlaue (GCV) and Green Purchase Intention (GPI), which supports hypothesis H5. Table 5 showing the conditional effect of moderator

skepticism on the GCV and GPI relationship. As the level of skepticism increase the beta value of the relationship between GCV and GPI decreases indicating the conditional moderation for low anf high value of the moderator GSK.

Study 3: Moderated mediation

**Fig 4:** Model 5 from (hayes,2012) templets was used to analyse the effect of Green consumption value on Green Purchase intention moderated by Green Skepticism and mediated by Green Trust together.**Table 6:** Testing indirect effect of Effect of Green consumption value & Green skepticism on Green Purchase intention by Green trust.

Consequent					Y (Green Purchase Intention)							
M (Green Trust)												
Antece dent	Beta (Coe ff.)	SE	t	p	LL CI	UL CI	Beta (Coe ff.)	SE	t	p	LL CI	UL CI
GCV	.527	.06	8.10	.0000	.39	.65	2.03	.55	3.67	.0003	.93	3.12
	7	51	06	***	91	62	07	30	24	**	95	19
GT							.725	.11	6.09	.0000	.49	.960
							6	90	70	***	08	5
GSK							1.55	.64	2.41	.0168	.28	2.82
							19	26	48	*	37	00
int_1 (GCV X GSK)							-.484	.15	-3.04	.0027	-.79	-.170
							3	91	4	**	8	4
$R^2 = .2650$, $F(1,182) = 65.62$, $P < 0.001$					$R^2 = .3917$, $F(4,179) = 28.82$, $P < 0.001$							

Note 95% CI for conditional direct and indirect effect using bootstrap (bias corrected). OLS = ordinary least squares; SE = standard error; Coeff. = coefficient; CI = confidence interval.

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

Results of table 2 (LLCI and ULCI) indicating that green skepticism (GSK), Green consumption vlaue (GCV), Green trust (GT) are significantly influencing Green Purchase

Intention (GPI). The study showing $R^2 = .2650$, $F(1,182) = 65.62$ and significant at $P < 0.001$.

Table 7: Testing indirect effect of Effect of Green consumption value & Green skepticism on Green Purchase intention by Green trust.

Consequent		Beta (Coeff.)	SE	LLCI	ULCI
Path					
GCV*GSK-GT- GPI	Indirect	.3829	.0902	.2221	.5665
GCV-GPI	Direct	.5277	.0651	.3991	.6562
GCV*GSK	Low GSK (2.9547)	.5998	.1168	.3693	.8302
High GSK (3.8986)	.1426	.1159		-.0860	.3712

GCV=Green consumption value, GT=Green Trust, GPI=Green Purchase intention

The direct effect of GCV on GPI (effect=.5277; LLCI = 0.188; ULCI=.3991) and the indirect effect of GCV*GSK→GT→GPI (effect = .3829; LLCI = 0.222; ULCI = 0.566) are positive and statistically significant. Thus, there is a significant effect of Green consumption value on Green Purchase intention moderated by Green Skepticism and mediated by Green Trust together, which supports hypothesis H6.

Discussion and Implications

The study attempts to empirically investigate the relationship between GCV and GPI with GT & GSK as influencing factors. The study investigates the mediating role of GT in the relationship between GCV and GPI. Further, the moderating effect of GSK on the relationship between GCV and GPI is examined empirically. The study also examines the effect of Green consumption value on Green Purchase intention moderated by Green Skepticism and mediated by Green Trust together. Overall, the data analysis reveals that GCV and GT have a positive and statistically significant impact on GPI. GT is mediating and GSK moderating the relationship between GCV and GPI. Moreover, there is a significant effect of Green consumption value on Green Purchase intention moderated by Green Skepticism and mediated by Green Trust together. Result indicating if the consumer believes in green communication and have trust in it, then it will positively influence individuals green purchase intention. Its also indicating the effect of GCV to GPI decreases as the consumer's green skepticism increases.

This study has theoretic contribution in the area of green marketing. The main challenge for the companies today is to understand accurately how the consumers are reacting to their products and how are they perceiving their concept of "green advertising". The findings of the study can help the companies to guide segmentation, targeting, and positioning decisions regarding their existing or new product.

Future Research Scope

The scope of the study is limited to analyse the role of green consumption value, green trust and green skepticism on green purchase intention, more consumer side variables can be taken and interaction effects could be measured in future. Only Indian respondents are taken this study, the results may vary in the in the different states and counties. There is also the potential for some constructs to vary across cultures, which may suggest the need for adaptations of the different scales used in this study as different culture have their own belief and thoughts for the same products. Convenient sampling technique was used, so all associated limitation of convenience sampling is applicable.

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