

GREEN MARKETING TOOLS AND BUYING INTENTION AMONG NEPALESE CONSUMERS

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By:

Deena Pandey

Shanker Dev Campus

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RECOMMENDATION

This is to certify that the thesis

Submitted by:

DEENA PANDEY

Entitled:

**GREEN MARKETING TOOLS AND BUYING INTENTION AMONG
NEPALESE CONSUMERS**

*has been prepared as approved by this Department in the prescribed format
of the Faculty of Management. This thesis is forwarded for examination.*

.....

Keshav Chand

Asso. Prof. Dr. Sajeeb Kumar Shrestha

Asso. Prof. Dr. Krishna Prasad Acharya

(Thesis Supervisor)

(Head, Research Department)

(Campus Chief)

.....

Dr. Deepak Mahat

(Thesis Supervisor)

VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

By:

DEENA PANDEY

Entitled:

**GREEN MARKETING TOOLS AND BUYING INTENTION AMONG
NEPALESE CONSUMERS**

*And found the thesis to be the original work of the student and written
according to the prescribed format. We recommend the thesis to be
accepted as partial fulfillment of the requirement for the degree of*

Master of Business Studies (MBS)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

DECLARATION

I hereby declare that the work reported in this thesis entitled "**Green Marketing Tools and Buying Intention Among Nepalese Consumers**" submitted to Office of the Dean, Faculty of Management, Tribhuvan University is my original work conducted in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (M.B.S) under the supervision of respected supervisors **Keshav Chand and Dr.Deepak Mahat** of Shanker Dev Campus, T.U.

.....

Deena Pandey

Shanker Dev Campus

Campus Roll No: 1422/071

T.U. Reg. No: 7-2-558-75-2011

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Deena Pandey
Researcher

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ABBREVIATIONS

ANOVA	:	Analysis of Variance
CBI	:	Consumer Buying Intention
EFP	:	Eco-friendly products
EP	:	Environmental Promotion
GA	:	Green Awareness
GP	:	Green Packaging
GPr	:	Green Price
GPV	:	Green Perceived Value
SB	:	Social Benefits
SPSS	:	Statistical Packages for the social sciences

CHAPTER I

INTRODUCTION

1.1. Background of the Study

The increasing awareness of environmental issues has prompted a shift in consumer behavior, leading to a growing inclination

n towards adopting a green lifestyle. Individuals are actively seeking ways to minimize their environmental impact, reflecting a positive change in consumer attitudes. Although this trend is still on the rise, businesses have acknowledged this shift and are strategically positioning themselves in the competitive market by capitalizing on the potential within the green market industry. This study delves into the concept of green marketing and explores the correlation between various consumer attributes and the adoption of green marketing practices (Kadyan, 2011).

In recent decades, global environmental concerns have gained prominence, attracting attention from both the public and researchers alike. Green marketing, alternatively referred to as sustainable or environmental marketing, involves strategies designed to facilitate transactions that satisfy human needs and desires while minimizing negative impacts on the natural environment. It constitutes a comprehensive marketing methodology that covers the manufacturing, promotion, sale, consumption, and delivery of goods and services in a way that minimizes harm to the environment (Kadyan, 2011).

Consumers, whether directly or indirectly, play a pivotal role in purchasing goods and services to fulfil basic needs or satisfy luxury desires based on their self-interest, values, and income. This thesis aims to gain insights into consumer buying intentions for green or ecological products amidst various alternatives available in the market.

The adoption of green marketing enables companies to venture into new market sectors. To achieve this, companies need to modify their manufacturing processes, use eco-friendly materials, and employ environmentally conscious packaging for their products. Numerous enterprises are adopting eco-friendly marketing practices as a component of their broader commitment to social responsibility, where corporations act in a manner

that demonstrates awareness and sensitivity to societal, cultural, and environmental issues (Bhasin, 2019).

A firm's commitment to social responsibility not only attracts more consumers but also garners appreciation from business partners, enhancing its overall market reputation. For organizations seeking to boost their standing, green marketing proves to be a viable and impactful strategy (Nagaraju & Thejaswini, 2014).

In a developing nation such as Nepal, encountering and executing eco-friendly economic policies present numerous challenges. The imperative for substantial investments in manufacturing and value addition, alongside adapting and retrofitting to suit Nepal's hilly and mountainous terrain, as well as addressing climate change, stands out as some of the primary hurdles (Karki, 2014). Green marketing has emerged as a crucial factor in establishing a secure environment for both producers and consumers.

The term 'Green marketing' embodies a comprehensive marketing approach where products and services are presented in a manner that minimizes harm to the environment. With growing awareness of the consequences of global warming, non-biodegradable solid waste, and the adverse effects of pollutants, this approach becomes increasingly significant. Despite the seemingly high initial costs of transitioning to "green" practices, it is indispensable and cost-effective in the long run (Kadyan, 2011).

Numerous businesses are integrating green marketing into their broader social responsibilities. The principle of social responsibility dictates that corporations act in a manner that acknowledges and sensitively responds to societal, cultural, and environmental concerns (Hendricks, 2017).

As stated by Polonsky (1994), adopting a green marketing approach within the product domain entails integrating environmental considerations across all aspects of company activities, including strategy formulation, planning, manufacturing process reengineering, and customer engagement. To maintain competitiveness in the face of environmental challenges, businesses must develop solutions through marketing strategies, product and service redesign, and customer service. This may involve embracing new technologies for

waste management, sewage treatment, air pollution control, and product standardization to ensure the production of environmentally safe products.

The adoption of green marketing is on the rise in various countries, including Nepal, significantly influencing consumer awareness and the preference for green products. While previous studies have explored factors such as attitude, awareness, and values affecting environmental buying behavior, there has been limited focus on the impact of green marketing tools on consumer acquisitions. This study seeks to provide valuable insights into the utilization of green marketing tools among consumers in Nepal.

The research delves into the influence of green marketing techniques on consumer buying intentions in underdeveloped countries like Nepal. Examples of green marketing tools encompass eco-packaging, eco-labelling, green branding, green advertising, green place, and green perceived value. The study also examines the causes and challenges of green marketing in Nepal, offering practical applications and inspiring customer engagement. The findings contribute to a deeper understanding of the factors affecting consumer buying intentions for Nepalese companies, facilitating the development of environmentally friendly products (Hendricks, 2017).

This research is pertinent for organizations aiming to transition or enhance their existing green marketing strategies. The study's outcomes bring substantial benefits for businesses, investors, and marketers, while academia can use this work as a basis for future research on related subjects.

In Nepal, the recognition of current environmental challenges and the repercussions of climate change is increasing. As more individuals aspire to adopt environmentally friendly practices to mitigate these consequences, sustainability is becoming a prominent trend. A study on the determinants of Nepalese consumers' buying intentions would be valuable for marketers in Nepal (Hendricks, 2017).

1.2. Statement of Problem

The environment has become a subject of considerable interest, with governments and citizens worldwide growing increasingly mindful of related concerns. Consequently, the

company employs eco-friendly marketing as a strategy for both profit and environmental preservation.

Owing to the escalating global emphasis on ecology, consumer awareness regarding environmental issues and the demand for sustainable products has risen. In response, numerous companies have adopted strategies for eco-friendly marketing and the development of sustainable products. These endeavors aim to safeguard the environment while meeting consumer preferences, ultimately ensuring sustained profitability. Previously, many companies incorporated green marketing as a subsidiary aspect of their marketing structure, attempting to create environmentally conscious products to address the escalating environmental challenges.

The preceding explanation underscores the significance of customer sentiments in relation to environmentally conscious marketing and its influence on purchasing decisions. Despite the existence of insights from various countries, there is a lack of comparable findings for Kathmandu, particularly with more recent data. Consequently, this study seeks to investigate the effects of green marketing on consumer purchasing behavior in Nepal, as highlighted by Shrestha (2016). The research delves into the connection between eco-friendly marketing and the rise of environmentally conscious food products, examining their link to customer purchasing patterns and concerns.

The current environmental situation has led to the acceptance of green products and the formation of a mindful consumer base dedicated to protecting the planet. Previous studies suggest that consumers exhibit positive attitudes toward environmental conservation, expressing a desire for green products. However, despite an increased willingness to buy green products, there is limited evidence demonstrating a proportional increase in actual green product purchases. Despite favorable attitudes towards environmental sustainability and eco-friendly products, the market share for green products remains modest, constituting only 1%-3% of the overall market (Joshi & Rahman, 2015).

Green marketing has gained prominence due to environmental degradation and climate change, emerging as a prevalent marketing strategy. Companies are increasingly embracing green marketing initiatives out of concern for the environment and a commitment to environmental conservation.

In Nepal, green marketing has become a key focus for marketers due to its growing significance and potential competitive advantages. Several Nepalese firms are transitioning into green organizations in response to global shifts in customer preferences and public regulations. However, there is limited research on green marketing tools and consumer buying intentions in Nepal. The attitudes of Nepalese consumers toward green products and their correlation with buying intentions remain uncertain. Given that green marketing deviates from traditional practices, it is crucial to understand the factors influencing customers' decisions to purchase environmentally friendly products. This study aims to explore the inquiry of identifying the factors shaping consumer perceptions or intentions regarding the acquisition of sustainable products.

According to (Aryal, et al., 2009), consumers in Kathmandu are willing to pay a premium of 5-50 percent for organic products, viewing it as an investment in human health.

This study is initiated to conduct the following research question:

1. How the factor of green marketing tools determines on buying intention among Nepalese consumers?
2. Is there any relationship between the relationship between tools employed in green marketing and buying inclination of consumers in Nepal?
3. How green marketing tools impact buying intention among Nepalese consumers?

1.3. Objectives of the Study

1. To identify the factor of green marketing tools determines buying intention among Nepalese consumers.
2. To analyze the relationship between tools employed in green marketing and buying inclination of consumers in Nepal.
3. To examine the impact of marketing tools on buying intention among Nepalese consumers.

1.4. Significance of the Study

The outcomes of this research, which concentrates on the influence of green marketing tools on consumer purchasing intentions, stand to offer significant advantages for various organizations and businesses. This study can aid these entities in comprehending consumer expectations and devising customized strategies to efficiently address those needs. Moreover, marketers stand to acquire valuable insights into fulfilling communication objectives within the market. The findings from this investigation are

poised to function as a valuable resource for marketers, supporting the refinement of marketing approaches that leverage green marketing tools and enhancing the understanding of the correlation between these approaches and the evaluation of consumer brands.

1.5. Limitations of the Study

The study's limitations encompass those aspects of design or methodology that influenced the interpretation of the research findings. Throughout this investigation, several limitations were identified, with recommendations for further exploration, offering insights into the development of a new framework. Firstly, the survey covered the entire nation, including all states in Nepal or a different city. Secondly, the study focuses on broad environmental brands, lacking specificity regarding customer behavior for a particular product or brand.

The study encountered various challenges in obtaining reliable and pertinent data. The research was conducted within a specific time frame, addressing a particular subject with inherent financial constraints. Data collection occurred across all provinces through online sources using convenience sampling methods. Additionally, the study relies on the consumer's perspective, introducing potential biases.

1.6 Organization of the Study

The study is divided into five chapters.

The first chapter deals with background, meaning of capital structure, statement of problem, objectives of the study, significance of the study, limitation of the study and organization of the study.

The second chapter deals with the conceptual framework like concept, review of relevant research studies and other related subject matter.

The third chapter contains research methodology, employed in the study. It includes the introduction, research design, nature and sources of data, tool of analysis and definition of key terms.

The fourth chapter contains presentation and analysis of data. In this chapter data are collected through balance sheet, profit and loss account and are presented in tables. Analysis and interpretation of data have been performed thereafter. This chapter consists of analysis, interpretation and major findings of the study.

The fifth and last chapter includes summary and conclusion of the study. After that all necessary recommendation are presented.

CHAPTER II

LITERATURE REVIEW

2.1 Conceptual Review

The exploration of existing literature plays a vital role in research as it aids in constructing a theoretical foundation for comprehending the primary context of the study. This section amalgamates insights from different researchers regarding the topic, analyzing information from theses, publications, books, and websites. It provides an extensive examination of the literature related to green marketing and its tools, consumer purchasing intent, the interaction between tools and purchasing intent within the Nepalese consumer context, and a discourse on the research gap and the theoretical framework supporting the study.

In the contemporary landscape, consumer behavior in green marketing holds paramount significance. Buyers assess products based on environmental marketing factors such as product characteristics, quality, origin, taste, price, packaging, labeling, performance, shelf life, service, and other environmental attributes that resonate with them. The anticipation is for the emergence of new market products with environmental value (Podvorica & Ukaj, 2020).

The concept of green marketing has revolutionized the marketing realm, describing strategies employed by companies to promote the environmental sustainability of their products. It encompasses product modification, manufacturing, packaging, pricing, and advertising, creating demand through the utilization of eco-labeling, eco-branding, and eco-packaging as green marketing tools. The primary focus is to meet customers' needs in a manner that minimizes adverse impacts on the environment (Farzin et al., 2020).

The concept of green marketing involves marketing products that are environmentally safe, minimize hazards, and engage in responsible production, promotion, and packaging practices to protect the environment. The term 'green' encompasses a diverse array of environmental concerns, including issues related to natural system depletion and scarce resources. Examples range from impactful production and consumption activities, waste accumulation, and emissions due to product production processes to the use of harmful

materials, fast replacement, consumption patterns, and disposal habits. Additionally, it addresses concerns about unhealthy products, side effects arising from uninformed consumer decisions, unsafe work environments, and the lack of appropriate aesthetics (Chen, 2010).

2.1.1. Green Marketing

The workshop, orchestrated by the American Marketing Association, had the overarching goal of bringing together scholars, industry professionals, and policymakers to delve into the ramifications of marketing on the natural environment. Within this forum, Kinnear's (1976) conceptualization of ecological marketing was expounded, encompassing the evaluation of both positive and adverse impacts of marketing endeavors on pollution, energy depletion, and non-energy resource depletion.

Lazer (1969) defined green marketing as a societal facet of marketing, tackling the scarcity of environmental resources, the ecological repercussions of conventional marketing practices, and the integration of environmental considerations into diverse facets of traditional marketing. Peattie (1995) characterized green marketing as a management system entrusted with identifying and satisfying consumer and societal needs in a profitable and sustainable manner.

Sharma (2018) underscored the ascendancy of green marketing as an emerging concept, attributing its popularity to its critical role in safeguarding the environment for future generations. Aligned with the holistic marketing paradigm, green marketing accentuates the promotion of environmentally friendly products, with its primary objective being the provision of products crafted with environmental consciousness. This involves strategic elements such as product design, differentiation, value positioning, packaging, distribution, and life-cycle analysis.

Hendricks (2017) accentuated that green marketing extends beyond superficial declarations of environmental concern, necessitating tangible actions in product innovation, service provision, and the cultivation of a corporate culture with a positive environmental impact. Olsen et al. (2014) perceived green product marketing as embracing environmental friendliness, involving diverse measures like product

modifications, alterations in manufacturing processes, and adjustments to packaging, labeling, and advertising strategies.

FuiYeng & Yazdanifard (2015) posited that a company's reputation is pivotal, emphasizing that green marketing not only accrues benefits for the firm but also assumes a crucial role in environmental preservation. Banerjee (2002) highlighted the evolution of green marketing into a value proposition for companies, with consumers seeking sustainable corporate market responsibility aligned with genuine global needs rather than indiscriminate consumption.

Thakur, Rana, and Kaur (2019) observed that, in response to the momentum and significance of green marketing, numerous businesses are branding their products as green or embracing eco-branding. This involves the use of labels, certification marks, and logos to signify the environmental authenticity, qualifications, and quality of their green products, thereby expanding their customer base.

Delafrooz et al. (2014) scrutinized the impact of green marketing tools on consumer purchasing behavior and concluded that green marketing does not uniformly sway all consumers. Hence, there exists an imperative to pinpoint and target environmentally conscious consumer segments, typically comprising younger and more affluent individuals.

The collective findings of various studies corroborate the efficacy of green marketing, indicating that customers exhibit higher satisfaction when associated with a green image and green products. Furthermore, a positive correlation between prices and satisfaction implies that consumers are amenable to paying premium prices for high-quality greener items.

2.1.2 Social Benefits

In their study, Siddique and Hossain (2018) explored the channels through which consumers gather information about environmentally friendly products and investigated the impact of these sources on their buying choices. They utilized a well-structured questionnaire featuring five-point Likert scales and various items to collect data from 400 participants through survey methods. The results revealed that advertising efforts related

to eco-friendly products and the influence of reference groups significantly contribute to consumers' awareness of green products. The majority of respondents demonstrated a high level of knowledge about environmentally friendly products, with the research emphasizing the pivotal role of green product awareness in shaping consumer decisions to purchase eco-friendly items.

Cherian and Jacob (2012) examined the concept of green marketing by reviewing pertinent literature and exploring the correlation between different consumer attitudes and green marketing. Their findings indicated a notable portion of consumers lacking knowledge about environmentally sustainable practices. This knowledge gap, as uncovered by the study, hinders companies from actively developing more green products or embracing eco-friendly concepts.

Furthermore, Siddique and Hossain (2018) affirmed the crucial role of consumers' understanding of green products in influencing their purchasing decisions. Similarly, Hamid (2017) discovered that environmental knowledge related to eco-friendly products positively and significantly impacts green purchasing behavior.

2.1.3 Green/Eco-friendly Products

A green product is defined as a product manufactured using toxic-free ingredients and environmentally-friendly procedures, certified as such by a recognized organization (Ghodeswar, 2015). Such a product contributes to the preservation and enhancement of the natural environment, conserving energy and resources while reducing or eliminating the use of harmful substances, pollutants, and waste. In essence, a green product is one that minimizes its environmental impact through processes such as repairing, remaking, reproducing, re-using, recycling, and reducing (Shirsavar & Fashkhamy, 2013).

Research by Nik Abdul Rashid (2009) suggests that consumer awareness of eco-labels positively influences their understanding of green products and their intent to make environmentally friendly purchases. However, other studies, such as Leire and Thidell (2005), indicate that while some consumers may recognize the purpose of labels, it does not necessarily lead to consistent green purchase decisions.

2.1.4 Green Promotion

Davis (1994) delineates that the environmental advertising strategies employed by companies typically consist of three integral components. Firstly, the advertisement incorporates a declaration reflecting the company's environmental concerns. Secondly, it underscores the adjustments made by the company in its operations, serving as a tangible display of its dedication to environmental stewardship. Thirdly, the advertisement furnishes specific details pertaining to environmental initiatives and/or results for which the company assumes responsibility.

Chase and Smith (1992) reported that environmental messages featured in commercials and product labeling were acknowledged to "occasionally" impact the purchasing decisions of 70% of participants. However, more than half of those surveyed conveyed a reduced attentiveness to such messages, attributing it to their overuse, with the majority perceiving environmental commercials as lacking credibility.

In the specific context of Pakistan, Tariq (2014) unearthed that green advertising directly influences consumer buying behavior and satisfaction levels, even though not all consumers are swayed by green marketing. Similarly, Kordshouli et al. (2015) disclosed that eco-labeling and green messages in advertising had a marginal effect, persuading only 70% of customers in Mashhad, Iran. Furthermore, half of the respondents expressed a disregard for green messages in advertisements, citing skepticism regarding their authenticity.

2.1.5 Green Price

A green product is characterized as "a product that was manufactured using toxic-free ingredients and environmentally-friendly measures, and which is certified as such by an acknowledged organization" (Kumar and Ghodeswar, 2015).

Green pricing is a holistic approach that considers the well-being of people, the planet, and profit. It involves taking care of the health of employees and communities while ensuring efficient productivity. Value can be enhanced through modifications in its composition, functionality, and customization, among other factors (Shil, 2012). In some cases, green pricing may be higher than the prices of conventional alternatives.

2.1.6 Green packaging:

Sharma (2018) observed that the promotion of eco-friendly products is significantly impacted by packaging, as consumers tend to favor items with environmentally conscious packaging. In the realm of green marketing, there should be a focus on advocating a transition in product packaging, highlighting the use of recycled and handmade paper over more conventional materials, especially for manufacturers utilizing plastic, who must adhere to specific requirements.

Molina-Besch (2016) outlined three key features of green packaging, which include minimizing the use of materials that are challenging to decompose, employing energy-efficient packaging, and utilizing environmentally friendly materials.

Numerous studies, including one by Steenis et al. (2017), have shown that consumers respond positively to environmentally responsible packaging. The critical factors influencing consumer evaluations and preferences involve green packaging items (Rokka & Uusitalo, 2008).

Despite the significance of green packaging, previous research, as highlighted by Prakash & Pathak (2017), Biswas & Roy (2015), and Khare (2015), indicates limited exploration of purchasing intentions towards green packaging, especially among young consumers in developing countries. Utilizing the Theory of Reasoned Action, they aimed to elucidate the motivations behind choosing green packaging. Consequently, this study seeks to enhance comprehension of young customers' purchase intentions regarding green packaging, employing the Theory of Planned Behavior and expanding it by incorporating additional variables such as environmental concern and willingness to pay.

2.1.7 Green Place

Green place involves the strategic management of logistics to minimize transportation emissions, ultimately aiming to reduce the carbon footprint (Shil, 2012). This concept is associated with the use of distribution channels tailored for green products, ensuring customer suitability by facilitating their delivery and adhering to cycling procedures within environmental conditions and requirements (Hashem and Al-Rifai, 2011).

Place, in marketing terms, denotes the location where a product is available for purchase, encompassing both physical and virtual stores. The distribution of products should utilize appropriate channels and be placed in environmentally safe locations, free from contamination. For green businesses to thrive and stay competitive, companies must ensure that their distributors prioritize environmental concerns and implement a green distribution strategy (Eric, 2007).

Logistics plays a pivotal role in this context, encompassing procurement, material handling, distribution, storage, material recovery, and disposition. Decisions regarding the availability of a product, such as where and when, have a significant impact on customer perceptions. Sharma (2011) highlights that few customers will actively seek out green products unless they see a tangible benefit beyond just the environmental aspect.

2.1.8 Green Awareness

Consumers' engagement with environmental issues has become a global concern, marked by a shift from energy-saving initiatives to a consumption pattern focused on environmentally friendly products (Alamsyah et al., 2018). This shift is commonly referred to as green awareness, and it has a significant impact on consumer behavior (Rahmi et al., 2017).

Green awareness encompasses concern and understanding of environmental issues. This awareness influences human behavior in various ways, including changes in lifestyle, a growing preference for green products, and an increased concern about environmental damage (Suki N M, 2013). Green awareness, or eco-literacy, plays a crucial role in the decision-making process for green purchases and influences consumers' purchasing intentions (Mida, 2009).

2.1.9 Green Perceived Value

The concept of perceived value is rooted in the equity theory, which posits that consumers assess the ratio of outcomes to inputs relative to those of the service provider (Oliver & DeSarbo, 1998). Consumers' perceived value can be defined as their overall evaluation of what is received in comparison to what is given (Zeithaml, 1988).

The term "Green perceived value," as articulated by Chen and Chang (2012), denotes a consumer's comprehensive appraisal of the net benefit of a product or service based on

their environmental desires, sustainable expectations, and green needs. Perceived value not only plays a pivotal role in cultivating enduring customer relationships but also significantly impacts purchase intentions (Zhuang et al., 2010) and customer trust (Kim et al., 2008). Trust entails a willingness to be vulnerable based on positive expectations of the integrity and capability of another party (Lin et al., 2003).

Green perceived value is instrumental in shaping loyalty toward green products, influencing consumers' green trust and satisfaction, and consequently affecting green perceived trust and green purchase intentions (Chen, 2010; Chen & Chang, 2012) in Contemporary Management Research 50.

2.1.10 Consumer Buying Intention

In the investigation conducted by Ghimire (2019), the focus was on exploring how Nepalese consumers perceive green products and the relationship between their comprehension and behavior. The study concentrated on three crucial aspects: consumer behavior and knowledge related to green products, information accessibility in green marketplaces, and environmental concern, encompassing awareness and knowledge about the environment. The results suggested that consumers view green products as environmentally friendly and sustainable, characterized by features such as reusability, biodegradability, recyclability, and production and consumption practices that are friendly to the environment and pose no harm to human health. However, the study also highlighted a lack of adequate information and green markets for Nepali consumers regarding their usage of green products.

According to Kotler and Keller (2009), the buying decision process involves five key stages: identifying a problem, researching information, evaluating alternatives, making a purchase choice, and exhibiting post-purchase behavior. This process revolves around understanding consumer needs and how external factors activate these needs, ultimately driving a desire to make a purchase. Consumers gather information from various sources like friends, family, past experiences, and promotional advertisements to support their purchasing decisions, which are shaped by their ideas, attitudes, and knowledge.

Consumer choices and behaviors during the purchase decision for any product are influenced by multiple variables. The purchasing intention is broken down into four

stages: recognizing the need for a solution, evaluating available options, making the purchase decision, and exhibiting post-purchase behavior. Delafrooz et al. (2014) emphasize that socio-cultural, psychological individual, marketing, and mix settings play a role in shaping consumer purchase behavior.

Ginsberg and Bloom (2004) contend that, although not universally appealing, a considerable number of consumers may positively respond to a green appeal when purchasing products. Some individuals consistently exhibit sporadic inclinations towards green practices in their routines and purchasing behavior. Understanding the target consumer assists marketers in determining the suitability of incorporating green attributes as a selling point and how it should be integrated into the overall marketing mix.

2.2 Theoretical review

2.2.1 Theories of Green Marketing

Green marketing, according to Agarwal and Kumar (2021), refers to a series of communication strategies that enable companies to establish a positive and consistent brand image by conveying their environmental credentials. The recent evolution of the green marketing definition includes various variables, making it an emerging strategy involving activities such as product modification, fair-trade practices, adoption of eco-friendly production processes, modified advertising, and packaging. Dahlstorm (2011) and Ottman (2011) characterize green marketing as the integration of ecological concerns into marketing aspects like production, distribution, logistics, promotion, and packaging, encompassing marketing communications. Prakash (2002) views green marketing as an environmentally considered strategy that discloses information to consumers at different levels—industry, firm, and product levels. Welford (2000) and Peattie (1995) describe green marketing as a management process that identifies, anticipates, and satisfies consumers' needs and wants while being sustainable and profitable. Despite a growing literature on green marketing, a universal definition remains elusive, resulting in various definitions depending on the researcher's perspective. For this study, the researcher adopts Harrison's (1993) definition, considering green marketing as a strategy aimed at directing consumers toward the benefits of green products in a manner that influences their purchase decisions.

The adoption of green practices aligns with technological advances, emphasizing the use of recycled goods and innovative product forms. Technological developments have significantly impacted everyday life, at times blurring the line between technology and nature. Consequently, it is crucial to develop products and services that minimize harm to the environment, as suggested by Winner (1986). This research primarily utilizes social benefits, eco-friendly products, environmental promotion, green packaging, green pricing, green placement, green perceived value, and green awareness as marketing tools.

2.2.2 Theories of Consumer Buying Intention

Examining the intention behind consumer purchases is essential for comprehending the factors that impact consumer buying patterns, encompassing both the desire to make a purchase and the actual behavior of purchasing environmentally friendly products. Grob (1995) characterizes behavior in the environmental context as actions directly impacting the ecosystem, with various green practices gaining traction, including recycling, conservation of paper and electricity, avoidance of aerosol use, promotion of biodegradable products, and the preference for organic food (Gilg et al., 2005). The demand for environmentally friendly products is steadily rising, potentially fueled by an increasing awareness of the environmental consequences of individual behavior (Han et al., 2010). Carlson et al. (1993) emphasize that a consumer's decision-making process is shaped by various factors, with awareness and knowledge about green products playing a pivotal role.

Pickett-Baker and Ozaki (2008) note a connection between consumers' environmental beliefs and their confidence in the performance of green products. Straughan and Roberts (1999) discover that pro-environment and eco-friendly attitudes can be swayed by personal factors and peer perspectives. Ajzen's Theory of Planned Behavior (TPB) affirms that purchasing intention is influenced by beliefs that shape attitudes towards behavior (Ajzen, 1991).

In a study conducted by Mathur et al. (2008) utilizing TPB, consumption behavior was compared between 2nd and 3rd generation Indians residing in the USA and India. Indians in America exhibited a strong influence of green values and culture, especially among the youth. In developing nations such as Egypt, Malaysia, Singapore, and Mauritius, green consumption gained popularity, influenced by factors such as awareness and knowledge

about green products, trust in eco-labels and brands, consumer concern about environmental degradation, altruistic values, social integration, and a cosmopolitan attitude towards green products (Mostafa, 2009; Rahbar and Wahid, 2011; Juwaheer et al., 2012).

2.4 Research Gap

A gap in research signifies an unexplored question or issue within a specific field that has not been addressed in previous studies or research. Numerous studies indicate a substantial correlation between the heightened awareness of environmental issues and increased consumer engagement. Research findings have consistently shown that environmental knowledge significantly influences consumers' environmental attitudes. Nevertheless, there is a noticeable lack of research exploring the impact of green marketing tools on consumer purchasing intentions. The researcher identified only one relevant study conducted by Shrestha (2018) in Kathmandu within this field. The objective of this report is to fill the current gap by investigating how green marketing tools affect consumer buying intentions.

CHAPTER III

RESEARCH METHODOLOGY

This section delineates the approaches utilized in the investigation, covering the research framework, demographic attributes, and determination of sample size. It also includes details regarding data collection specifics, types, and sources, the statistical methodologies applied, the process for analyzing data, and an evaluation of the reliability and validity of the instrument utilized for result generation.

3.1. Research Design

The research design serves as a blueprint for examining the relationship between green marketing tools and consumer buying intention. Descriptive research design, answering fundamental questions about who, what, when, where, and how, has been employed in this study. It aims to capture the current state of phenomena and portray existing variables in the context (Anastas, 1999), making it suitable for exploring the link between green marketing tools and consumer buying intention.

This research incorporates both descriptive and explanatory research designs to address critical aspects related to green marketing and its impact on consumer buying intention among Nepalese consumers. A comprehensive review and analysis of various articles were conducted to enhance understanding. An analytical design was applied for a more precise exploration of factors influencing purchasing intention and green marketing tools. Given the descriptive nature of the study, statistical methods were utilized to describe population characteristics and data samples without manipulation. Relevant data from existing studies were gathered, processed, and reviewed to draw rational conclusions.

Moreover, the research design delves into the demographic, educational, and economic characteristics of respondents. Survey research design, employing structured questionnaires grounded in previous literature, was chosen for data collection. Quantitative analysis was deemed appropriate to elucidate the relationship between green marketing tools and consumer buying intention for green products through the formulation and testing of various hypotheses.

3.2 Population and Sample

The population is the total of all the elements that were defined before the sample was chosen. The population of the study was the customer of the bhatbhateni store located in Anamnagar in a month. So, the population for the study was 479. Thus, choosing a few (a sample) from a population is the process of sampling. Before choosing a sample, the sampling unit decision must be made. Moreover, the sampling frame is the list of sampling units. Cochran (1977) defined the following sample size formula for infinite population (where the population is greater than 50,000) which is used to arrive at a representative number of respondents when population estimate is unknown.

$$\begin{aligned}
 \text{Sample Size (SS)} &= \frac{Z^2 * p(1-p)}{e^2} \\
 &= \frac{1.96^2 * 0.5 * (1-0.5)}{0.05^2} \\
 &= 214
 \end{aligned}$$

Where,

Z= Z-score

e= margin of error

p = Population Portion

Using the sample size determination formula for the unknown population the sample size was determined. Thus, from the total population, sample of 214 respondents was selected for data collection and distributed questionnaire. But only 71.96 percent or 154 response from the distributed questionnaire was valid for the study. So, due to the time constant researcher does not able to redistribute the questionnaire. Hence, sample size for the study has taken only 154 respondents.

3.3. Sources and Methods of Data Collection

This investigation is dependent on primary data acquired through a structured questionnaire and survey methodology. The questionnaire comprised a singular section encompassing socio-economic characteristics of participants, encompassing gender, age, education level, income level, and provincial state in the initial segment. Employing a five-point Likert scale (5=strongly agree, 4=agree, 3=neutral, 2=disagree, 1=strongly disagree), data was gathered by the researcher over a one-month duration by disseminating the questionnaire through Google Forms. The researcher maintained a courteous approach in reaching out to respondents, ensuring no undue pressure for their responses.

The questionnaire's design mirrors the specific data needed for the study, and the acquired data is meticulously transcribed and coded. In instances where responses were absent, efforts were undertaken to retrieve them; however, if retrieval proved impossible, these were either disregarded or assigned neutral or imputed values appropriately by the researcher.

3.4. Instrumentation

To develop the conceptual framework, a thorough review of secondary sources such as the internet, books, journals, newspapers, and articles was conducted initially.

Additionally, primary data was gathered through a self-administered survey questionnaire for this research. The questionnaire aimed to assess respondents' opinions on consumer purchase intention in Nepal concerning social benefits, eco-friendly products, environmental promotion, green packaging, green price, green place, green perceived value, and green awareness.

The replies were categorized using a five-point rating system: 5 denoting Strongly Agree, 4 indicating Agree, 3 representing Neutral, 2 signifying Disagree, and 1 standing for Strongly Disagree.

The information related to Nepalese consumers is included in the second section of the questionnaire. The third section covers the dependent variable, "buying intention among Nepalese consumers." Descriptive statistics, including mean, median, and standard deviation, were calculated to analyze the respondent profile.

3.5. Data Analysis Tools

The responses from participants were coded and summarized within an SPSS worksheet to facilitate further analysis. Utilizing SPSS, the questionnaire results underwent examination, employing methods such as frequencies, descriptive statistics, casual comparative analysis, and reliability analysis utilizing Cronbach's alpha for interpretation. Processing and analysis of the survey data were carried out using both SPSS and Microsoft Excel. Initially, the data underwent coding and entry into the SPSS Statistics 20 program. Subsequently, Microsoft Excel was employed for the organization, management, analysis, and interpretation of the data. The primary focus of the data analysis encompassed a summary of descriptive statistics pertaining to respondents' general information, encompassing factors such as age, gender, academic qualification, and provincial state. Additionally, the percentage frequency distribution of respondents' general information was computed, and cross-tabulation was conducted based on respondent strata to evaluate the significance of the responses.

3.5.1 Descriptive Analysis

Descriptive statistics such as frequency, mean, percentage, and standard deviation were employed to characterize the features of the data. The respondent profile was analyzed using frequency, providing an overview of the distribution of characteristics among participants.

Mean and standard deviation were used to evaluate the current state, size, and general aspects of packaging, as well as consumer buying intentions. The mean scores for Social Benefits, Eco-friendly Products, Green Promotion, Green Price, Green Packaging, Green Place, Green Awareness, and Green Perceived Value were calculated to determine the overall mean score for consumers' buying intentions. This approach allowed for a comprehensive assessment of consumer preferences and perceptions.

3.5.2 Correlation Analysis

The utilization of correlation analysis aims to investigate the interrelationship and degree of connection between variables. This research employs correlation analysis to scrutinize the link between buying intention among Nepalese consumers and green marketing tools. The model proposed by Davies (1971) is incorporated to articulate and delineate the correlation between the independent and dependent variables. Through this analytical methodology, valuable insights are gained into the strength and direction of the connections among the identified factors.

3.5.3 Regression Analysis

Regression analysis, a statistical procedure, is employed to estimate the relationships between independent variables and the dependent variable. While a correlation coefficient indicates a strong association between two variables, it does not reveal the nature or shape of that relationship. In such cases, regression analysis provides more in-depth insights into the extent of the relationship, helping explain the nature of relationships and making predictions.

This study utilizes regression analysis to test hypotheses. It identifies which independent variables contribute to variability in the outcome, quantifies the extent to which the dependent variable's variability is explained by independent factors, and determines the significance of variables in explaining variability in the dependent variable. The linear regression technique is employed to analyze the dependent variable, Consumer Buying Intention Among Nepalese Consumers, in relation to the independent variables (Social Benefits, Green/Eco-Friendly Products, Green Promotion, Green Price, Green Packaging, Green Place, Green Awareness, and Green Perceived Value).

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \epsilon$$

Where, Y = Consumer buying intention

β_0 = Constant

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \beta_8$ = the regression coefficient of the variables.

X1= Social Benefits ,X2= Green/Eco-Friendly Products, X3= Green Promotion, X4= Green Price, X5= Green Packing,X6= Green Place,X7= Green Awareness,X8= Green Perceived Value, ε = Error

3.6. Conceptual Framework and Definition of Variables

A conceptual framework serves as a flexible analytical tool applicable across various contexts, offering a comprehensive understanding. It proves valuable in different fields where a holistic perspective is needed, aiding in the organization of concepts and the establishment of conceptual distinctions. Effective conceptual frameworks encapsulate tangible aspects, presenting them in a format that is easy to comprehend and apply. Given its proximity to empirical inquiry, a conceptual framework acts as a guiding map, providing coherence to empirical investigations. Its structure can take diverse forms, adapting to the specific research question or problem at hand.

Independent Variables

Dependent Variables

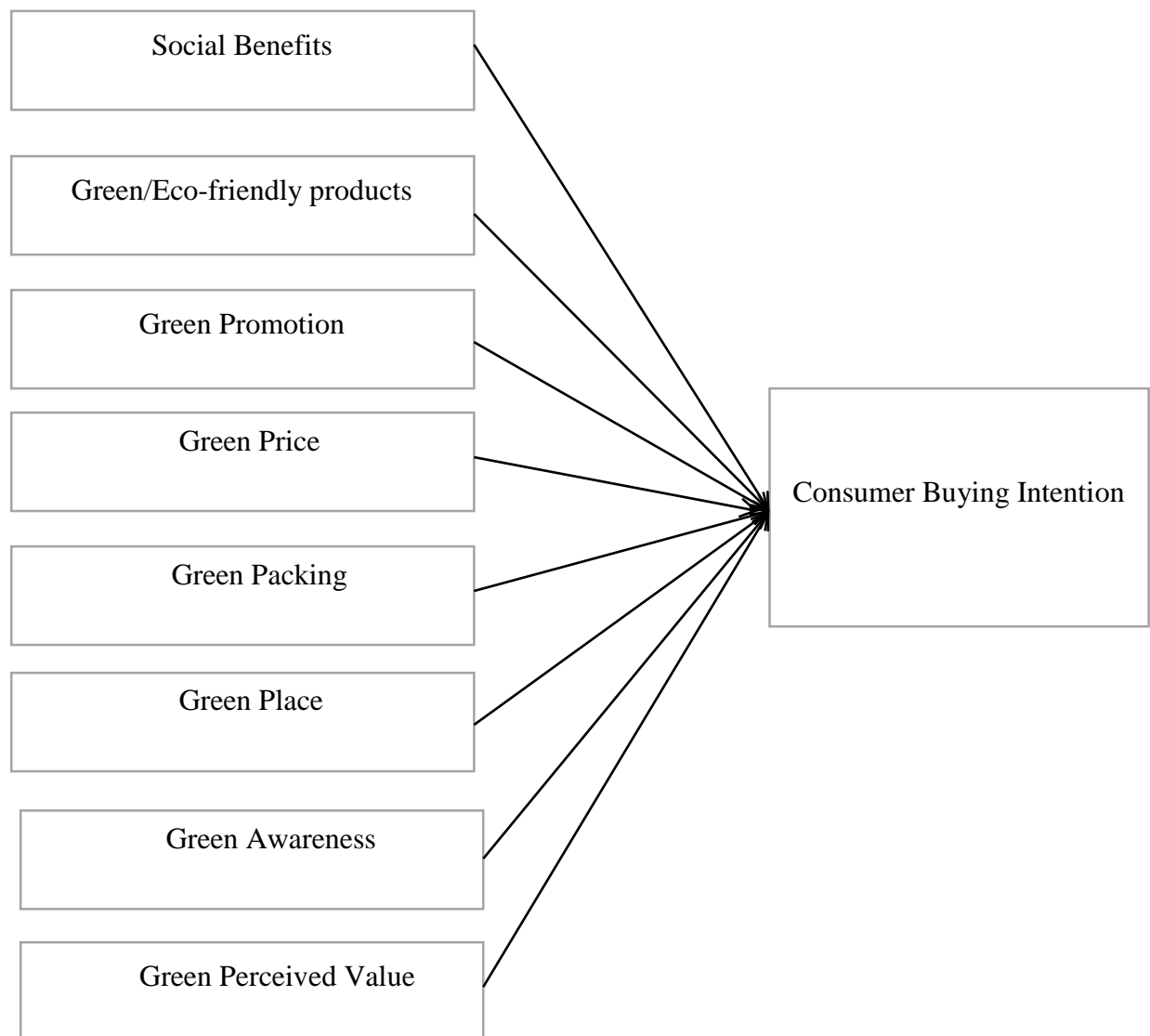


Figure 1. *Conceptual framework of the study between Green marketing tools and Consumer Buying intention.*

Note. Referencing Shrestha (2016), Rahbar & Wahid (2011), and Delafrooz et al. (2014), a conceptual framework has been developed, as depicted in Figure 1. This framework, derived from an extensive analysis of prior research, journals, and articles, outlines the elements and influences influencing consumer purchasing patterns. The selection of green marketing components is meticulous, drawing from a comprehensive examination of journals, articles, and research, emphasizing their significant impact on consumer perceptions of buying behavior, particularly in the context of Nepal. These chosen components are deemed appropriate for integration into the present study.

Social Benefits

Cherian and Jacob (2012) conducted an assessment of the concept of green marketing and scrutinized relevant studies, exploring the connection between various consumer attitudes and green marketing. The study revealed that a significant portion of customers still lacks knowledge about environmentally friendly practices. Consequently, companies are not actively venturing into the development of more green products or investing efforts into green concepts.

Likewise, Siddique and Hossain (2018) emphasized the pivotal role of consumers' understanding of environmentally friendly products in shaping their choices to engage in sustainable purchasing. Furthermore, Hamid (2017) highlighted that possessing environmental knowledge pertaining to eco-friendly products significantly and positively influences consumers' inclination toward green buying behavior.

Green/Eco-friendly Products

A green product is specifically characterized as "a product manufactured using toxic-free ingredients and environmentally-friendly procedures, certified by a recognized organization" (Ghodeswar, 2015). In 2009, Nik Abdul Rashid stressed the importance of consumers being aware of eco-labels, highlighting their positive influence on understanding green products and the intention to make environmentally conscious purchases. Nevertheless, it is crucial to acknowledge that understanding the purpose of eco-labels does not always lead to actual green purchasing decisions, as evidenced in research conducted by Leire and Thidell in 2005.

Green Promotion

Firms engaging in environmental advertising typically follow a three-part structure outlined by Davis (1994). The commercial initiates with a declaration addressing the company's environmental concerns. Following this, the advertisement underscores the company's operational modifications as an expression of care and dedication to environmental enhancement. Ultimately, the commercial explores detailed environmental initiatives and results for which the company assumes responsibility.

Research conducted by Chase and Smith (1992) indicates that environmental messages in commercials and product labeling occasionally influence the purchasing decisions of 70% of respondents. Nevertheless, over half of the surveyed individuals reported diminished attentiveness to such messages, attributing it to perceived overuse, with a majority considering environmental commercials as lacking trustworthiness.

Green Price

A green product is characterized as "a product that was manufactured using toxic-free ingredients and environmentally-friendly measures, and which is certified as such by a recognized organization" (Kumar and Ghodeswar, 2015).

Green pricing considers the well-being of people, the planet, and profit, aiming to safeguard the health of employees and communities while ensuring efficient productivity. Additional value can be incorporated by modifying its design, functionality, and through customization (Shil, 2012). In certain cases, the prices of green products may be higher than those of conventional alternatives.

Green packaging:

Sharma (2018) highlighted the considerable influence packaging has on promoting environmentally friendly products. Consumers exhibit a preference for green items with eco-friendly packaging. Green marketing should prioritize the modification of product packaging, accentuating the utilization of recycled and handmade paper in lieu of more automated materials. Manufacturers using plastic for packaging must comply with specified requirements.

Molina-Besch (2016) identified three key attributes of eco-friendly packaging: reducing the utilization of difficult-to-decompose materials, incorporating energy-efficient packaging, and employing environmentally sustainable packaging.

Green Place

Shil (2012) emphasizes the concept of the green place, which involves the strategic management of logistics to minimize transportation emissions and, consequently, reduce the carbon footprint. This approach entails utilizing distribution channels specifically designed for environmentally friendly products, ensuring their appropriateness for customers, facilitating eco-friendly delivery methods, and adhering to cycling procedures that align with environmental conditions and requirements (Hashem and Al-Rifai, 2011). In this context, logistics assumes a pivotal role, encompassing various elements such as procurement, material handling, distribution, storage, material recovery, and disposition. Decisions related to the availability of a product and its timing significantly impact customer behavior. As noted by Sharma (2011), a minimal number of customers are likely to actively seek out green products unless there is a specific reason for doing so.

Green Awareness

The global preoccupation with environmental issues among consumers has evolved, moving beyond initiatives aimed at saving energy to a change in consumption habits that leans towards environmentally friendly products (Alamsyah et al., 2018). This shift is commonly termed as green awareness, and various studies, including the one by Rahmi et al. (2017), have delved into its impact on consumer behavior.

Green Perceived Value

The concept of "Green perceived value," as defined by Chen and Chang (2012), involves a holistic evaluation by consumers of the overall benefit obtained from a product or service, taking into account the equilibrium between what is received and what is given. This evaluation is rooted in the consumer's environmental preferences, expectations for sustainability, and green requirements. The importance of perceived value extends beyond nurturing lasting customer relationships; it also plays a pivotal role in shaping purchase intentions (Zhuang et al., 2010) and establishing customer trust (Kim et al., 2008). In this context, trust is linked to the willingness to be exposed to vulnerability based on positive expectations concerning the integrity and competence of another entity (Lin et al., 2003).

Consumer Buying Intention

Ghimire's (2019) exploration delved into the perceptions of Nepalese consumers regarding green products and the intricate connection between their comprehension and conduct. The research closely examined three pivotal aspects: knowledge and behavior related to green products, information and marketplaces associated with green practices, and environmental concern, encompassing awareness and knowledge about the environment. The findings underscored that consumers view green products as sustainable and eco-friendly goods, characterized by traits such as reusability, biodegradability, recyclability, and environmentally conscious production and consumption practices. Despite this positive outlook, the study brought to light the challenge faced by Nepali consumers due to insufficient green information and limited access to eco-friendly markets.

In the realm of consumer decision-making, the process is susceptible to a myriad of influences. The stages of the purchasing behavior process typically involve recognizing the need for solutions, evaluating options, making the purchase decision, and exhibiting

post-purchase behavior. Consumer choices in the purchasing decision are molded by diverse factors, including socio-cultural, psychological individual, marketing, and various contextual settings (Delafrooz et al., 2014).

CHAPTER IV

RESULTS AND DISCUSSION

This chapter explores the systematic exhibition, explanation, and scrutiny of original data obtained through a survey distributed with the aim of assessing the efficacy of green marketing tools and purchase intent among consumers in Nepal. A series of surveys, comprising questions in the Likert scale format with five points, were administered. The study's objectives were pursued by surveying and analyzing a total of 400 individuals. This section delineates the essential steps in the analytical process, encompassing the identification of issues, evaluation of the availability of pertinent data, determination of suitable methods for addressing the research questions, application of these methods, and the subsequent assessment, summarization, and presentation of the results.

4.1 Results

4.1.1 Demographic Profile of Respondents

It's the part on marketing dude, you cannot segment the market without researching your demographic customers. Marketing is done to make the selling superfluous - Peter (a renowned marketer) studying your demographics is an essential part of creating the best value for your customer, how the people with react towards a special product it all affects your business model as a whole.

Responses are categorized based on personal variables such as gender and age, among others, to formulate a comprehensive profile of the participants. This section offers an overview of the demographic attributes of the consumers. Within this section, details about the data collected through a questionnaire are elucidated. Quantitative description of information is encapsulated in summary statistics. Instead of utilizing the data to gain insights into the broader population represented by the sample, the focus is on summarizing the outcomes of the sample.

The research paper delves into an elaborate depiction of the demographic profile of the respondents, encompassing specific characteristics gathered and their distribution within the sample. This information is presented in tabular form and expounded upon in the text of the paper.

4.1.1.1 Distribution of Respondents Profile

Table 1

Distribution of Respondents Profile

Respondents	Characteristics	Frequency	Percentage
	Gender		
	Male	69	44.8
	Female	85	55.2
	Age		
	Below 20	28	18.2
	20-30	63	40.9
	30-40	38	24.7
	40-50	16	10.4
	50-60	7	4.5
	Above 60	2	1.3
	Education Qualification		
	Above Masters	7	4.5
	Masters	47	30.5
	Bachelors	45	29.2
	Intermediate	38	24.7
	Secondary	17	11.0
	Provincial State		
	Koshi	13	8.40
	Madhesh	26	16.90
	Bagmati	71	46.10
	Gandaki	14	9.10
	Lumbini	10	6.5
	Karnali	8	5.2
	Sudurpaschim	12	7.8

The above table show that 44.8% are male and 55.2% are female. It seems that female participants are more as compared to male. We can assume that females are more engage in purchasing activity as comparison to male.

The age distribution of the respondents reveals that 63 out of 154 respondents fall within the 20-30 age group, making up 40.90 percent of the total respondents. Additionally, 24.70 percent belong to the 30-40 age group, 18.20 percent to the Below 20 age group, 10.40 percent to the 40-50 age group, and 4.5 percent and 1.3 percent to the 50-60 and above 60 age groups, respectively.

It is noteworthy that the younger age group, particularly those between 20 and 30 years old, appears to be more concerned about their purchasing decisions. This age group is characterized by a higher level of education, making their participation more appealing compared to other age groups.

In terms of educational qualifications, 4.5 percent of respondents possess academic qualifications above Masters, 30.50 percent hold Master's degrees, 29.20 percent have Bachelor's degrees, 24.70 percent have academic qualifications at the Master's degree level, and 11 percent indicate secondary level qualifications. The prevalence of Master's degrees among the respondents suggests a strong educational background among the majority.

The above table shows that out of 154 respondents, 46.10 percent are from Bagmati Province which is highest among other six provinces, 8.40 percent are from Koshi Province, 16.90 percent are from Madesh Province, 9.10 percent are from Gandaki Province, 6.5 percent are from Lumbini Province, 5.2 percent are from Karnali Province and 7.8 percent are from Sudurpaschim Province. Highest population province has highest respondents.

4.2. Descriptive Analysis of the Study Variable

In this study, the measurement of the eight independent variables and three mediating variables was conducted using a five-point Likert scale. These variables included Social Benefits, Green/Eco-Friendly Products, Green Promotion, Green Price, Green Packing, Green Place, Green Awareness, and Green Perceived Value, respectively. The Likert scale utilized the following ratings: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree. Mean values below 2.5 indicate a leaning towards disagreement, while mean values exceeding 2.5 suggest a tendency towards agreement with the stated claims.

4.2.1 Descriptive Statistics of Social Benefits

Environmental attitudes are intricately tied to beliefs about the environment. Consequently, the objective of this study is to establish a correlation between consumer

perceptions in Kathmandu and their environmental beliefs. Analysis of descriptive statistics indicates that the mean value for Social benefits ranges from a minimum of 3.47 to a maximum of 3.66. Notably, the observation most widely agreed upon by respondents in relation to Social benefits is that "The Green social environment is important," with a mean value of 3.66. This suggests that, on average, a majority of respondents agree that Social benefits play a role in their product purchasing decisions. Conversely, the observation with less consensus is "Supporting social values makes me feel special," with a mean value of 3.47.

The second statement, characterized by a lower standard deviation of 1.156, indicates that respondents exhibit less variability in their agreement with the statement "Supporting social values makes me feel special." In contrast, the first statement, with a higher standard deviation of 1.239, implies that respondents show greater variability in their agreement with the statement "The Green social environment is important." This indicates that values in the dataset deviate from the mean to a larger extent in the latter case.

4.2.2 Descriptive Statistics of Eco-Friendly products

Eco-friendly products serve as a tool facilitating consumers in making environmentally conscious choices. Accordingly, the objective of this research is to establish a connection between the perceptions of Nepalese consumers regarding eco-friendly products.

Upon analyzing descriptive statistics, it is evident that the mean of eco-friendly products spans from a minimum of 3.55 to a maximum of 3.33. Among these values, the observation most widely agreed upon by respondents in relation to eco-friendly products is "Eco-friendly products are safe for the environment," with a mean value of 3.55. This indicates that, on average, a majority of respondents concur that eco-friendly products assist them in making purchase decisions.

Conversely, the observation with less agreement is "I am aware of eco-friendly products," with a mean value of 3.33.

The first and third statements, characterized by a higher standard deviation of 1.221, reveal that respondents exhibit greater deviation in their opinions regarding "I am aware of eco-friendly products" and "Eco-friendly products are safe for the environment,"

respectively. This implies that the values in the dataset significantly deviate from the mean.

4.2.3 Descriptive Statistics of Environmental Promotion

The promotion of environmentally friendly materials or the use of eco-friendly packaging can guide consumers in making informed choices about purchasing eco-friendly products. Consequently, the objective of this research is to establish a connection between the purchasing intentions of Nepalese consumers and environmental promotion.

Regarding the descriptive statistics related to Environmental Promotion, statements reveal that the mean values range from 3.28 to 3.49, indicating a tendency towards agreement in responses. Notably, the third statement, "Green advertisements are necessary for environmental awareness," has the highest mean of 3.49, suggesting that a significant number of respondents believe they feel secure and healthy when buying products promoted through environmental channels.

Examining the second statement, "Green advertisements accurately reflect a brand's environmental effort," it is noteworthy that this statement has the lowest standard deviation value, specifically 1.114. This suggests that respondents generally agree and have a consistent awareness of product knowledge related to environmental efforts.

4.2.4. Descriptive Statistics of Green Packaging

Packaging that is environmentally friendly, also referred to as sustainable or eco-friendly packaging, pertains to packaging designs that aim to minimize their environmental impact. The primary objective of this study is to assess the intention of Nepalese consumers towards green packaging.

The descriptive statistics related to green packaging reveal a table containing five statements. The mean values for these statements range from the highest at 3.42 to the lowest at 3.23. This distribution indicates a general inclination towards agreement in the responses. Notably, the fourth statement holds the highest mean of 3.42, suggesting that a significant number of respondents believe that "Green packaging makes the product more appealing."

Conversely, the first statement has the lowest mean value, specifically 3.23, indicating that respondents are less inclined to agree with the assertion that "Green packaging attracts my attention towards the product."

Furthermore, the table highlights that the third statement exhibits the highest standard deviation of 1.169. This signifies a greater variation among respondents regarding their opinions on food products packaged with plastics, paper, and polystyrene foam. Specifically, respondents express their disapproval of such packaging materials and recommend opting for food products with green packaging.

4.2.5. Descriptive Statistics of Green Price

Green pricing embraces the consideration of people, the planet, and profit, fostering a method that prioritizes the well-being of both employees and communities while ensuring efficient productivity. Prices serve as attractive tools for midlevel income consumers who consistently prioritize product affordability. Some consumers maintain the belief that price does not necessarily dictate the quality of a product.

Examining the descriptive statistics related to Green pricing, a table delineates five statements alongside their corresponding means, ranging from the highest at 3.38 to the lowest at 3.23. This indicates a general inclination toward agreement in responses. Notably, the third statement boasts the highest mean of 3.38, signifying a noteworthy number of respondents expressing a willingness to increase purchases for green pricing. Conversely, the first statement registers the lowest mean value at 3.23, implying that "Green price attracts my attention towards purchasing goods."

Additionally, the table underscores that the second statement exhibits the highest standard deviation of 1.156. This implies a greater divergence in respondents' opinions regarding the statement related to disliking the quality of food products in relation to price and advocating for the purchase of food products with green quality.

4.2.6. Descriptive Statistics of Green Place

Place refers to the specific site where a product is obtainable for acquisition, encompassing both physical and virtual retail outlets. The effective distribution of products should involve well-established channels and ensure placement in locations that adhere to environmentally sustainable practices.

As illustrated by the descriptive statistics presented in Table 10, the average for "Green place" spans from a minimum of 3.25 to a maximum of 3.47. Notably, the observation garnering the highest concurrence from respondents concerning "Green place" is "Well logistics influence purchase more," with an average value of 3.47. This suggests that, on

average, a significant number of respondents agree that efficient logistics play a pivotal role in shaping their decisions when it comes to purchasing products.

In contrast, the observation eliciting less consensus is "Market place is important for me to purchase the products," registering an average value of 3.25. The subsequent statement, characterized by a higher standard deviation of 1.151, implies that respondents exhibit greater variability in their perspectives on the assertion "Green markets focus on target audience," signifying substantial deviation of values in the dataset from the mean. Customers express heightened concern regarding the place of purchase for various reasons.

4.2.7. Descriptive Statistics of Green Awareness

Green awareness involves understanding and expressing concern about environmental issues, significantly influencing human behavior by prompting lifestyle changes, an increased preference for eco-friendly products, and heightened awareness of environmental damage.

Analyzing the descriptive statistics reveals that the mean of Green awareness ranges from a minimum of 3.29 to a maximum of 3.51. The observation garnering the highest agreement among respondents regarding Green awareness is "I recognize the meaning of the environmental slogans and symbols that the green brand uses in its marketing campaigns," with a mean value of 3.51. This indicates that, on average, most respondents agree that Green awareness plays a role in shaping their product purchasing decisions. Conversely, the observation with lower agreement is "I am aware of the environmental efforts exerted by the Green brand," with a mean value of 3.29.

The fourth statement, characterized by a lower standard deviation of 1.061, implies that respondents exhibit less variability in their responses to the statement "I can remember some of the environmental symbols that the green brand uses in its marketing campaigns." In contrast, the third statement, with a higher standard deviation of 1.080, suggests that respondents show more variability in their responses to the statement "I recognize the meaning of the environmental slogans and symbols that the green brand uses in its marketing campaigns."

Consumers manifest a positive impact from Green awareness on products, as evident in the table. The beneficial influence of green awareness on consumers' minds implies that possessing comprehensive product knowledge and sharing it with others can significantly shape their purchasing decisions.

4.2.8. Descriptive Statistics of Green Perceived Value

Green perceived value is the consumer's overall assessment of the net benefit derived from a product or service, considering the balance between what is received and what is given, guided by the consumer's environmental desires, sustainable expectations, and green needs. Discerning consumers actively seek goods that enhance the value of their daily lives, often exhibiting loyalty to products that deliver such value.

The study underscores a positive correlation between green perceived value and the interest in purchasing "green" products. As the value of a product is enhanced, there is a corresponding increase in product sales. Therefore, it is posited that green perceived value constitutes a pivotal factor influencing consumers' interest in purchasing "green" products.

Analyzing the descriptive statistics of Green perceived value, the table features five statements with respective means ranging from the highest at 3.27 to the lowest at 3.51, indicating a general inclination towards agreement in responses. The highest mean score of 3.51 is achieved by the fifth statement, suggesting that a majority of survey participants prefer buying a product based on its environmental friendliness. On the contrary, the first statement obtains the lowest mean value of 3.27, indicating a preference for purchasing green products due to heightened environmental concern compared to other products.

Additionally, the table illustrates that the fourth statement has the highest standard deviation of 1.146. This suggests that respondents display greater variability in their opinions regarding the statement "I purchase this product because it has more environmental benefit than any other products."

4.2.9. Descriptive Statistics of Consumer Buying Intention

The exploration of consumer behavior involves analyzing attitudes, intentions, and decision-making processes to understand and predict consumer actions. The study's primary focus is to establish a correlation between customer perceptions and Consumer Buying Intention in the Nepalese consumer market.

The examination of descriptive statistics related to Consumer Buying Behavior reveals a table containing five statements, each with mean values ranging from 3.34 to 3.64. These means suggest a general inclination towards agreement in responses. Notably, the fourth statement stands out with the highest mean of 3.64, indicating that a significant majority of respondents believe that a product's recyclability, reusability, or repairability after use

influences their decision to purchase those specific products. In contrast, the first statement registers the lowest mean value, i.e., 3.34, implying that respondents somewhat agree that they consistently purchase green energy-efficient products, albeit with a lower degree of agreement compared to other statements. This emphasizes consumers' ongoing concern for acquiring environmentally friendly products.

Note: Information sourced from Appendix –IX.

4.2.10. Descriptive Statistics of Variables Study

Table 2

Descriptive Statistics of Variables Study

	Mean	Std. Deviation
SB	3.564	1.202
EFP	3.43	1.165
EP	3.39	1.165
GP	3.33	1.134
GPr	3.31	1.1014
GPI	3.34	1.118
GA	3.436	1.069
GPV	3.366	1.0932
CBI	3.498	1.133

Table 2 illustrates that respondents strongly acknowledge social benefits as the most influential factor in persuading their buying intentions, with a mean of 3.564. Among all other variables, green price obtains the lowest mean of 3.31. Additionally, respondents express agreement that green awareness positively impacts their purchasing decisions, evidenced by a mean of 3.436. Furthermore, eco-friendly products, environmental promotion, green packaging, green place, and green perceived value are all recognized as influencing factors in their buying behavior, with mean values of 3.43, 3.39, 3.33, 3.34, and 3.366, respectively

4.3. Relationship between Green Marketing Tools and Consumer Buying Intention

Table 3

Relationships between Green Marketing Tools and Consumer Buying intention among Nepalese Consumers.

	SB	EFP	EP	GP	GPr	GPI	GA	GPV	CBI
SB	1								
EFP	.813**	1							
EP	.694**	.735**	1						
GP	.590**	.632**	.678**	1					
GPr	.525**	.574**	.688**	.766**	1				
GPI	.650**	.653**	.707**	.626**	.681**	1			
GA	.652**	.680**	.733**	.702**	.693**	.708**	1		
GPV	.632**	.644**	.741**	.712**	.702**	.743**	.765**	1	
CBI	.633**	.637**	.670**	.686**	.654**	.683**	.695**	.767**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3 outlines the correlation between green marketing tools and consumer buying intention among Nepalese consumers. The results reveal robust relationships between consumer buying intention and various variables. Social benefits exhibit a substantial correlation of 0.633, indicating a strong connection, and the associated p-value of less than 0.01 signifies statistical significance.

Similarly, eco-friendly products demonstrate a compelling correlation of 0.637 with consumer buying intention, supported by a p-value less than 0.01, providing sufficient statistical evidence for significance. Environmental promotion establishes a strong relationship with a correlation value of 0.670, and the associated p-value less than 0.01 supports its statistical significance.

Green packaging exhibits a robust correlation of 0.686, accompanied by a p-value less than 0.01, emphasizing a significant correlation. Green price demonstrates a strong relationship with a correlation value of 0.654, and its p-value less than 0.01 underscores statistical significance. Green place maintains a solid correlation of 0.683 with consumer buying intention, supported by a p-value less than 0.01.

Green awareness displays a substantial correlation of 0.695, with a p-value less than 0.01, marking it as the second-highest correlation variable among the others. Notably, Green Perceived Value stands out with the highest correlation value of 0.767, and its p-value less than 0.01 establishes statistical evidence for its significance.

In conclusion, Green Perceived Value exhibits the most robust association with consumer buying intention among all eight independent variables, while Social Benefits display the weakest association. This analysis indicates that an improvement in Green Perceived Value significantly intrigues consumers in purchasing the product. Conversely, changes in social benefits have a comparatively lower impact on consumer buying intention compared to other green marketing tools.

4.4. Dominant Factor of Green Marketing Tools and Consumer Buying Intention

Regression analysis functions as a statistical technique utilized to estimate the connections between variables. In this research, regression outcomes were obtained by utilizing Social benefits, Eco-friendly products, Green promotion, Green price, Green packaging, Green place, Green awareness, and Green perceived value as independent factors, while consumer buying intention was employed as the dependent variable. Despite a robust correlation coefficient indicating a strong association between two variables, the precise nature of their relationship remains uncertain. In this context, regression analysis proves invaluable by providing more comprehensive insights into the extent and nature of the relationship.

This analytical tool is applied to characterize the nature of relationships and make predictions. Multiple regression analysis allows researchers to evaluate the strength of the association between a variable of interest (the dependent variable) and a set of predictor variables, assessing their relative relevance. The study employed a multiple linear regression model, which is organized into three sections: Model Summary, ANOVA (Analysis of Variance), and Coefficients.

Table 4

Mode	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.813 ^a	.661	.643		2.45801

a. Predictors: (constant), GPV, SB, GPr, GPI, GP, EP, GA, EFP

Table 4 provides a summary of the model, assessing the degree of association between the model and the dependent variable. The multiple correlation coefficients denoted by R signify the linear relationship between the observed and predicted values of the dependent variable. A greater R value suggests a stronger connection. The R Square, also known as the coefficient of determination, is the square of the multiple correlation coefficients.

In this context, the R Square is noted as 0.661, indicating that the model explains 66.1 percent of the variation in consumer buying intention. This statistic serves as a measure of the model's effectiveness in capturing and explaining the variability observed in the dependent variable.

Table 5

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1710.620	8	213.827	35.391	.000 ^b
Residual	876.062	145	6.042		
Total	2586.682	153			

Table 5 reveals the effective prediction of the dependent variable by the regression model. A p-value below 0.05 indicates a non-zero slope for the regression line, emphasizing a noteworthy linear association between the dependent and independent variables. In this case, the recorded p-value is 0.000, falling below the 0.05 threshold, thereby affirming the statistical significance of the regression model in predicting the outcome variable. This suggests that the model is a strong fit for the provided data.

Table 6

Regression Analysis of Green marketing tools and Consumer Buying Intention

	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.198	.850		1.410	.161
Social_Benefit	.106	.081	.116	1.319	.189
Eco_Friendly_Product	.050	.092	.051	.545	.587
Environmental_Promotion	.000	.088	.000	-.003	.997
Green_Packaging	.160	.087	.157	1.843	.067
Green_Price	.061	.090	.059	.685	.494
Green_Place	.112	.085	.109	1.314	.191
Green_Awarness	.079	.094	.074	.838	.403
Green_Perceived_Value	.382	.094	.371	4.084	.000

a. Dependent Variable: CBI

The Coefficients table provides crucial details for predicting consumer purchasing intention through the utilization of green marketing tools and assessing the statistical significance of these tools in the model. The first column enlists the predictor variables, encompassing the constant (commonly referred to as the Y intercept), Green Perceived Value, Social Benefit, Green Price, Green Place, Green Packaging, Environmental Promotion, Green Awareness, and Eco-Friendly Product.

The first variable, the constant, represents the Y intercept and is the expected value of consumer buying behavior when all other variables are zero. Among the predictor variables, five factors prove statistically significant in the coefficient test. Remarkably, the positive and statistically significant influence of Social Benefit (SB) on consumer purchasing intent is evident (Beta value = 0.116, t-value = 1.319, p-value = 0.189). Similarly, Eco-Friendly Product (EFP) also significantly affects consumer buying intention (Beta value = 0.051, t-value = 0.545, p-value = 0.587).

In contrast, Environmental Promotion (EP) does not display a noteworthy impact on consumer buying behavior (Beta value = 0.00, t-value = -0.003, p-value = 0.997). Conversely, Green Price (GP), Green Packaging (GPr), Green Place (GPI), Green Awareness (GA), and Green Perceived Value (GPV) all exhibit substantial influences on

consumer purchasing intent, as evidenced by their respective Beta values, t-values, and p-values.

Within the study framework, significance is established through values falling below the accepted level of significance, commonly set at less than 0.05 for a 95 percent confidence interval. The determination to accept or reject the null hypothesis hinges on the significance value. Coefficients featuring p-values < 0.05 are deemed statistically significant. Consequently, Green Price, Green Place, and Green Perceived Value ($p < 0.05$) exert a significant and positive influence on consumer buying intention, while remaining variables do not demonstrate a noteworthy impact on consumer buying intention.

4.5 Major Findings

- That 44.8% are male and 55.2% are female. It seems that female participants are more as compared to male. We can assume that females are more engage in purchasing activity as comparison to male.
- The age distribution of the respondents reveals that 63 out of 154 respondents fall within the 20-30 age group, making up 40.90 percent of the total respondents. Additionally, 24.70 percent belong to the 30-40 age group, 18.20 percent to the Below 20 age group, 10.40 percent to the 40-50 age group, and 4.5 percent and 1.3 percent to the 50-60 and above 60 age groups, respectively.
- The most influential factor in persuading their buying intentions, with a mean of 3.564. Among all other variables, green price obtains the lowest mean of 3.31. Additionally, respondents express agreement that green awareness positively impacts their purchasing decisions, evidenced by a mean of 3.436. Furthermore, eco-friendly products, environmental promotion, green packaging, green place, and green perceived value are all recognized as influencing factors in their buying behavior, with mean values of 3.43, 3.39, 3.33, 3.34, and 3.366, respectively
- The results reveal robust relationships between consumer buying intention and various variables. Social benefits exhibit a substantial correlation of 0.633, indicating a strong connection, and the associated p-value of less than 0.01 signifies statistical significance.
- Similarly, eco-friendly products demonstrate a compelling correlation of 0.637 with consumer buying intention, supported by a p-value less than 0.01, providing

sufficient statistical evidence for significance. Environmental promotion establishes a strong relationship with a correlation value of 0.670, and the associated p-value less than 0.01 supports its statistical significance.

- Green packaging exhibits a robust correlation of 0.686, accompanied by a p-value less than 0.01, emphasizing a significant correlation. Green price demonstrates a strong relationship with a correlation value of 0.654, and its p-value less than 0.01 underscores statistical significance. Green place maintains a solid correlation of 0.683 with consumer buying intention, supported by a p-value less than 0.01.
- The multiple correlation coefficients denoted by R signify the linear relationship between the observed and predicted values of the dependent variable. A greater R value suggests a stronger connection. The R Square, also known as the coefficient of determination, is the square of the multiple correlation coefficients.

4.5 Discussion

The primary objective of this research paper was to investigate how green marketing tools impact the purchasing intentions of Nepalese consumers. Given the growing significance of green marketing in developing countries like India, comprehending consumers' perceptions about environmentally friendly practices is essential for devising effective green marketing strategies. To examine the factors influencing consumers' intentions to buy green products, a regression model was employed, incorporating both environmental belief factors and socio-demographic variables. Alongside the regression model, descriptive and correlation analyses were carried out, utilizing Spearman's rho, to address the secondary objectives.

Nevertheless, the proposition positing a substantial positive correlation between the promotion of environmentally friendly practices and consumers' intention to buy is dismissed on account of its low significance level (0.997). The insignificance implies that the promotion of eco-friendly practices does not wield a significant impact on purchasing behavior. The average rating for environmentally conscious promotion stands at 3.39, signifying that a majority of survey participants perceive environmental advertising as a means to heighten their awareness of green products and assist them in making well-informed purchasing decisions. The lack of trust among consumers in green marketing may contribute to the inefficacy of environmental advertising in shaping purchasing behavior.

Supporting the relevant hypotheses, the results reveal that environmental concerns and beliefs have a significant positive impact on the buying decision of green products. This suggests that individuals with progressive attitudes and beliefs towards the environment are more inclined to make green purchasing decisions. This finding aligns with previous studies by Bamberg (2003), Kim and Choi (2005), and Juwaheer et al. (2012). However, it contrasts with the conclusions drawn by Coddington (1990) and Podvorica and Ukaj (2020), suggesting that environmentally conscious consumers may not necessarily base their purchases on eco-friendly products.

The study further concludes that highly educated individuals, especially those with bachelor's and master's degrees, are more likely to choose green products. In contrast, those with lower ecological awareness are less likely to purchase green products compared to consumers who are well-informed about environmental issues. Similar results have been observed in studies by Chan (2000) and Diamantopoulos et al. (2003) for China and the UK, respectively.

In relation to eco-labels, the study establishes that eco-labels have a significant positive impact on the buying decisions of green products. This suggests that products certified by ISO or Nepal Standard (NS), for example, will increase consumer purchases of green products in the Kathmandu district. This finding aligns with the results of studies by Brécard (2017), Juwaheer et al. (2012), and Gallastegui (2002), indicating that providing information about environmental outcomes through eco-labels affects consumers' product preferences. Thøgersen (2000) also observes that eco-labels need to be understood, trusted, and valued as tools to be impactful in decision-making—a perspective that resonates with the current study's findings. Participants who recognized eco-labels found them easy to recognize and read, useful in choosing a product, and preferable when certified by environmental organizations. Hence, respondents who acknowledged eco-labels considered them valuable and were more likely to prefer them while making purchasing decisions.

CHAPTER V

SUMMARY AND CONCLUSION

In this section, we delve into a comprehensive analysis of the research results, derive conclusions based on the gathered data, and present suggestions for potential future investigations. The primary emphasis is placed on comprehending the influence of

consumer purchasing intentions regarding environmentally friendly products. The discourse critically evaluates the role played by various green marketing strategies, encompassing social advantages, eco-conscious products, environmental promotion, sustainable packaging, pricing strategies aligned with environmental concerns, the accessibility of green products, perceived value associated with environmentally friendly choices, and heightened environmental awareness. This examination specifically addresses how these factors collectively shape the buying intentions of consumers in the Nepalese context.

5.1. Summary

This study sought to investigate the impact of green marketing on consumer buying behaviors and decision-making processes in Nepal, with a specific focus on the seven provincial states. The primary objective was segmented into sub-goals, aimed at elucidating the nature and intensity of the correlation between consumers' tangible purchase intentions and diverse green marketing strategies (such as social benefits, eco-friendly products, environmental promotion, green packaging, green pricing, green distribution, green perceived value, and green awareness). The conclusions drawn from the preceding section were analyzed and assessed within the framework of pertinent theories and empirical findings from fellow researchers.

All independent variables, including social benefits, green/eco-friendly products, green promotion, green packaging, green price, green place, green perceived value, and green awareness, demonstrated mean scores above the neutral level. This indicates that the majority of respondents believe that green marketing tools influence their behavior.

The significant findings aligned with previously reviewed literature, with a notable addition concerning the influence of different socio-demographic factors on the association between green marketing tools and consumer purchasing intentions. Social benefits, eco-friendly products, environmental promotion, green packaging, green price, green place, green perceived value, and green awareness all showed a positive and significant correlation with customer buying behavior. Among these, green perceived value exhibited the highest correlation with consumers' buying intentions for green products, suggesting that businesses incorporating these characteristics in their marketing strategies may observe an improvement in consumer purchasing behavior.

Promotional strategies, as defined by Trillo (2021), are actionable plans to influence people about a business, generate leads, and enhance customer engagement. Green marketing, as described by Addela (2020), involves manufacturing, promoting, and selling services/products that are environmentally sustainable and beneficial for consumer health, produced and packaged in an eco-friendly manner.

The study highlighted that certain aspects of green marketing, such as consumers' awareness of green products and the influence of green advertising on making informed purchasing decisions, have a positive impact. However, beliefs do not significantly affect purchasing decisions for green items. Lack of confidence in green marketing among consumers contributes to the limited effectiveness of environmental advertising in influencing purchase behavior (Kilbourne, 1995).

Regarding faith in eco-labels, the study's findings align with Rashid's (2007) study in Malaysia, showing that consumers trust eco-labels and eco-brands, influencing their purchasing intent and behavior. Eco-branding, creating a positive image and building trust, demonstrated the highest correlation with consumer buying behavior among all green marketing tools. Despite their increasing awareness of eco-brands, the popularity remains limited to food products in Kathmandu (Shrestha, 2018).

The investigation affirmed that tools employed in green marketing exert a direct and substantial influence on the environmentally conscious purchasing conduct of consumers, aligning with the observations of prior researchers such as Boztepe, A. (2012) and Mehta, P. (2013). Nonetheless, the inclination to safeguard the environment continues to serve as a driving force behind the choice to engage in green purchases. Inhabitants of the Bagmati province are increasingly displaying interest in both green products and environmental concerns.

Regarding socio-demographic factors (including gender, age, educational attainment, and provincial residency), identified as moderating variables, this research detected no noteworthy variances in the perception of green marketing tools and the purchasing behavior associated with environmentally friendly products.

5.2. Conclusion

The primary goal of this research is to evaluate how green marketing tools influence consumers' inclination to purchase environmentally friendly products. The results underscore the vital function of green marketing tools in adeptly communicating the attributes and quality of products, both as a whole and individually, within a competitive market.

Consumer buying intentions are significantly influenced by various green marketing tools, including social benefits, eco-friendly products, green promotion, green packaging, green price, green place, green perceived value, and green awareness. The study indicates that these independent variables play a significant role in stimulating consumers' purchasing intentions.

The investigation delves into consumers' awareness and perceived value of green products in Nepal. While consumers exhibit a favorable level of awareness about the distinctions between green and conventional products, their knowledge about specific features of green products appears superficial. Green promotion and word of mouth communication are identified as the primary sources through which consumers acquire information about green products.

Analysis reveals that consumers possess limited knowledge about the various benefits of green products, and there are perceptual differences among consumers based on factors such as gender, age, and level of education. Consumer opinions regarding the green price vary, but a consensus is reached that green products are not always convenient to purchase. Marketers are advised to ensure the availability of green products and address consumer skepticism about promotional strategies by making explicit and convincing green claims.

The study identifies social benefits and the content of eco-friendly products as crucial factors influencing consumers to choose green products. The overall analysis recommends that marketers should take proactive steps to educate consumers about green products, emphasizing their features, benefits, and prices to generate interest and drive purchasing behavior.

Green marketing, while gaining popularity, is a burgeoning research area. While extensively studied in developed countries for decades, it has recently piqued interest in developing nations. The literature suggests that consumers, as significant stakeholders, warrant further research attention. Despite heightened environmental awareness among consumers, studies indicate a disparity between concern for the environment and actual green product purchases, underscoring the need for deeper investigation.

The methodology of the research encompassed demographic factors, determination of sample size, methods for data collection, types and sources of data, statistical tools, and the procedure for analysis. Quantitative data was acquired through the utilization of descriptive research, employing convenience sampling to collect data via an online questionnaire created on Google Forms. Microsoft Excel and SPSS were employed for organizing and analyzing the data, with a focus on ensuring the reliability and validity of the utilized instrument.

5.3. Recommendations

- Based on the gathered data and resulting insights, it is crucial for marketers to acknowledge the significance of incorporating green marketing as a pivotal element in contemporary marketing strategies, especially within the highly competitive landscape of the green industry. These tools for green marketing must be strategically utilized when making decisions related to the marketing mix, product positioning, and differentiation of green products. Marketers should carefully determine which green marketing tools deserve priority to effectively support and implement their functions. Specifically, marketing agencies should give considerable importance to the utilization of green pricing, green placement, and green perceived value, aligning with the research findings and conclusions.
- Marketing agencies are obligated to ensure that the selected marketing plan aligns seamlessly with the company's principles and resonates with the preferences of their target market. For new entrants to the market, building a brand around their image becomes crucial for creating brand awareness. Additionally, given the escalating environmental concerns among consumers, marketers have a valuable

opportunity to enhance their brand image by leveraging environmentally friendly green marketing tools. This presents a chance to not only meet consumer expectations but also to contribute positively to the broader environmental narrative.

- The study has several implications for government policies, including the recommendation to provide incentives for the production of genuinely eco-friendly green products. Encouraging the public to choose items with eco-labels is another key suggestion based on the study's findings, highlighting the significant influence of eco-label trustworthiness on customers' green purchasing behavior. To promote this, the government can initiate awareness campaigns and educational efforts aimed at increasing public understanding of eco-labels.
- As consumers become more informed about eco-labels, they are likely to make more environmentally conscious choices. Therefore, it becomes crucial for the government to disseminate information about the meaning of new green marketing tools, their availability, and the environmental advantages associated with using eco-labeled products. By doing so, the government can contribute to shaping a more environmentally aware and responsible consumer base.
- Subsequent investigators can further develop the results of this research by utilizing a more extensive sample size and broadening the range of target groups to cover the entirety of Nepal. The study employed a standard measurement scale for the variables, and future research could increase significance by adopting a more comprehensive measurement scale to enhance the validity of these variables. Considering that consumer purchasing behavior is a dynamic phenomenon susceptible to societal and attitudinal shifts over time, it is imperative for future research to consider these dynamics and their potential influence on how customers will react to green marketing strategies in the future.
- Additionally, this study primarily focuses on generic eco-brands. Subsequent studies could delve deeper by concentrating on specific products or individual eco-brands to gain a more profound understanding of respondents' perspectives. Exploring a distinct eco-brand could enable respondents to compare various factors such as social benefits, eco-friendly products, green promotion, green packaging, green price, green place, green perceived value, and green awareness, leading to more accurate and nuanced responses.

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APPENDIX

QUESTIONNAIRE

Dear Respondent,

I am Deena Pandey student of Shanker Dev Campus carrying out a survey entitled **“A STUDY OF GREEN MARKETING TOOLS AND CONSUMERS BUYING INTENTION AMONG NEPALESE CONSUMERS”** as a partial fulfillment of the requirements for the Master degree. I would like to humbly request you to fill up the questionnaire in a way that actually reflects your concern. Please be confident that all your responses will be absolutely kept confidential and feel free to answer the given questions according to your understanding. I would like to assure you that the data collected will be only used for academic purpose. Your participation in the survey will be very highly appreciated.

Thank you for your time and support.

SECTION A: Demographic Information

Respondents' Personal Details

1. Please mention your gender. [Make the tick (✓) mark]
 - a) male
 - b) female
 - c) Other
2. Please mention your age category. [Make the tick (✓) mark]
 - a) 16- 20
 - b) 20-30
 - c) 40-50
 - d) 50-60
3. Please mention your academic qualification. [Make the tick (✓) mark]
 - a. MPhil
 - b. Master's Degree
 - c. Bachelor's Degree
 - d. Intermediate
4. Please mention your Province. [Make the tick (✓) mark]

- a. Koshi Province
- b. Madesh Province
- c. Bagmati Province
- d. Gandaki Province
- e. Lumbini Province
- f. Karnali Province
- g. Sudurpachim Province

Please place a check mark (√) next to the option that most closely aligns with your viewpoint.

Section B: Independent & Dependent Variables

I. Social Benefits

[1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=strongly agree]

S.N	Statement	1	2	3	4	5
1	The Green social environment is important.					
2	Supporting social values makes me feel special.					
3	Green products are better option for social sustainability.					
4	Is green features increase healthy social life?					
5	Green products will help enhance good social relationship.					

II. Eco-Friendly products

[1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=strongly agree]

S.N	Statement	1	2	3	4	5
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1.	I am aware of eco-friendly products.					
2.	I find eco-friendly products are reliable.					
3.	Eco-friendly products are safe for the environment.					
4.	Eco-friendly products provide better quality than other products.					
5.	Eco-Friendly Products are healthier than conventionally grown food					

III. Environmental promotion

[1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=strongly agree]

S.N	Statement	1	2	3	4	5
1	I find pleasure in viewing advertisements that highlight a product's environmental values.					
2	Advertisements with a green focus effectively showcase a brand's commitment to the environment.					
3	The presence of green advertisements is crucial for promoting environmental awareness.					
4	Green advertising easily captures my interest.					
5	A visually appealing environmental advertisement has the potential to inspire me to purchase eco-friendly products.					

IV. Green packaging

[1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=strongly agree]

S.N	Statement	1	2	3	4	5
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1	The product captures my interest due to its green packaging.					
2	I believe that green packaging signifies superior quality compared to conventional ones with identical features.					
3	The presence of green packaging motivates me to buy the product.					
4	Green packaging enhances the product's visual appeal.					
5	When choosing between products, I prioritize those with green packaging.					

V. Green Price

[1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=strongly agree]

S.N	Statement	1	2	3	4	5
1	Green price attracts my attention towards purchasing goods.					
2	Green Price determine the products quality.					
3	For green price I am willing to purchase more.					
4	Green price determines the market demand of the products.					
5	I am aware about Green Price during purchasing a product.					

VI. Green Place

[1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=strongly agree]

S.N	Statement	1	2	3	4	5
1	Market place is important for me to purchase the products.					

2	Green markets focuses on targets audience.					
3	Well logistics influence purchase more.					
4	Green Place save the time of the consumer.					
5	Green Place influences customer satisfaction through buying decision.					

VII. Green Awareness

[1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=strongly agree]

S.N	Statement	1	2	3	4	5
1	You are aware of the environmental efforts exerted by this brand.					
2	You have seen some environmental labels and slogans for this brand.					
3	You recognize the meaning of the environmental slogans and symbols that your brand uses in its marketing campaigns.					
4	You can remember some of the environmental symbols that your brand used in the marketing campaigns.					
5	If you notice an environmental label on one brand you will prefer to use it.					

VIII. Green perceived Value

[1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=strongly agree]

S.N	Statement	1	2	3	4	5
1	You purchase this product because it has more environmental concern than other					

	products.					
2	This products environmental functions provide very good value for you.					
3	This products environmental performance meets your expectations.					
4	You purchase this product because it has more environmental benefit than other products.					
5	You purchase this product because it is environmental friendly					

Please tick mark (✓) in one of the best options that best matches your opinion.

Section C: Dependent Variables

I. Consumer buying Intention.

[1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=strongly agree]

S.N	Statement	1	2	3	4	5
1	I consistently opt for energy-efficient products.					
2	My perception of a brand is enhanced when it engages in eco-friendly marketing practices.					
3	I steer clear of purchasing goods from companies that exhibit environmental irresponsibility.					
4	The knowledge that a product can be recycled, reused, or repaired post-use motivates me to make those specific purchases.					
5	I am willing to pay an additional price for environmentally friendly products, considering it a contribution to preserving our environment.					

Section D:

Recommendation

Any suggestions/recommendation that will help to make successful in “**A STUDY OF GREEN MARKETING TOOLS AND CONSUMERS BUYING INTENTION AMONG NEPALESE CONSUMERS**” Please feel free to write it down in the space provided below. Your answer,

.....
.....
.....

THANK YOU FOR YOUR KIND COOPERATION!!

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CHAPTER I INTRODUCTION 1.1. Background of the Study The increasing awareness of environmental issues has prompted a shift in consumer behavior, leading to a growing inclination towards adopting a green lifestyle. Individuals are actively seeking ways to minimize their environmental impact, reflecting a positive change in consumer attitudes. Although this trend is still on the rise, businesses have acknowledged this shift and are strategically positioning themselves in the competitive market by capitalizing on the potential within the green market industry. This study delves into the concept of green marketing and explores the correlation between various consumer attributes and the adoption of green marketing practices (Kadyan, 2011). In recent decades, global environmental concerns have gained prominence, attracting attention from both the public and researchers alike. Green marketing, alternatively referred to as sustainable or environmental marketing, involves strategies designed to facilitate transactions that satisfy human needs and desires while minimizing negative impacts on the natural environment. It constitutes a comprehensive marketing methodology that covers the manufacturing, promotion, sale, consumption, and delivery of goods and services in a way that minimizes harm to the environment (Kadyan, 2011). Consumers, whether directly or indirectly, play a pivotal role in purchasing goods and services to fulfil basic needs or satisfy luxury desires based on their self-interest, values, and income. This thesis aims to gain insights into consumer buying intentions for green or ecological products amidst various alternatives available in the market. The adoption of green marketing enables companies to venture into new market sectors. To achieve this, companies need to modify their manufacturing processes, use eco- friendly materials, and employ environmentally conscious packaging for their products. Numerous enterprises are adopting eco-friendly marketing practices as a component of their broader commitment to social responsibility, where corporations act in a manner that demonstrates awareness and sensitivity to societal, cultural, and