

**GREEN MARKETING AND CONSUMER PURCHASE
INTENTIONS FOR FAST MOVING CONSUMER GOODS
IN KATHMANDU**

By

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Exam Roll No: 830/20

T.U. Registration No.:7-3-28-308-2019

*A Graduate Research Report submitted for partial fulfillment of the
requirements for the degree of*

MASTERS OF BUSINESS ADMINISTRATION

at the

School of Management

Faculty of Management

Tribhuvan University

Kirtipur

April, 2023

RECOMMENDATION

CERTIFICATION

DECLARATION OF AUTHENTICITY

I, Pratibha Kumari Thakur, hereby declare that this GRP is my own original work and that all materials used in its creation have been duly and explicitly credited. I also realize that I shall be held entirely liable for my entire body of work if it is ever proven that I materially misrepresented information provided to SOMTU. I make sure the work has not been previously submitted or presented.

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ACKNOWLEDGEMENT

The research entitled "Green Marketing and Consumer Purchase Intentions for Fast Moving Consumer Goods in Kathmandu" has been prepared under the graduate research project as the partial fulfillment of the requirements of the degree of Masters in Business Administration (MBA), School of Management, Tribhuvan University. More than merely a requirement, this graduate research project has been a great achievement. I gained a lot of knowledge from the study, especially from the experience of conducting the research. However, without the assistance and support of certain people, it would not have been possible.

First and foremost, I would like to express my deepest gratitude to my supervisor, Dr. Govinda Tamang, Acting Director of the School of Management, Tribhuvan University, for his consistent and amiable support, direction, and assistance during my research and report writing. His expertise and knowledge in this field provided a strong foundation for my research work, and I am deeply appreciative of the time and effort devoted to ensuring its success.

I would like to extend my heartfelt gratitude to Dr. Gangaram Bishwakarma, Deputy Director of School of Management, Tribhuvan University for invaluable support and guidance in learning the use analysis tools.

My family, especially my parents and brother, deserve special recognition. Throughout this process and my MBA, their confidence in me has kept me motivated and upbeat.

Finally, I am also grateful to School of Management, Tribhuvan University for providing me this opportunity to conduct this research. My sincere thanks to all respondents for their valuable time and response.

Sincerely,

Pratibha Kumari Thakur

TABLE OF CONTENTS

<i>Recommendation</i>	<i>i</i>
<i>Certification</i>	<i>ii</i>
<i>Declaration of authenticity</i>	<i>iii</i>
<i>Acknowledgement</i>	<i>iv</i>
<i>Table of contents</i>	<i>v</i>
<i>List of tables</i>	<i>viii</i>
<i>List of figures</i>	<i>ix</i>
<i>Abbreviations</i>	<i>x</i>
<i>Executive summary</i>	<i>xi</i>
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	3
1.3 Research Questions	5
1.4 Objectives of the study	5
1.5 Research hypothesis	5
1.6 Significance of the study	7
1.7 Limitation of the study	8
1.8 Outline of the Structure of Study	8
CHAPTER II.....	10
RELATED LITERATURE AND THEORETICAL FRAMEWORK	10
2.1 Theoretical Review	10
2.1.1 Theory of Planned Behavior.....	10

2.1.2	The Value-Belief-Norm Model	11
2.1.3	A Signaling Theory Approach to Green Marketing	12
2.2	Empirical Review	12
2.2.1	Green Marketing	12
2.2.2	Purchase Intention.....	17
2.3	Research Gap	18
2.4	Conceptual Framework	18
2.5	Operational of Key Terms	19
CHAPTER III.....		21
RESEARCH METHODS		21
3.1	Research Design	21
3.2	Population and sample	21
3.4	Sources of Data.....	22
3.5	Design of Measurements and Questionnaire.....	23
3.6	Data Management and Analysis Tools	23
3.7	Reliability and Validity.....	24
CHAPTER IV		27
ANALYSIS AND RESULTS		27
4.1	Demographic Profile of the Respondents	27
4.2	Descriptive analysis	30
4.3	One sample t test.....	34
4.5	Collinearity Test	38
4.6	Correlation Matrix	39
4.7	Regression Analysis.....	40
4.8	Hypothesis Testing Summary.....	43

4.9 Findings.....	43
CHAPTER V.....	46
DISCUSSION, CONCLUSIONS, AND IMPLICATIONS	46
5.1 Discussion	46
5.2 Conclusion.....	47
5.3 Implications	48
5.3.1 Theoretical implication	48
5.3.2 Managerial Implications.....	48
5.3.3 Societal Implication	50
5.3.4 Future research.....	50
References.....	52
Appendices.....	60

LIST OF TABLES

Table 1	Operational definition of key terms
Table 2	Summary of Reviewed Literature
Table 3	Measurement Sources of Green Marketing
Table 4	Reliability Test of Pilot survey
Table 5	Reliability Test of Final survey
Table 6	Validity Test
Table 7	Demographic profile of respondent
Table 8	Descriptive statistics of Green Product
Table 9	Descriptive statistics of Green Price
Table 10	Descriptive statistics of Green Place
Table 11	Descriptive statistics of Green Promotion
Table 12	Descriptive statistics of Purchase Intention
Table 13	Descriptive Statistics of Variables Study
Table 14	One-Sample T-test
Table 15	Shapiro-Wilk
Table 16	VIF
Table 17	Correlation Matrix
Table 18	Model Summary
Table 19	ANOVA
Table 20	Regression Analysis Estimates
Table 21	Hypothesis Testing Summary

LIST OF FIGURES

Figure 1	Conceptual Framework
Figure 2	Histogram of Green Product
Figure 3	Histogram of Green Price
Figure 4	Histogram of Green Place
Figure 5	Histogram of Green Promotion
Figure 6	Histogram of Purchase Intention

ABBREVIATIONS

ABC	Attitude-Behavior-Context
ANOVA	Analysis of Variance
AVE	Average Variance Extracted
CRM	Customer Relationship Management
df	Degree of Freedom
FMCGs	Fast Moving Consumer Goods
GBP	Green Packaging and Branding
GPd	Green Product
GPI	Green Place
GPr	Green Promotion
GPr	Green Price
H	Hypothesis
KMO	Kaiser-Mayer-Olkin
Max	Maximum
Min	Minimum
N/A	Not Applicable
No.	Number
OTC	Over-the-Counter
PI	Purchase Intention
R	Regression
S.D.	Standard Deviation
SD	Social Dilemma
SEM	Structural Equation Modeling
Sig.	Significance
SPSS	Statistical Package for Social Science
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
VBN	Value-Belief Norm
VIF	Variance Inflation Factor

EXECUTIVE SUMMARY

This graduate research project entitled “Green Marketing and Consumer Purchase Intentions for Fast Moving Consumer Goods in Kathmandu” is the survey-based research study. The primary objective of this study is to evaluate the influence of green marketing on purchase intention for FMCGs in Kathmandu. Based on the literature review, various variables were identified. These variables are green product, green price, green place, green promotion, and purchase intention. This study aims to assess the consumers’ level of inclination towards the 4Ps of green marketing, analyze the nature and strength of the relationship between the variables in the study, examine the impact of the 4Ps of green marketing on consumer purchase intentions for FMCGs in Kathmandu.

Primary data for the quantitative investigation was collected using a standardized, closed-ended questionnaire. This was accomplished by sending out questionnaires via electronic email, google form and physical distribution by researcher. Self-administered Questionnaire were distributed with six study variables and twenty-one items questionnaire. Similarly, secondary sources such as Journals, articles, books, internet, newspaper are used in literature study.

With the use of the convenience sampling technique, information was gathered from 384 respondents in Kathmandu. Microsoft Excel and SPSS 26 was used employed to manage and analyze the data. Descriptive analysis verified by one-sample t-test, correlation matrix, reliability, validity, normality tests, correlation matrix, and regression analysis were used to analyze the data.

Consumer purchasing intentions for FMCGs are significantly influenced by green price and green advertising. Contrarily, green product and place had little to no influence on consumers' intentions to make purchases. The practical implications of the study are that the green product marketers can concentrate on price and promotion to attract in consumers and raise awareness of green products and consumers' environmental concerns, which may affect customers' preferences for green products. Further implications may be, helpful to policymakers in offering incentives to manufacturers who truly use green production practices.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

It is commonly recognized that rising commercial activity and output around the world are damaging the environment. Human demands are limitless in this planet, but there are less resources available. In the present era, some ecological issues like climate change, pollution, global warming caused by greenhouse gases are interlinked with the industrial and agricultural fields, ultimately leading to negative consequences for human conduct. The only way to address these new environmental problems is for customers to take charge of lessening the damaging impact on the environment by using more eco-friendly products. It follows that marketers must make efficient and effective use of their limited resources in order to attain both personal and organizational goals without wasting a lot of them. Utilizing eco-friendly products is encouraged by green marketing (Nekmahmud & Fekete-Farkas, 2020).

The consumer and producer behavior are changing across the world in favor of green products. The trend of eco-friendly products is rising as consumers are getting aware of numerous benefits of green products. This is further strengthened by ethics of corporate social responsibility. Companies earn a reputation as well as profit by showing concern for environment (Walia et al., 2020).

“Sustainable Development means meeting the needs of the present without compromising the ability of the future generations to meet their own needs” - World Commission on Environmental Development (1978). The green product is produced in a manner that does not harm the environment. As they use fewer natural resources and have a less detrimental effect on the product's life cycle, green products are frequently thought of as being healthier and safer than conventional ones. Green product development techniques include reconditioning, remanufacturing, reuse, recycling, and reduction (Nekmahmud & Farkas, 2020).

Reducing the environmental impact of industrial activities and promoting cleaner production depend on the effective development and manufacture of environmentally

sustainable goods or services. Due to the importance of marketing inputs in establishing product concept and design, marketing is vital to this process. Additionally, creating eco-friendly goods and services will not help the environment become more sustainable unless they become widely available.

Marketing is crucial to this process since it may be a major factor in the development of a green market by educating consumers about the advantages of environmentally friendly goods and services and raising their understanding of environmental sustainability. In order to promote sustainable consumption and greener production, marketing is therefore crucial (Dangelico & Vocalelli, 2017).

Dangelico and Vocalelli (2017) mentioned that green marketing is the integration of environmental sustainability into marketing. Companies address environmental challenges through a variety of business operations, such as product design and production, pricing, distribution, and promotion, while they also create green marketing methods and strategies. This strategy of green marketing is seen as a profitable and sustainable management process to discover, predict, and serve the needs of the consumers and society (Kumar & Ghodeswar, 2015).

Product quality is an important aspect influencing the consumers' purchase intention. The consumer's judgment of the overall superiority or excellence of a product or service is referred to as perceived quality, considering its intended goals in contrast to other options. Customers may display reluctance in buying eco-friendly products due to the presumption of higher cost. Certain uncertainties may also arise from individual distinctions, such as uncertainty regarding the product's capacity to bring about environmental change or a general distrust towards eco-friendly marketing (Qomariah & Prabawani, 2019).

Fast Moving Consumer Goods (FMCG) are inexpensive products that sell rapidly, including non-durable items like personal care products, food items, toiletries, and soft drinks. Green FMCGs refer to eco-friendly, sustainable products that support environmentally conscious living by promoting the conservation of natural resources like water and energy, and by not causing harm to human health or the environment (VN, 2017). Product awareness is the knowledge that consumers have about a certain product in relation to those of competitors. Also demonstrating a beneficial association with product information is the customers' product expertise. Eco-literacy can be defined as the

awareness of green products that has emerged as a result of product information and knowledge, and that will directly influence customer purchase intention. There is evidence that shows how traits and characteristics of green products are more easily perceived and known when using green marketing strategies. Additionally, these tools will assist consumers in making eco-friendly product purchases. However, by setting them apart from non-green products, those are useful for encouraging consumers to switch to environmentally friendly products (Rathnayake et al., 2020).

The prevention of pollution and environmental deterioration has long been a priority. This research concentrates upon how the green marketing mix elements significantly impact customers' attitudes and purchase intentions toward environmentally friendly commodities of FMCG sector. One of the largest industries in the market and a key factor in the growth of the economy is the FMCG sector. FMCG items are sold quickly and have a short shelf life, either due to high customer demand or because the item degrades quickly. The key FMCG categories considered for this study include food, non-durables, toiletries, and cosmetics (Bahl & Chandra, 2018).

1.2 Statement of the Problem

Globally, the challenges of increased awareness and the need for sustainable consumption have riddled the fast-moving consumer goods industry as consumers are able to connect the impact of their consumption on their health and the environment to their daily lifestyles. Numerous researches have been conducted in recent years on the study purchase intentions towards green products.

Many studies reveal that green marketing impact on consumer's purchase intention (Bhatia & Jain, 2013; Dangelico & Vocalelli, 2017; Rathnayake et al., 2020; Bulsara et al., 2021; Gelderman et al., 2021; Jamal et al., 2021). Some studies have taken green marketing mix as the influencing factor for purchase intentions towards green products. Mahmoud T. O. (2018) talked about the influence of 4Ps on buying decision taking response from MBA graduates in Sudan. The purchase intention can be effectively predicted by the collective influence of the 4Ps variables and thinking on adopting eco-friendly behavior as per the findings of (Bahl & Chandra, 2018) from the research conducted in Uttarakhand, India.

Kumar and Ghodeswar (2015) provided evidence of how sustainability and marketing can coexist in the form of corporate environmental initiatives and green marketing strategies used by companies.

Likewise, some studies have been conducted precisely focusing on green marketing in FMCG sector. Kaviya and Priyadarshini (2022) presented that environmental consciousness, ecolabels and packaging, gender-based attitudes, and perceived product quality, when considered in relation to the demographic variable monthly income of more than Rs. 1,00,000, are the elements that affect customers' purchasing behavior.

The green marketing mix have a considerable impact on consumers' attitudes toward environmentally friendly behavior and plans to buy green goods (Walia et al., 2020). Folasayo (2019) discovered that fast moving consumer goods' perceived corporate image is highly impacted by green marketing as per the study conducted among consumers working in different sectors of the economy in Lagos state of Nigeria.

Shrestha (2016) did a survey population representing the people who go for shopping, collecting the data from the point of purchase. The findings from this research showed that the intention to purchase green was perceived as being incremental given the rise in personal education levels. Environmental beliefs, green packaging, green branding, green advertising, and green labeling have all been considered when analyzing the impact of green marketing strategies on consumer buy intentions.

Given all this existing body of literature, some have focused on the impact of green marketing tools on purchase intentions, while others did so on the FMCG sector, but none has specifically studied the impact of a proper green marketing mix on consumers' purchase intentions towards the FMCG sector. In the case of Nepal, no in-depth study has been conducted focusing on these independent and dependent variables.

Thus, this research aims to fill the gap by studying the impact of the "green marketing mix," on buying decision of fast-moving consumer goods among consumers based on Kathmandu.

1.3 Research Questions

- To what extent are the consumers inclined towards green products, green price, green place, and green promotion for purchasing green FMCGs?
- Is there any relationship among the variables of green marketing mix?
- Do the 4Ps of green marketing influence the consumers' purchase intention for FMCGs in Kathmandu?

1.4 Objectives of the study

This study's aim is to evaluate the influence of green marketing on purchase intention for FMCGs. Specifically, the objectives are:

- To assess if the consumers are inclined towards green products, green price, green place, and green promotion for purchasing green FMCGs.
- To examine the nature and strength of the relationship among the variables of green marketing mix.
- To study the influence of the 4Ps of green marketing on consumers' purchase intentions for FMCGs in Kathmandu.

1.5 Research hypothesis

The following hypothesis are proposed for empirical investigation in this study.

Mahmoud (2018) said that the core element of a green marketing mix and the most crucial component of an overall green marketing strategy is the product. Unlike conventional chemical products, eco-friendly products do not pose any threats or risks to human health and safety, as well as the environment.

A green product is defined as "a product that was manufactured using toxic-free ingredients and environmentally-friendly measures, and which is certified as such by an acknowledged organization." Current research on eco-friendly consumer behavior demonstrates that buying habits are the primary concern. The green customer's purchasing decisions are predominantly influenced by two factors. The first variables' set is inherent to consumer, like environmental responsibility awareness, eagerness to gain knowledge, self-motivation, and willingness to take measures to preserve resources and reduce their impact on the

environment. On the other hand, the second set of variables are external to the consumer and pertain to aspects like product attributes such as price, performance, quality, and effects on human health, as well as their social standing. (Kumar & Ghodeswar, 2014).

H₁: Green product significantly impacts consumers' purchase intention towards FMCG product.

Green prices are set prices for products that may be more expensive than conventional, non-green products because they use more expensive resources for improving product, alternatives of harmful compounds, and greater production costs as a result of more stringent regulations. Green pricing prioritizes the three Ps as well as sustainability and people's wellbeing. Researchers use the term "premium price" in relation to green products since adopting a green lifestyle in terms of production, consumption, and disposal results in greater production costs than typical non-green items. Additionally, the costs of implementing environmental regulatory measures increase production costs, increasing the selling price of eco-friendly items (Kaur et al., 2022).

H₂: Green price significantly impacts consumers' purchase intention towards FMCG product.

Kaur et al. (2022) presented that as a part of the green marketing mix, "green place" pertains to the methods employed by marketers to ensure the timely and appropriate availability of eco-friendly products in sufficient quantities and at suitable locations. Improved inventory management, lower inventory costs, cost and time savings, and improved customer service are all characteristics of the green place. To retain the sustainability component of marketing and gain a competitive advantage over rivals, the distributors must develop an eco-friendly distribution strategy. Customers will not put in any extra effort to locate and procure eco-friendly products from distant locations.

Therefore, it is the marketer's responsibility to make environmentally friendly items accessible everywhere.

H₃: Green place significantly impacts consumers' purchase intention towards FMCG product.

Green marketing is the practice of promoting goods while maintaining the interests of both moral and materialistic consumers. It involves designing promotional tools including advertising, marketing collateral, signs, with consideration of people, the environment, and profits in mind. It entails informing customers about the environmental commitments and efforts made by companies (Kaur et al., 2022).

The current researchers believe they are the first to model the time lags between user activity and sales effects while analyzing the sales impact of various stimuli in a social network. The goal is to gain a better understanding of how important promotion activities are and how it is best implemented in a social network to increase the purchase intentions of consumers (Brettel et al., 2015).

H₄: Green promotion significantly impacts consumers' purchase intention towards FMCG product.

1.6 Significance of the study

The aim of the study is to identify the element of green marketing that exert a stronger impact on the purchasing behavior of consumers towards fast-moving consumer goods in Kathmandu. To examine the effect of green marketing strategies on consumer purchasing intention in Kathmandu, some researches were carried out (Shrestha, 2016). But those did not include the effects of the green 4Ps. Even if these factors are covered in other research (Mahmoud T. O., 2018), it does not cover the psychology and preferences of Nepalese consumers. So, the results from this study can help consumers of FMCGs to make conscious purchase decisions. Also, it can contribute to Nepalese businesses in FMCG industry to examine the areas of improvement and make attempts maximize the benefit to them as well for consumers. The study provided insight into green consumer purchasing behavior and green FMCG marketing literature.

1.7 Limitation of the study

The study investigated the connection between green marketing and consumer purchase intentions for FMCGs. Every study has limitations and the following are some of this study's limitations:

- The study focused on only four elements of the green marketing mix. These four green marketing tools are not the only ones available, but they were chosen for their significance in this industry.
- The FMCG industry is comprised of various product categories, including but not limited to household cleaning products, personal hygiene products, food and beverage items, alcohol and tobacco, and over-the-counter medications. This particular analysis aims to examine the broader spectrum of FMCGs, as opposed to focusing on a particular product category.
- Respondents' responses must be accurate for the study to be considered reliable, as the data in this study comes from a primary source.
- The study was limited to FMCG product consumers and used convenience sampling to select people in Kathmandu as the sample population. As a result, the data and findings may not be representative of the entire Nepal context.

1.8 Outline of the Structure of Study

This research project consists of five main chapters.

Chapter one serves as an introduction and offers a comprehensive summary of the study, covering various key points such as the research background, the problem statement, the research questions, objectives, hypothesis formulation, as well as the study's significance and limitations. Additionally, this initial chapter provides a detailed outline of the remaining chapters to follow.

The second chapter is a related literature and theoretical framework, which is divided into two sections: a theoretical review and an empirical review. The theoretical review comprises of the existing theory depicting the concept of purchase intentions of

consumers and green marketing. This section emphasizes and explains green marketing in general, as well as some key criteria chosen to demonstrate how it will affect customers' intentions to purchase green FMCG products.

Chapter three of this study focuses on the methodology utilized throughout the research process. Within this chapter, the specific techniques and measurements employed in the study are thoroughly explained and elaborated upon. It is subdivided into various sections that provided detailed insights into the research design, population and sample selection, data collection methods, measurement, and questionnaire design, as well as data processing and analysis. Also, this chapter covers reliability analysis.

The data and outcomes obtained from the study in correlation with the methodology employed are included in chapter four. This section provides a comprehensive analysis of the research findings, utilizing the methods outlined in chapter three to achieve the stated research objectives. Overall, this chapter serves as a crucial component of the study, presenting the conclusions drawn from the research data and analysis.

The last chapter of this study offers a detailed and thorough review of the key findings and conclusions that have emerged from the previous research conducted. Through this chapter, the results of the study are meticulously scrutinized, with particular emphasis placed on their practical implications and possible real-world applications. In addition, this section also delves into the theoretical contributions of the research, exploring how the outcomes may inform and enhance the existing body of knowledge in the field. Furthermore, this chapter also addresses the managerial implications of the research findings, providing insights and guidance on how these findings may be implemented in practical settings.

CHAPTER II

RELATED LITERATURE AND THEORETICAL FRAMEWORK

The theoretical background and extensive empirical studies are included in this chapter. The results of the literature review were also used to create the theoretical framework. A literature review is a comprehensive examination of existing research on a specific topic. It is an integral part of the research process and aims to identify, evaluate, and synthesize the existing research in order to advance understanding of the topic being studied. It provides an overview of the current state of knowledge, identifies gaps and limitations in the existing research, and informs the design of new research.

2.1 Theoretical Review

A theoretical review involves conducting a thorough analysis of various theories, models, and frameworks that pertain to a specific area of research. This crucial stage of the research process allows for an extensive examination of the current body of knowledge within the field, highlighting any deficiencies or inadequacies in the existing theories. As such, it is an essential element in the research process that aids in identifying gaps and limitations in current theories, providing the basis for the development of new and more effective theoretical frameworks.

The review helps the researcher to develop a theoretical foundation for their study and provides a basis for developing a theoretical framework or hypotheses. In short, a theoretical review helps to contextualize and inform a research study by synthesizing existing knowledge and identifying areas for future research. This section presents all the theoretical review done for this research. The theoretical basis of this research can be presented from following theories.

2.1.1 Theory of Planned Behavior

This theory explains the psychological factors that influence decision-making and holds that people rationally choose to engage in a particular conduct (Carfora et al., 2021). It has been used in a variety of contexts. TPB and its several extensions have been used to investigate and comprehend environmental worries and environmental awareness as

predicators of purchasing intention for green products. TPB has frequently been used as the foundational theoretical framework in predicting and investigating a wide range of pro-environmental behavior, including choices regarding travel mode, water conservation, energy use, ethical investing, food preferences, and recycling, as well as citizens' level of intention regarding the environment (Sharma & Foropon, 2019).

According to Paul et al. (2016), environmentalism has evolved over the last two decades to reflect consumer acceptance of sustainable purchasing. As customers grow more conscious of the environmental issues caused by their consumption, they start looking for ecologically friendly products to buy for the benefit of future generations. While meeting personal needs continues to be at the center of consumer behavior, protecting the environment has also emerged as a top priority. Balancing the ecology, profit-generation, and people is a key concern regarding sustainability.

In order to attain the triple bottom line, the expanded TPB adds environmental concern, a key variable in green marketing literature. This study analyzes that how a consumer's behavior is influenced by 4Ps marketing strategies to plan for purchases of green FMCGs.

2.1.2 The Value-Belief-Norm Model

Numerous research has been conducted to comprehend the ethical and rational factors that may influence consumers' intentions to buy products with natural branding. Regarding the rational justifications, prior research has demonstrated that natural products enjoy a strong health aura (Carfora et al., 2021).

According to Armitage and Conner (2001), people's moral and normative motivations have been one of the key criticisms of the TPB. Stern (2008) defined that moral norms are related to how people judge whether a behavior is morally proper or wrong. Value-Belief-Norm theory contends that when a person is prepared to accept responsibility for the results of his/her actions and is aware of the consequences of those actions, the moral norm is activated, to examine how moral elements influence consumers' intents and behaviors. This theory is operationalized by evaluating behavioral intention as it is determined by the personal norm, which is the awareness of a responsibility to act morally. The attribution of duty, or a person's sense of personal environmental responsibility, in turn, helps explain personal norms.

Additionally, the assumption of responsibility is influenced by knowledge of the results of human behavior, which in turn results from widespread pro-environmental attitudes such as switching to green FMCGs from conventional ones.

2.1.3 A Signaling Theory Approach to Green Marketing

Recent studies have shown that customers are becoming increasingly aware of and interested in environmental issues. In some cases, they are even changing their attitudes toward green products. Furthermore, whether products are made in factories, brands are instead, produced in the consumers' minds which means their role is increasing (Skena et al., 2015).

Liao et al. (2020) argued that the transmission of information from the sender to the receiver is examined by signaling theory. Many economists and marketers have used Signaling Theory to analyze patterns in commerce and business. The receivers do not have access to the information that the signalers possess but which may be beneficial to them. The quality and aim of information conveyance are significantly impacted by information asymmetry. In an effort to influence stakeholders' perceptions and behaviors, firms attempt to indicate their quality to stakeholders, who act as receivers.

Thus, signaling may result in positive outcomes like investment or purchase. Given the implications of this theory, signaling theory provides a solid justification for green marketing and green consumers' purchase intention.

2.2 Empirical Review

2.2.1 Green Marketing

Globally, consumer knowledge of the environment has significantly increased in recent years. Therise of environmental concerns such as pollution, non-biodegradable waste, the damaging effects of pollutants, and global warming has led to an increase in awareness among both consumers and marketers about the necessity of transitioning towards eco-friendly products and services. This heightened consciousness has propelled a significant shift towards green practices, as individuals and businesses recognize the importance of sustainability and environmental protection. It is widely accepted that while being "green" could seem expensive in the short run, it actually ends upbeing necessary and helpful in the

long run, both financially and in terms of environmental impact (Mahmoud T. O., 2018).

Lee (2008) presented three stages of green marketing. Since the 1980s, when the concept of "green marketing" was first introduced to industry, the first stage of the process has been developed. The 1990s saw the second phase of green marketing, during which time marketers specifically felt a reaction. Marketers gradually realized that consumer concerns, their propensity for eco-friendly products, and their positive attitudes about the environment did not transfer into actual purchasing decisions. The third stage of green marketing has emerged since 2000. At this point, green marketing has experienced a new surge in popularity thanks to the adoption of more cutting-edge technologies, stronger government regulation, and increased worldwide environmental consciousness.

Green marketing encompasses a wide range of marketing operations such as product price, production, distribution, and promotion that are aimed at all consumers and that are intended to show the company's commitment to reducing the environmental effect of its goods and services (Groening et al., 2018).

According to Awan (2011), despite becoming very popular these days, there is no universally recognized definition for the term "green marketing." Green marketing, in general, is concerned with all business operations that could have an immediate or long-term impact on the environment. These activities encompass processes, advertising, and related claims in addition to developing physical product qualities that are not harmful.

Walia et al. (2020) argued that the lack of green products is a significant barrier to eradicating environmental degradation. The promotion of green products provides consumers with information on the environmental performance of businesses, information on green products, pricing, product attributes, and product availability, as well as information that is consistent with their desired social image and relevant to their lifestyles. This information encourages consumers to have a favorable attitude toward green products. Kotler and Keller describe integrated marketing as "mixing and matching marketing operations to maximize their individual and collective efforts." The most significant marketing foundation is the McCarty classification. The four components of this category - also known as the marketing mix - are product, price, place, and promotion (Tandon & Sethi, 2017).

The marketing mix refers to a set of variables that a company can effectively manage to

influence consumer behavior. Each organization possesses its own unique marketing mix, and the one that is most suited to the company's specific needs and objectives is typically selected. Through the skillful manipulation of these controllable factors, businesses can effectively shape the way in which consumers respond to their products or services (Walia et al., 2020).

2.2.1.1 Green Product

The most crucial component of the entire green marketing strategy and the focus of the green marketing mix is the product. However, it is important to keep in mind that a green product includes all the product's components, including the materials utilized, the manufacturing process, and, the product's packaging (Mahmoud T. O., 2018).

Kaviya and Priyadarshini (2022) mentioned that green products are ones that are produced using green technology and pose no environmental risks. For the preservation of natural resources and sustainable development, promotion of green technologies and green FMCG items is essential. Environmentalism and green marketing have been increasingly important over the past few decades as a result of an increase in environmental problems such ozone depletion, earthquakes, acid rain, deforestation, land degradation, and many others. This led to a rise in consumer concern for the ecological balance and its restoration, which led them to demand eco-friendly products.

The definition of green products has been tried by numerous marketing academics. Peattie further described a product as "green" when "its environmental and societal performance, in manufacturing, usage, and disposal, is significantly better and improving in comparison to conventional or competitive product offerings." Regularly, green products are regarded as safer and healthier than conventional ones since they use fewer natural resources and have a less detrimental effect on the product's life cycle. Green products are being developed through processes like Repair, recondition, re-manufacture, reuse, recycle, and reduce (Nekmahmud & Farkas, 2020).

Kaviya and Priyadarshini (2022) presented the following are some of the measures that defines the green FMCG products:

- Products that are naturally grown or made with natural ingredients,

- Products that are recyclable, re-usable and bio-degradable,
- Products that contain non-toxic chemicals and recycled contents,
- Use of only approved chemicals in the production process,
- Products that do not cause harm or pollution to the environment,
- Use of eco-friendly packaging, such as re-usable or refillable containers, and
- Products that will not be tested on animals.

2.2.1.2 Green Price

The cost incurred to purchase a good is the price. As part of the marketing mix, it is essential. Only if there is a sense of increased product value will the majority of consumers be willing to pay more. Enhancements to performance, function, design, aesthetics, or taste may be included in this value. The environment-friendly aspects of a product are typically a bonus, but they frequently distinguish between goods of comparable value and quality. While charging a premium, green marketing should take all these factors into account (Mahmoud T. O., 2018).

Green pricing is the term used to describe a price that is specific to a company's policies for environmental consideration as mandated by laws and corporate directives or its own activities in this area. However, green products frequently have greater upfront costs, but they will ultimately save money (Bulsara et al., 2021).

Prices for green products can have an uncertain impact on the decision to buy. In addition to being "a high sacrifice," a high price can also be "a cue for excellent quality." Buyers are willing to pay extra for ecologically friendly goods and services because they recognize that their environmental knowledge affects their ecological behavior. This is because customers intend to get trustworthy information regarding environmental problems, including product price (Gelderman et al., 2021).

Shabbir et al. (2020) argued that a company's profitability is directly influenced by how its products are made and its price policies; as a result, adopting the right pricing policies while keeping the environment in mind can help a company grow. The definition of green pricing

for products depends on a number of elements. On consumer involvement rates, green pricing and related initiatives have a big impact.

2.2.1.3 Green Place

Place denotes the location of a product's retail outlet. Companies must ensure that their distributors share their environmental concerns and adopt a green distribution strategy for green enterprises to flourish and become competitively priced. The location itself is not a cost-generating component; rather, it contains many characteristics that might generate income and guarantee specific results. 'How-to-handle-distance' is addressed in this marketing mix component. Considering procurement, material handling, distribution, storage, material revival, and material dispose, logistics also plays a role in the correlation. Customers will be significantly impacted by an organization's decision regarding the location and timing of a product's availability (Mahmoud T. O., 2018).

As an element of the eco-friendly marketing strategy, the concept of "green place" involves the methods employed by marketers to ensure that green products are easily accessible to customers in terms of timing, quantity, and location. Better inventory management, lower inventory expenses, cost and time savings, and improved customer service are all characteristics of a green location. To retain the sustainable marketing component and gain a strategic advantage over rivals, the distributors must develop an eco-friendly distribution plan. Consumers will not expend more effort to seek and purchase eco-friendly products from distant locations. Therefore, it is the marketer's responsibility to make green products accessible everywhere. Therefore, purchasers' intentions to make green purchases are substantially influenced by the simple and regular availability of green products (Kaur et al., 2022).

2.2.1.4 Green Promotion

The successful adoption of green products by consumers depends on marketers' use of effective communication techniques. Green promotional strategies play an inevitable role in this. Therefore, effective communication is crucial to the field of green marketing. It plays a critical part in raising consumer understanding, awareness, interest, and mindfulness, motivating people to become environmentally conscious buyers by choosing

only sustainable products to fulfill both essential and luxurious needs. The environmental changes in raw materials, production methods, and distribution techniques have significantly altered advertising and sales promotion. As a result, customers' responses to commercials for eco-friendly goods have been positive, which indicates their buying intentions (Kaur et al., 2022). Mahmoud T. O. (2018) mentioned that green marketing involves designing strategies, while considering the needs of people, the environment, and financial success. Promotional messages that speak to the goals and needs of customers who care about the environment are effective instruments for green advertising. Promoting sustainability entails providing customers who are engaged in a business' operations with accurate environmental information.

A further reason why businesses make the effort to safeguard natural resources is to draw in their target audience. The goal of green promotion is to persuade consumers to make environmentally friendly purchases while also drawing their attention to the benefits of such behavior for both the environment and themselves (Rahbar & Wahid, 2011).

It alludes to a method of communication that emphasizes the organization's or product's commitment to environmental sustainability. It incorporates advertising campaigns that emphasize environmental issues. Consumer values are shaped through environmental advertising, which then influences them to purchase green goods (Shrestha, 2016).

Awan (2011) argued this component of the marketing mix promotes communication with customers and distinguishes the product's position in the market. Green promotion aims to enhance the eco-friendly image of green products by emphasizing their environmental benefits and compatibility with sustainable lifestyles. This approach encourages consumers to switch to green products and services by altering their traditional purchasing behaviors. Previous research studies have empirically demonstrated the effectiveness of green promotional strategies in achieving this objective (Kaur et al., 2022).

2.2.2 Purchase Intention

The process by which a person makes future purchases of goods and services is known as consumer purchase intention. In terms of consumer behavior in the marketplace, it is the culmination of a consumer's attitude, preference, and decision. This study examines the impact that using green marketing techniques has on consumers' purchasing intentions.

Green marketing is an independent variable that influences the consumer's purchase intention (Shrestha, 2016). When making behavioral decisions, a person considers two sorts of beliefs: behavioral and normative. While normative beliefs have an impact on objective norms, behavioral beliefs have an impact on attitudes toward behavior. These assumptions about how a conduct will be evaluated—positively or negatively—shape the intention to behave. The best approximation for real behavior is thought to be behavioral intention (Kamalanon et al., 2022).

Numerous factors that have been discussed over the years influence a consumer's decision to buy a product. Consumers' trust in established, well-known conventional brands is greater than their trust in "green" company claims, which has an impact on their desire to buy green items. It has been noted that a significant barrier to stopping environmental degradation is the non-availability of green product. To generate a positive attitude towards green products, green marketing should offer customers details about the companies' environmental impact, the qualities of green products, their price, features, accessibility, how they align with their social identity, and relevance to their lifestyle. This data helps to foster an optimistic attitude towards green goods among consumers (Walia et al., 2020).

Each organization has its own preferred marketing mix, and while the 4 Ps of green marketing are similar to those of conventional marketing, marketers face the challenge of utilizing these 4 Ps in an innovative way (Mahmoud T. O., 2018).

2.3 Research Gap

According to (Shrestha, 2016), the desire to purchase environmentally-friendly products increases as people's education levels rise. Despite previous research on this area, none have specifically investigated the impact of a comprehensive green marketing strategy on consumer behavior within the fast-moving consumer goods sector, particularly in Nepal. Therefore, this research seeks to address this gap by studying the impact of the "green marketing mix" on purchasing decisions for fast-moving consumer goods in the Kathmandu region.

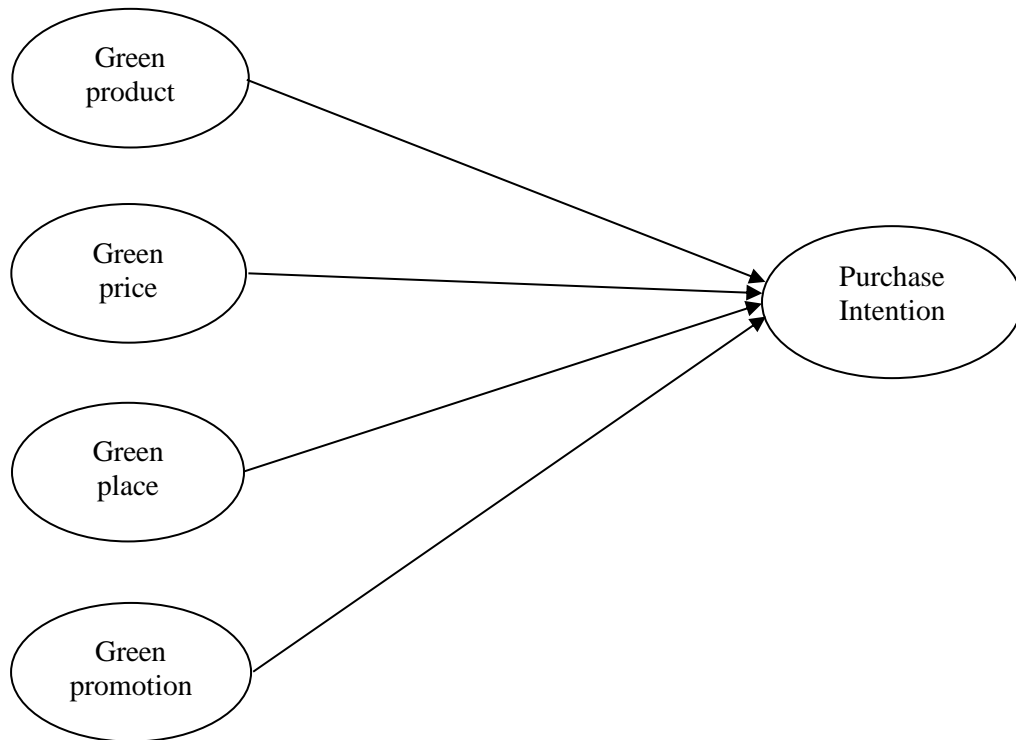
2.4 Conceptual Framework

A conceptual framework outlines the relationships between the different variables being

studied, clarifying the cause-and-effect relationships. It is a visual representation that serves as a blueprint or map for research. The conceptual model of this research has been adapted from studies of (Mahmoud T. O., 2018). The objective of this paper is to investigate the impact of implementing green marketing mix elements (green product, green price, green place, and green promotion) on consumer purchase intentions.

Figure 1

Conceptual Framework



Adapted from: (Mahmoud T. O., 2018)

Figure 1 presents the conceptual framework of this research showing that purchase intention is dependent on four independent variables i.e., green product, green price, green place, and green promotion.

2.5 Operational of Key Terms

Each of the terms of key used in the research are explained in the tabled followed:

Table 1*Operational definition of key terms*

Construct	Definition
Green Marketing	Green marketing involves utilizing marketing strategies and techniques to encourage sustainable exchanges that benefit both organizations and individuals, while also considering the long-term impact on the environment. It is also the process and actions taken by businesses when offering environmentally friendly products or services to customers (Wang et al., 2016). By carefully combining social and environmental concerns, green marketing aims to create a connection between the company and the consumer (Shrestha, 2016).
Green Product	Green products are those that meet the demands and standards of the environment. The development and improvement of these products must take into account the preferences and expectations of customers, prioritizing the delivery of safer and healthier solutions that align with their needs (Bulsara et al., 2021).
Green Price	According to Nekmahmud and Farkas (2020), green pricing means “Pricing for green products that offset consumers’ sensitivity to price against their interest in paying more for the environmental performance of the products”
Green Place	When marketers utilize specific tactics to ensure the proper timing, quantity, and placement of green products, they are creating what is commonly known as a "green place." This approach aims to make environmentally conscious products more accessible and convenient for consumers. Better inventory management, lower inventory expenses, cost and time savings, and improved customer service are all characteristics of a green place (Kaur et al., 2022).
Green Promotion	The term "green promotion" refers to disseminating accurate information about the items without hurting the interests of consumers who are morally and materialistically motivated. In order to appeal to green consumers, it has been determined that green marketing requires a unique effort and strategy (Bulsara et al., 2021).
Purchase Intention	Purchase intention refers to the perceptions and beliefs that individuals have about the products they plan to acquire in the future. Consumer intents are crucial to marketing strategies which utilize the 4Ps techniques because they assist businesses in assessing the supply and demand of the products (Tandon & Sethi, 2017).

CHAPTER III

RESEARCH METHODS

This study's main goal is to assess the impact of green marketing on purchase intention towards FMCGs. This chapter gives a brief overview of the various methodologies, such as research design, population descriptions, sampling technique, sources of data, design of measurements and questionnaire, methods of data collection, instrumentation, and tools for data management and analysis.

3.1 Research Design

The primary aim of this research was to investigate the relationship between green marketing and the buying patterns of FMCGs' consumers in Kathmandu. To achieve this objective, descriptive research techniques were employed. This study is descriptive in nature because it employs statistical tools to describe the characteristics and nature of the population and its data sample without modification. In aspects of the study's research methodology, it can be said that it used a deductive approach because it used ideas developed by previous researchers to create hypotheses that were to be tested in order to answer the study's research questions. Papers were reviewed to gain a thorough understanding of the subject matter. After gathering, processing, and reviewing relevant data from previous investigations, a reasonable conclusion was reached.

3.2 Population and sample

Population for the study is made up of consumers of FMCGs based on Kathmandu. The sample of all age group and every background is taken, as FMCGs include basic consumption of everyone in daily life.

Since the population of the study and the degree of variability are unknown, the (Cochran, 1977) sample size formula was used to determine the minimum sample size.

Also, because degree of variability is unknown, the maximum variability is assumed to be 0.5 ($p = 0.5$).

Furthermore, a 95% confidence interval with $\pm 5\%$ precision is used to determine the minimum sample size for the study.

$$\begin{aligned}
n_0 &= \frac{z^2 * p * q}{e^2} \\
&= \frac{(1.96)^2 * 0.5 * 0.5}{0.5^2} \\
&= 384
\end{aligned}$$

Where,

n_0 = size of sample,

z = selected critical value of desired level of confidence,

p = estimated proportion of an attribute present in the population,

$q = 1-p$ and,

e = desired precision level

3.3 Sampling Technique

Since the research is focused on all consumers in Kathmandu, it is difficult to offer each customer an equal chance of being chosen for the study's sample. As a result, non-probability sampling was chosen as the sampling technique for the study. The convenience sampling approach was one of the non-probability sampling strategies used in this study, according to the ease of contact with the respondents. Primary data were collected through a self-administered, closed-ended questionnaire and online through a google sheet.

3.4 Sources of Data

This research was carried out by sending out questionnaires through physical distribution and via electronic email in google form. Five study variables (four independent and one dependent) were studied with twenty-one-item questionnaires that were self-administered. For the pilot survey, data was collected through physical forms under direct supervision, whereas both online and offline mediums were used for the final survey. Online mediums included questionnaire distribution through Gmail to 271 people and using social media to reach 116 people, and the questionnaire was distributed to 125 people in offline form. So, the questionnaire was distributed to a total of 512 participants, reaching the required number of responses of 384. This leads to a 75 percent response rate.

3.5 Design of Measurements and Questionnaire

This questionnaire was created using five-point Likert scale questions. The 5-point scale goes from 1 to 5: strongly agree, agree, neutral, disagree, and strongly disagree.

It also included the demographic information of the respondents taking name, permanent address, gender, age group, marital status, academic qualification, occupation, and monthly income.

Table 3

Measurement Sources of Green Marketing

Variables	Code	Source
Green product	Pd	(Bahl & Chandra, 2018), (Kaur, Gangwar, & Dash, 2022)
Green price	Pr	(Bahl & Chandra, 2018), (Kaur, Gangwar, & Dash, 2022)
Green place	Pl	(Bahl & Chandra, 2018), (Kaur, Gangwar, & Dash, 2022)
Green promotion	Pm	(Bahl & Chandra, 2018), (Kaur, Gangwar, & Dash, 2022)
Purchase intention	Pi	(Kaur, Gangwar, & Dash, 2022)

3.6 Data Management and Analysis Tools

The data collected from questionnaire, are at first be manually verified to remove any or inappropriate information. Following that, the data was entered into SPSS 26 for analysis and screening. SPSS's goal is to provide an easy-to-use platform for conducting statistical analysis and data management, allowing informed decision-making based on data analysis results. The survey data was organized, managed, and analyzed using IBM SPSS and Microsoft Excel. The findings were obtained using a variety of methodologies, including frequencies, percentage, mean and standard deviation in descriptive statistics. Reliability test was done by measuring the Cronbach's alpha.

Similarly, measure of sampling adequacy is KMO and Bartlett's test for sphericity are used

for testing validity. Principal component Analysis was used to test unidimensionality. Normality of data was checked with Shapiro-Wilk test. Collinearity was tested through Variance Inflation Factor (VIF). To assess the influence of green marketing strategies on the intention to purchase, several statistical methods including Regression analysis and Correlation matrix were employed.

3.7 Reliability and Validity

Pilot Survey

Initially, all the items from (Bahl & Chandra, 2018) and (Kaur et al., 2022) were taken for independent variables. And items for dependent variable was taken from (Kaur et al., 2022). Then, reliability and validity test were done from SPSS to check whether the items meet the standard criteria. The following table shows the results of the tests of pilot survey with 50 respondents.

Table 4

Reliability Test of Pilot Survey

Variables	No. of statements	Cronbach's Alpha
Green product	5	0.798
Green price	6	0.355
Green place	6	0.364
Green promotion	5	0.834
Purchase intention	4	0.703

Table 4 indicates that Cronbach Alpha value of the study ranges from 0.355 to 0.834. It measured the degree to which different items on the scale are interrelated and provide consistent results. Green product, green promotion, and purchased intention covers the required threshold limit of 0.7. But Green price and green place have a very low Cronbach's alpha of 0.355 and 0.364 respectively. That means they do not have acceptable internal consistency.

Furthermore, validity test of items was done to check the Construct validity i.e., evaluate the relationships between different items in the measure. The factor analysis showed the items that were not related to other items in construct enough fulfill the threshold requirement.

In case of green price, the items were ‘Green FMCG products are overpriced’ and ‘Green FMCG product prices should be reasonable to motivate consumers to buy.’

Similarly, in green place’s case, the items were, ‘I do not use green FMCG products because they are not readily available’, I easily switch to a conventional product if there is lack of availability of the green FMCG products’ and ‘I do not make extra efforts to search for a green FMCG product’. These items were removed from the questionnaire for final survey.

Final Survey

After the analysis of data from pilot survey, questionnaire for final survey was decided and distributed. Following are the reliability and validity tests results of the 384 responses from final survey.

Table 5

Reliability Test of Final Survey

Variables	No. of items	Cronbach’s Alpha
Green product	5	0.813
Green price	4	0.832
Green place	3	0.874
Green promotion	5	0.847
Purchase intention	4	0.805

Table 5 shows the Cronbach’s alpha value of each of the variables used in the study. The reliability statistics for the independent variables - green product, green price, green place, and green promotion - are 0.813, 0.832, 0.874, and 0.805, respectively. Similarly, for the dependent variable, purchase intention, it is 0.805.

All the constructs fall above the required threshold limit of 0.7 level of Cronbach’s alpha.

As a result, we can say that construct reliability is established. This means there is higher internal consistency.

Table 6

Validity Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.776
Bartlett's Test of Sphericity	Approx. Chi-Square	742.28
	df	10
	Sig.	.000

The validity test in table 6 also demonstrates that the items' construction meets the required threshold. Through factor analysis, it is found that all the items in every variable's construct validity test fall under one component in the component matrix. Similarly, the results of the KMO measure for all variables is 0.776 that is above 0.5 which proves the sampling adequacy. And in Bartlett's test, the level of significance is 0.000 that is below 0.05. This is statistically significant showing substantial correlation among the data. This also meets the requirement for validity.

CHAPTER IV

ANALYSIS AND RESULTS

In this chapter, the results of the data analysis are presented, and the hypothesis is subjected to verification. The first section of the analysis chapter depicts the demographic characteristics of Kathmandu respondents. It is presented in tabular form. The demographic characteristics have been described using frequency and percentage analysis. The second part of the analysis used descriptive statistics to examine the effect of green marketing on FMCG purchase intention. It includes descriptive statistics, which explain variable characteristics such as mean, standard deviation, and median, correlational analysis, which demonstrates the degree of link between variables, and regression analysis.

The final section of the chapter presents a comprehensive overview of the research findings, which are compared and contrasted with earlier studies. Additionally, the results are analyzed and discussed, leading to a set of conclusions. To assist readers in understanding the study's findings, a summary table is included at the end of the chapter, providing a concise and informative summary.

4.1 Demographic Profile of the Respondents

A summary of the quantitative findings is given in this section. For study of demographic profile, variables taken are: permanent address representing the province, gender, age, marital status, academic qualification, occupation and monthly income of the respondent. These provides the study with an additional information about the respondents' background that can affect the decision of consumer to purchase green fast moving consumer goods. The analysis of demographic background of 384 respondents is shown in the following frequency table. Here, the number of respondents and the percentage of the count from the total sample is calculated for the demographic profile analysis and presented.

Table 7*Demographic profile of respondent*

		Frequency	Percent
Permanent	Province 1	41	10.68
Address	Madhesh	46	11.98
	Bagmati	107	27.86
	Gandaki	45	11.72
	Lumbini	81	21.09
	Karnali	28	7.29
	Sudurpaschim	33	8.59
	Others	3	0.78
	Gender	Male	187
Female		197	51.30
Age	Less than 24	161	41.9
	24 – 34	168	43.8
	35 – 45	37	9.6
	Above 45	18	4.7
Marital	Married	84	21.88
Status	Unmarried	300	78.13
Academic	Up to Intermediate	73	19
Qualification	Bachelor	158	41.1
	Masters	147	38.3
	PhD or Equivalent	6	1.6
Occupation	Student	137	35.68
	Private Job Holder	121	31.51
	Government Job Holder	30	7.81
	Own Business/Self-	67	17.45
	employed	25	6.51
	Non-worker	4	1.04
	(Unemployed/Retired)		
Others			

Monthly	Less than 20,000	96	25
Income	20,001 - 30,000	33	8.6
	30,001 - 40,000	28	7.29
	40,001 - 50,000	27	7.03
	50,001 - 60,000	25	6.51
	Above 60,000	25	6.51
	N/A	150	39.06

Table 7 incorporates the respondents' demographics. The participants were categorized based on various demographic characteristics, such as their permanent address, gender, age, marital status, academic qualifications, occupation, and monthly income.

There are total of 384 respondents. Out of this, 48.70 percent were male, 51.30 percent were female. 10.68 percent came from Province 1, 11.98 percent from Madhesh, 27.86 percent from Bagmati, 11.72 percent from Gandaki, 21.09 percent from Lumbini, 7.29 percent from Karnali, 8.59 percent Sudurpaschim, and 0.78 percent from other countries i.e., 2 people from India and 1 person from Czech Republic. Similarly, age group 24-34, i.e., 43.8 percent cover greater part of the total respondent, followed by the age group of less than 24 i.e., 41.9 percent, then, the age group of 35 – 45 i.e., 9.6 percent and above 45 age group at last with which is 4.7 percent of the total respondents. Among this, 21.88 percent respondent were married and 78.13 percent were unmarried.

Moving toward the academic qualification, Majority of respondent, i.e., 41.1 percent of the total respondents had Bachelor's degree followed by 38.3 percent Masters qualified. Likewise, 19 percent had intermediate and only 1.6 percent of the total population had PhD or Equivalent degree. Presenting their occupational background, 35.68 percent, 31.51 percent, 7.81 percent, 17.45 percent, 6.51 percent and 1.04 percent were student, private job holders, government job holders, had own business/self-employed, non-worker(unemployed/retired), and others(housewife), respectively.

The income level shows that majority of respondents i.e., 39.06 percent of the respondents did not have a direct source of income, followed by 25 percent having a monthly income of less than Rs. 20,000, 8.6 percent had Rs. 20,001 - 30,000, 7.29 percent had Rs. 30,001 - 40,000, 7.03 percent had Rs. 40,001 - 50,000, 6.51 percent had Rs. 50,001 - 60,000 and 6.51 percent had above Rs. 60,000 per month.

4.2 Descriptive analysis

The data was examined, summarized, and characterized using descriptive statistics, and the construct's mean values and standard deviation were determined. Its use will help the researcher tabulate the data and provide a summary and investigate the connections between different elements in a target population.

Here, 5 represents strongly disagree, 4 represents disagree, 3 represents neutral, 2 represents agree, and 1 represents strongly agree.

Table 8

Descriptive statistics of Green Product

	N	Min	Max	Mean	S.D.
Green products offered by the FMCG sector are far better than their non-green products.	384	1	5	2.34	.959
Green FMCG products are healthier than the conventional products.	384	1	5	2.16	.926
Green FMCG products are solutions to environmental problems.	384	1	5	2.23	.987
The product I use must not harm the environment.	384	1	5	2.09	1.103
The quality of green FMCG products is better.	384	1	5	2.38	.928

Table 8 shows the descriptive statistics of green product which include minimum, maximum, mean, and standard deviation. There are five items adapted to measure consumer's interest for green product aspects on influencing purchase intention towards FMCGs. The minimum response and maximum response values of all items are 1 denoting strongly agree and 5 that means strongly disagree.

All the items have a mean value less than or equals to 2.38 that is below the test value, 3 and standard deviation greater than 0.926 indicating the responses inclination towards

agreement. This can be verified by the one-sample t-test as shown in table 14 followed by these descriptive statistics. The lowest mean is 2.09 that is of, “The product I use must not harm the environment” which shows that the consumers are concerned about the product they use must not harm the environment.

Table 9

Descriptive statistics of Green Price

	N	Min	Max	Mean	S.D.
It is worth paying higher prices for green FMCG products.	384	1	5	2.72	.979
The ecological benefits justify the price of green FMCG products.	384	1	5	2.51	.903
The price and quality of green FMCG products are proportionate.	384	1	5	2.63	.896
The enhanced performance of green FMCG products justifies their price.	384	1	5	2.58	.947

The table 9 shows that the mean value of green price ranges from 2.51 to 2.63 with four items. And the standard deviation ranges from 0.896 to 0.979. As all are less than the neutral level of agreement of 3, i.e., the respondents are inclined towards agreement. That means consumers are willing to pay price for the value gained from green products. The one-sample t-test, as shown in table 14, followed by these descriptive statistics can confirm this.

Table 10

Descriptive statistics of Green Place

	N	Min	Max	Mean	S.D.
Green FMCG products are regularly available nearby.	384	1	5	3.23	1.018
Green FMCG products are readily available nearby.	384	1	5	3.15	1.019
Green FMCG products are widely available in all places.	384	1	5	3.39	1.083

Table 10 shows the respondents' level of disagreement for the green place because average mean high starting from 3.15 which above 3. There are three items adapted for studying this variable. The highest standard deviation of 1.083 and lowest standard deviation of 1.018 which shows data are widely dispersed. This can be verified by the one-sample t-test as shown in table 14 followed by these descriptive statistics.

Table 11

Descriptive statistics of Green Promotion

	N	Min	Max	Mean	S.D.
There should be special displays for green FMCG products.	384	1	5	2.14	.946
Green certification on the packaging of the goods influences me.	384	1	5	2.21	.935
I tend to pay attention to advertising messages about the environment.	384	1	5	2.19	1.045
Consumers are facilitated by environmental advertisements to make informed buying decisions.	384	1	5	2.22	.899
Consumers are facilitated by environmental advertisements to make informed buying decisions.	384	1	5	2.10	.878

Table 11 displays six green promotion descriptive statistic statements, mean of all lower than the test value 3, with the fifth items having the lowest mean of 2.10. This is supported by the one-sample t-test, as shown in table 14, followed by the descriptive statistics. The means consumers are in support of the belief that green promotion influences the consumers' purchase intention. Furthermore, the table reveals that the third statement has the largest standard deviation of 1.045 whereas lowest standard deviation of 0.878. This indicates that respondents deviate more from the statement "I tend to pay attention to advertising messages about the environment."

Table 12*Descriptive statistics of Purchase Intention*

	N	Min	Max	Mean	S.D.
I am willing to pay more for a green FMCG product, avoiding cheaper ones that harm the environment.	384	1	5	2.59	1.092
I will consider buying green FMCG products, as they conserve energy resources.	384	1	5	2.22	.876
I will consider buying green FMCG products, as they are recycled materials.	384	1	5	2.17	.942
I have the perception that green FMCG products have more excellent added value, and therefore I am willing to pay more.	384	1	5	2.42	1.062

Table 12 presents four purchase intention descriptive statistic statements. The highest mean of 2.56 shows that “I am willing to pay more for a green FMCG product, avoiding cheaper ones that harm the environment” showing disagreement in willingness to pay more for a green FMCG product. The lowest mean score of 2.17 shows that respondents agreed more on “I will consider buying green FMCG products, as they are recycled materials.” This can be verified by the one-sample t- test as shown in table 14 followed by these descriptive statistics. Furthermore, the table reveals that standard deviation ranges from 0.876 to 1.092, showing variety in level of agreements with different items.

Table 13*Descriptive Statistics of Variables Study*

	Mean	Std. Deviation
Green Product	2.24	.74
Green Price	2.61	.76
Green Place	3.26	.93
Green Promotion	2.17	.74
Purchase Intention	2.35	.79

As shown in table 13, green product, green price, green promotion, and purchase intention has the mean value of 2.24, 2.61, 2.17, and 2.35 respectively which are lower than 3 i.e., neutral level of agreement. This indicates the respondents' inclination more towards agreement level of items. Green place has mean value of 3.26 which is more than 3 and this indicates that consumers' disagreement with the items of this variable.

Thus, we can say that green product, green price and green promotion have a higher impact on consumers' purchase intention towards FMCGs. The standard deviation ranges from 0.74 to 0.93. All the variables' standard deviations are lower than their mean value showing a low spread in responses and high consistency in data.

4.3 One sample t test

Table 14

One-sample T-test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Green Product	-20.023	383	.000	-.75990	-.8345	-.6853
Green Price	-10.079	383	.000	-.39062	-.4668	-.3144
Green Place	5.378	383	.000	.25521	.1619	.3485
Green Promotion	-21.840	383	.000	-.82760	-.9021	-.7531
Purchase Intention	-16.059	383	.000	-.64909	-.7286	-.5696

The above table 14, presents the one-sample t-test with test value of 3. As shown in the table, t-statistic is not zero and p-value is less than 0.05 level of significance, in all the variables which means there is a deviation sample mean above or below the test value of 3. The mean differences are -0.75990 for green product, -0.39062 for green price, 0.25521

for green place, -0.82760 for green promotion, and -0.64909 for purchase intention, the mean difference is not equal to zero in any of variable's case which means the sample means are different from the test value is 3.

Here, zero does not fall in any of the interval, we have the evidence supporting the results of p-value. It shows that green product, green price, green promotion, and purchase intention fall towards the agreement whereas green place fall towards disagreement level. These results from one-sample T-test proves the descriptive table.

4.4 Normality Test

Table 15

Shapiro-Wilk

	Shapiro-Wilk		
	Statistic	df	Sig.
Green Product	.917	384	.000
Green Price	.968	384	.000
Green Place	.956	384	.000
Green Promotion	.921	384	.000
Purchase Intention	.957	384	.000

Table 14 illustrates the Shapiro-Wilk test to determine whether the data are normal. The analysis findings demonstrate that the significance test acceptable as it is less than 0.05, proving the data are not normally distributed.

Figure 2

Histogram of Green Product

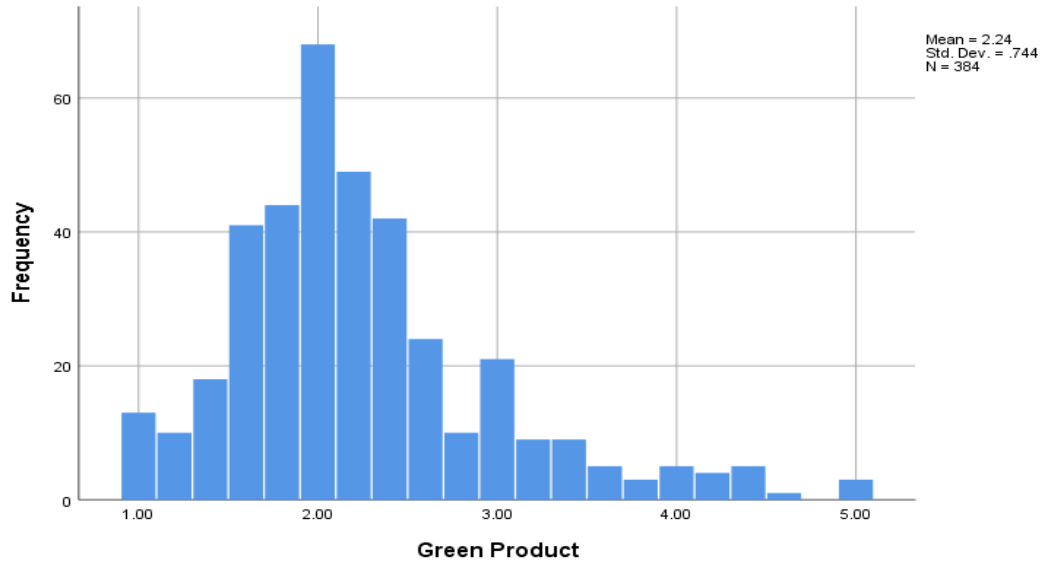
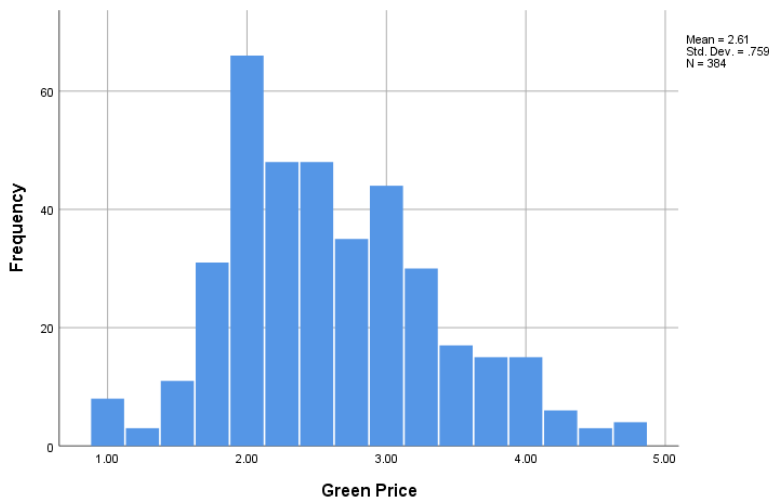


Figure 2 shows the histogram of normality distribution of responses of green product variable. As per the results in the table of Shapiro -Wilk, it is not perfectly normally distributed.

Figure 3

Histogram of Green Price



Above figure, presents the histogram of normality distribution of responses of green price variable. As per the results in the table of Shapiro-Wilk, it is not perfectly normally distributed.

Figure 4

Histogram of Green Place

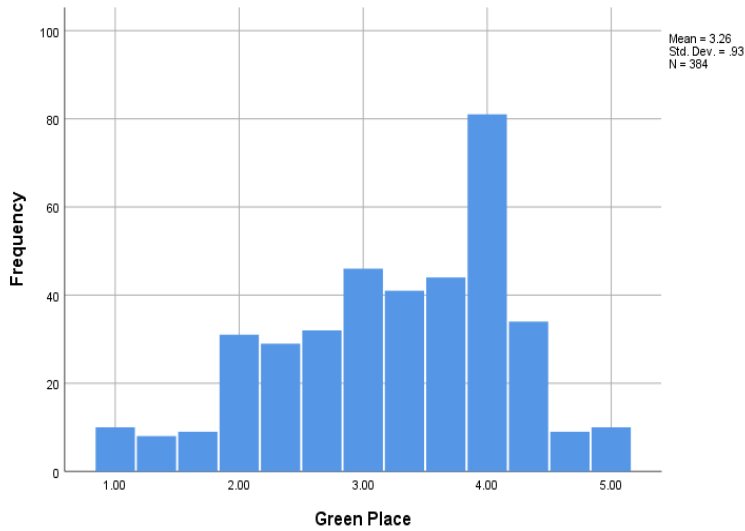


Figure 4 demonstrates the histogram of normality distribution of responses of green place variable. As per the results in the table of Shapiro-Wilk, it is not perfectly normally distributed.

Figure 5

Histogram of Green Promotion

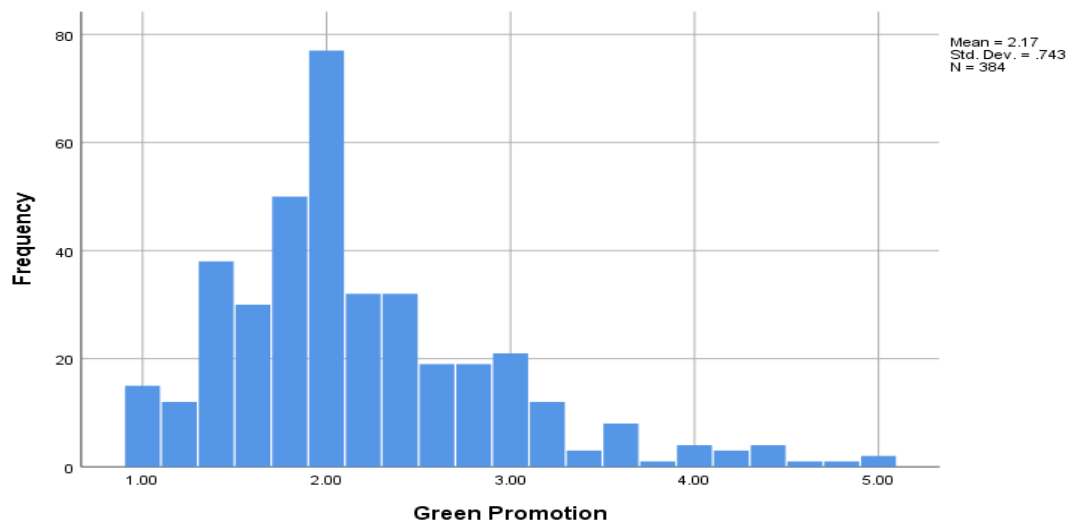


Figure 2 shows the histogram of normality distribution of responses of green promotion variable. As per the results in the table of Shapiro-Wilk, it is not perfectly normally distributed.

Figure 6

Histogram of Purchase Intention

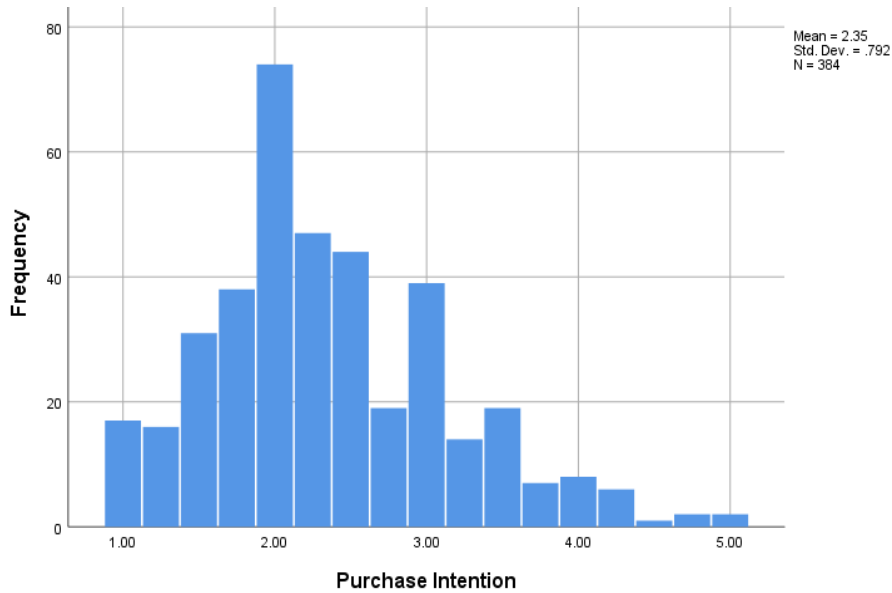


Figure 6 shows the histogram of normality distribution of responses of purchase intention variable. As per the results in the table of Shapiro-Wilk, it is not perfectly normally distributed.

4.5 Collinearity Test

Table 16

VIF

	Tolerance	VIF
Green Product	.434	2.302
Green Price	.591	1.693
Green Place	.908	1.102
Green Promotion	.518	1.932

The table 15 above shows if there is any multicollinearity with VIF. Multicollinearity is examined since it might affect the findings of the study. The tolerance value in all the variables is greater than 0.2 and their VIF is less than 5, which indicates that there is no

multi-collinearity between the variables.

4.6 Correlation Matrix

Table 17

Correlation Matrix

	Purchase Intention	Green Product	Green Price	Green Place	Green Promotion
Purchase Intention	1				
Green Product	.575**	1			
Green Price	.641**	.603**	1		
Green Place	.230**	.193**	.303**	1	
Green Promotion	.603**	.688**	.492**	.167**	1

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

The table 16 show the correlation between green marketing and purchase intention of FMCGs. These are explained as followed:

Relationship between Green product and Purchase intention

According to Pearson correlation, green product, and purchase intention towards FMCGs have a moderate positive correlation ($r=0.575$). Since the P value is less than the level of significance, which is indicative of a strong linear correlation and a positive correlation between the two variables, there is compelling evidence. Hence, green product tends to increase the purchase intention.

Relationship between Green price and Purchase intention

Intention to purchase FMCGs and the green price have a moderate positive association, according to Pearson correlation ($r=0.641$). The fact that the P value i.e., 0.000 is below the significance level offers robust proof of a positive linear correlation between the two variables. So, green price tends to increase purchase intention.

Relationship between Green place and Purchase intention

Pearson correlation of ($r=0.230$) indicates low positive relationship between green place and purchase intention. The P value 0.00 is less than level of significance which provides strong evidence that these two variables are linearly correlated and have positive correlation. Thus, green place tends to increase purchase intention.

Relationship between Green promotion and Purchase intention

Finally green promotion also has correlation of 0.603 which is above the limit of 0.5 which once again reveals moderate relationship between green promotion and purchase intention. The P value is less than level of significance which provides strong evidence that these two variables are linearly correlated and have positive correlation.

Thus, feasibility tends to increase purchase intention. In sum up the study finds out that all the independent variable, all the Pearson correlation are above 0.5 limit except green place i.e., green product, green price, green promotion, moderate positive relationship with dependent variable i.e., purchase intention. And, green place has a low level of positive correlation with purchase intention.

4.7 Regression Analysis

Another statistical method used by the researcher is regression analysis. Regression analysis is utilized by researchers to examine the potential correlation between a dependent variable and one or more independent variables.

With the use of regression analysis, the correlation between the dependent and independent variables can be determined with a reasonable degree of accuracy, indicating the strength and direction of the relationship. Consequently, this approach is effective in identifying various relationships between green product, green price, green place, green promotion, and consumer purchase intentions regarding FMCGs in Nepal.

Table 1*Model Summary*

R	R Square	Adjusted R Square	Std. Error of the Estimate
.724 ^a	.524	.519	.54908

R square simply means the total percentage change in dependent variable due to the independent variable, as indicated in table 17. R-square value is 0.524, which means that the independent variables cause 52.4% changes in dependent variables i.e., purchase intention. The value of correlation $R=0.724$ suggest that there is strong positive correlation between purchase intention and green marketing strategies.

Table 19*ANOVA*

	Sum of Squares	df	Mean Square	F	Sig.
Regression	126.013	4	31.503	104.492	.000
Residual	114.264	379	.301		
Total	240.277	383			

From above table 18, we can see that ANOVA results shows that p-value is 0.00 which is less than 0.05, hence we can say that there is a significant relationship between green marketing variables, and dependent variable purchase intention.

Table 20*Regression Analysis Estimates*

	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	.153	.130		1.172	.242
Green Product	.098	.057	.092	1.716	.087
Green Price	.430	.048	.412	8.942	.000
Green Place	.027	.032	.032	.853	.394
Green Promotion	.354	.053	.332	6.738	.000

The table 19 shows the coefficient results. As indicated that the beta value of independent variable, green product is 0.098, which means that the change in green product by one unit will bring about 0.098 unit of change in dependent variable, purchase intention. Furthermore, the beta value is positive which shows that there is positive relationship between green product and purchase intention.

Similarly, green price has the beta value of 0.430, which means that when green price increases by one unit purchase intention will also increase by 0.430 unit. The beta value is positive which shows that there is positive relationship between green price and purchase intention.

Green place has the beta value of 0.027, which means that the change in green place by one unit will bring about 0.027 units of changes in purchase intention. The beta value is positive. The positive value implies that there is positive relationship between green place and purchase intention.

Likewise, green promotion has the beta value of 0.354, which means that the change in green promotion by one unit will bring about 0.354 unit of change in purchase intention. The beta value is positive. And, this shows that there is positive relationship between green promotion and purchase intention.

4.8 Hypothesis Testing Summary

Table 21

Hypothesis Testing Summary

	Hypothesis	P-Value	Result
H1	Green product significantly impacts consumers' purchase intention towards FMCG product.	0.087	Rejected
H2	Green price significantly impacts consumers' purchase intention towards FMCG product.	0.000	Accepted
H3	Green place significantly impacts consumers' purchase intention towards FMCG product.	0.394	Rejected
H4	Green promotion significantly impacts consumers' purchase intention towards FMCG product.	0.000	Accepted

Table 20 shows the results of hypothesis testing summary. It reveals that hypothesis i.e., H1, and H3 have been rejected because their p-value is more than 0.05. It indicates that there is no significant impact of the independent variables i.e., green product, and green place, on dependent variable, consumers' purchase intention. Whereas, H2 and H4 has been accepted because the p- value is less than 0.05 level of significance which means there is significant impact of green price and green promotion on consumers' purchase intention.

4.9 Findings

- Majority of the respondents taking part in the survey are females with 51.30 percent female and 48.70 percent male respondents.
- Highest number of respondents come from Bagmati province i.e., 27.86 percent as their permanent address and the lowest number of respondents permanent residence is others category that is outside Nepal with 0.78 percentage.
- Age group of 24-34 years have majority of participants whereas the respondents

from agegroup above 45 years are least i.e., 4.7 percent.

- Most of the participants are unmarried i.e., 78.13 percent and unmarried status of respondents share the remaining i.e., 78.13 with no respondents in other category of relationships.
- The academic qualification of majority of respondents is bachelor's degree and respondents with PhD and Equivalent counts to least meaning 1.6 percent of the total number of respondents.
- Most of respondents are students followed by private job holders.
- Majority of respondents have no personal source of income i.e., 39.06 percent of the respondents followed by "less than 20,000" being the major income earning group with 8.6 percent of the total number of respondents.
- Green product, green price, green promotion, and purchase intention has the mean value of 2.24, 2.61, 2.17, and 2.35 respectively which are lower than 3, that is neutral level of agreement and test value population mean. This indicates the respondents' inclination more towards agreement level of items.
- Green place, has mean value of 3.26 which is more than 3, and this indicates that consumers' disagreement with the items of these variables.
- The standard deviation ranges from 0.74 to 0.93. All the variables' standard deviations are lower than their mean value showing a low spread in responses and high consistency in data.
- There is a significant impact of green product and green promotion on consumers' purchase intention at 0.05 level of significance. In contradiction, green price and green place have a low impact on consumers' purchase intention towards FMCGs.
- The analysis findings of Shapiro-Wilk test demonstrate that the test is significant, proving that the data are not normally distributed.
- The tolerance value in all the variables is greater than 0.2 and their VIF is less than 5, which indicates that there is no multi-collinearity between the variables.
- Green price has the highest correlation i.e., 0.641 and green place has the lowest correlation i.e., 0.230 with the purchase intention.

- In regression analysis estimates, green price has the highest Beta showing its highest impact on consumers' purchase intention.
- In hypothesis test, H2 and H4 were accepted whereas H1 and H3 were rejected.

CHAPTER V

DISCUSSION, CONCLUSIONS, AND IMPLICATIONS

The discussion, conclusion, study implications based on the findings, and recommendations for additional research are all covered in this chapter. Below is a concise summary of the entire study that comes to the main finding of this investigation.

5.1 Discussion

The study aims to investigate whether the 4Ps of green marketing have a significant influence on consumers' purchase intention. The study examines the green marketing mix i.e., green product, green price, green place, and green promotion for FMCG industry in the context of Nepal.

Out of the four Ps of green marketing, the study found that two of them - green price and green promotion - have a significant impact on purchase intentions, whereas the other two - green product and green place - have a lesser impact. Thus, it can be stated that consumers based in Kathmandu are strongly affected by green prices and green places.

Hypothesis 1 states that green product significantly impacts consumers' purchase intention towards FMCG product but the empirical evidence of this study found that green product has a significant low impact as this hypothesis was rejected. This can also be proved by the moderate correlation of 0.575 and low beta of 0.092. This contradicts with the findings of (Mahmoud T. O., 2018) which shows significant relationship between green products purchasing decision.

It can be seen that the green price had the greatest impact on purchase intentions. That is evident with the acceptance of hypothesis 2. Also, this is supported by the highest correlation of 0.641 of green price with purchase intentions of consumers. This finding aligns with the results of (Mahmoud T. O., 2018) and (Weisstein et al., 2014).

Talking about the insignificant impact, green place had a least correlation with the purchase intention. The result is opposite to the findings of (Kaur et al., 2022). However, the findings are similar to that of (Karatu & Mat, 2015). This is proved from the very low correlation of green place with the purchase intention and the rejection of hypothesis 3, which states that, "Green place significantly impacts consumers' purchase intention towards FMCG

product.”

The results of this study confirm hypothesis 4 by showing a strong influence of the green promotion on consumers’ purchase intention. It suggests that awareness about the green products and certification have a positive association with their purchase intention. The current findings supported by earlier studies like (Shrestha, 2016) and (Kaur et al., 2022). In a nutshell, there is a significant impact of green product and green promotion on consumers’ purchase intention at 0.05 level of significance. In contradiction, green price and green place have a low impact on consumers’ purchase intention towards FMCGs.

5.2 Conclusion

The study centers on the impact of green marketing tactics, including green product, green price, green place, and green promotion, on the purchasing behavior of Fast-Moving Consumer Goods among consumers in Kathmandu.

Environmental concerns such as global warming, biodegradability, recyclability or reusability, and the positive health benefits of green products have led to a rise in "green-consumers" who are interested in eco-friendly purchases. A survey of the factors that highlight the significance of environmental consciousness shows that it has a positive and substantial effect on consumers' purchasing behavior.

Green pricing gives green marketing a completely new dimension and significantly affects consumers' intentions to make purchases. Price is a key factor to take into account when buying a green product, and when other alternatives were taken into account, willingness to pay only indicated a little increase above existing pricing. Pricing should be in accordance with value instilled in the green product. this encourages consumers to purchase the green FMCGs when they get the value for their money.

The promotional activities helped consumers to distinguish between a green product and a non- green product, and to identify the unique features of the eco-friendly product. Consumers love learning how a product contributes to the environment, and it has been established that green advertising grabs their interest. Consumers also preferred products that used green certification meeting the national and international standards. As it makes product more credible, this facilitates to increase the demand of green FMCGs. Consumers in Kathmandu seem to be becoming more aware of eco-brands.

The key finding of this study is that green marketing strategies were found to significantly influence consumers' intentions to purchase green products. The quality of green products for health and the environment is the primary requirement, along with the availability of the green FMCGs regularly and widely, in places convenient to the consumers of the products. And the result demonstrates that emphasis is placed on the green price that justifies their value and green promotions that enable consumers to be aware of the products' quality and its impact on the environment and their health. Overall results indicate that there is less sensitiveness of Nepalese consumers towards green FMCG products.

5.3 Implications

5.3.1 Theoretical implication

Green marketing strategies can improve Nepalese consumer green purchasing behavior. This study adds to the current green purchase behavior literature by demonstrating the validity of green marketing tool measurements in the Nepalese context. This study enriches the existing body of knowledge about green FMCG products.

5.3.2 Managerial Implications

According to the study, the integration of green marketing mix components such as green product, green price, green promotion, and green place can have a significant impact on consumers' intention to purchase green products. This research has several managerial implications for businesses looking to adopt sustainable marketing practices. Here are some of the key implications:

- Developing a comprehensive green marketing mix strategy

The study highlights the importance of developing a green marketing mix strategy that includes product, price, place, and promotion. This strategy should be developed in a way that aligns with the company's sustainability goals and communicates the value of sustainability to consumers.

- Green Product

Businesses should focus on designing environmentally friendly products that meet the needs of consumers. The research findings imply that consumers tend to prefer environmentally-friendly products that offer evident ecological advantages without compromising on quality. Therefore, businesses should focus on developing products that reduce environmental impact, use recycled materials, and are energy-efficient.

- Green Price

The study suggests that consumers are willing to pay a premium price for green products that offer environmental benefits. Therefore, businesses should develop pricing strategies that reflect the added value of their green products. Additionally, businesses should consider offering incentives such as discounts or rebates to encourage consumers to purchase green products.

- Green Place

Businesses should focus on making their green products easily accessible to consumers. The study suggests that convenience is a critical factor in consumers' purchase decisions. The responses about the availability of the green FMCGs are more inclined towards level of disagreement. That means consumers are not getting products as in desired time and locations.

Therefore, businesses should consider placing their green products in easily accessible locations, such as online marketplaces or retail stores that cater to environmentally conscious consumers.

- Green Promotion

Businesses should use effective communication strategies to promote their green products. As per the study, consumers exhibit a higher tendency to purchase green products when they possess knowledge about the environmental advantages associated with them.

Therefore, businesses should develop communication strategies that highlight the environmental benefits of their products. These strategies can include advertising, public relations, and social media campaigns.

In summary, the thesis on green marketing mix strategy and purchase intention suggests that businesses should focus on developing environmentally friendly products, setting fair prices, making products easily accessible, and using effective communication strategies to promote their green products. By doing so, businesses can attract environmentally conscious consumers and increase their purchase intention towards green products.

5.3.3 Societal Implication

The study highlights the need for businesses to focus on environmental sustainability and social responsibility in their operations. By promoting green products and practices, businesses can reduce their environmental impact and contribute to a sustainable future. Additionally, by educating consumers about the benefits of sustainable consumption, businesses can help create a more environmentally aware society. can help consumers become more loyal to and satisfied with environmentally friendly goods.

Moreover, the thesis on green marketing mix strategy and purchase intention has societal implications as it promotes sustainable consumption patterns, raises awareness about environmental issues, and encourages businesses to focus on environmental sustainability and social responsibility. By modifying their FMCG use, the community may become more aware of the impact of their daily tasks on the environment. These implications can contribute to a more sustainable future and a healthier planet for all.

5.3.4 Future research

This study provides several avenues for future research that can help to expand and deepen our understanding of sustainable consumption patterns. One potential area of research is to examine the effectiveness of different green marketing mix elements on consumer behavior in different contexts. For example, further research could investigate the impact of green pricing strategies on consumer behavior in different regions or cultures.

Another potential area of research is to investigate the role of digital marketing and social media in promoting green products and practices. With the increasing prevalence of social media and e-commerce platforms, it is essential to understand how these platforms can be used to promote sustainable consumption patterns and encourage consumers to make informed choices about the products they buy.

Additionally, future research could explore the impact of government policies and regulations on the adoption of green marketing mix strategies by businesses. By examining the regulatory frameworks that govern sustainable consumption patterns, researchers can provide insights into how policymakers can incentivize businesses to adopt green marketing mix strategies and promote sustainable products and practices.

Overall, the thesis on green marketing mix strategy and purchase intention provides several avenues for future research that can help to deepen our understanding of sustainable consumption patterns and inform policies and strategies to promote a more sustainable future.

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Appendices

Summary of Reviewed Literature

Study	Theory	Methodology	Variables	Finding
Why Do Consumers Intend to Purchase Natural Food? Integrating Theory of Planned Behavior, Value-Belief-Norm Theory, and Trust (Carfora, Cavallo, Catellani, Giudice, & Cicia, 2021)	<ul style="list-style-type: none"> • The Theory of Planned Behavior • The Value-Belief-Norm Model 	A survey of 1018 respondents from households from Likert scale and tested using SEM and MPLUS 7.	<ul style="list-style-type: none"> •Attitude •Personal Moral Norm •Subjective Norm •Perceived Behavioral Control 	Food purchasing behaviour can be effectively explained by an integrated model which combines a series of psychosocial antecedents including VBN dimensions, TPB dimensions, and trust.
Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy (Sharma & Foropon, 2019)	<ul style="list-style-type: none"> •The Theory of Planned Behavior 	ANOVA is used to investigate the interaction effect, whereas path analysis is used to understand the strengths of the proposed model's paths, which are evaluated using standardized regression	<ul style="list-style-type: none"> •Demographic factors •Psychographic factors •Unconditional purchase •Conditional purchase •Accidental purchase •Environmental concern 	Overall, this study reveals the importance of product attributes in the decision-making process of green purchasers.

		weights and significance through p-value.		
Predicting green product consumption using theory of planned behavior and reasoned action (Paul, Modi, & Patel, 2016)	<ul style="list-style-type: none"> • Theory of Planned Behavior • Theory of Reasoned Action 	Used quota sample to select respondents of or above 18 years through personal interview.	<ul style="list-style-type: none"> • Attitude • Subjective norm • Perceived Behavioral Control • Environmental concern 	Efficacy of an extended TPB as a research model useful for explaining consumers' green product purchase intentions and validates that attitude and perceived behavioral control affects purchase intentions for green products.
Efficacy of the theory of planned behaviour: a meta-analytic review. (Armitage & Conner, 2001)	<ul style="list-style-type: none"> • Theory of Planned Behavior 	Meta-analysis of related studies	<ul style="list-style-type: none"> • Behavioral beliefs • Normative beliefs • Control beliefs • Intention • Behavior 	Intentions and self-predictions were superior predictors of behavior than desires; attitudes, subjective norm and perceived control were the best predictors of desires.
Environmentally significant behavior in the home. (Stern, 2008)	<ul style="list-style-type: none"> • Theory of Planned Behavior • The Value-Belief-Norm Model 	Study of existing literature.	<ul style="list-style-type: none"> • Economic factor • Psychological factors • Social factors • Environmentally significant 	The causes of environmentally significant behavior are varied--more complex than any single disciplinary

			behavior	analysis focusing only on economic, psychological, or social factors would suggest.
Consumer's behavior toward green products; A signaling theory approach (Sчена, Netti, & Russo, 2015)	• A Signaling Theory Approach to Green Marketing	Questionnaires, focus groups and survey, which have found their focus in the household cleaning sector.	• Brand • Cost • Perception	Firms already making green products and/or green production processes to continue along this path and continue innovation and firms that still do not should divert their forces and their expertise in this direction.
Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. (Liao, Wu, & Pham, 2020)	• Signaling Theory Approach to Green Marketing • Attitude-Behavior-Context (ABC) Theory	A total of 420 online and offline survey questionnaires were sent out to respondents by using online platforms and analyzed with coefficients of determinants and AVEs.	• Attitude towards green product. • Green customer value. • Green marketing. • Green Psychological benefits. • Green Purchase intention.	Significant and positive influence of green customer value on attitude towards green products.
Impact of green marketing mix on purchase intention. (Mahmoud T.	• Theory of Planned Behavior	Self-administrated survey was used to distribute 417	• Green product • Green price • Green place • Green promotion	Statistical analysis revealed that there is significant relationship between

O., 2018)		questionnaires and analyzed based on the descriptive statistics using the frequency analysis.	<ul style="list-style-type: none"> • Purchase intention 	green marketing mix elements and consumer's purchase intention.
Opportunities for green marketing: young consumers. (Lee, 2008)		A total of 6,010 (2,975 males and 3,035 females) adolescents in Hong Kong were recruited through multi-staged random sampling.	<ul style="list-style-type: none"> • Social influence • Environmental attitude • Environmental concern • Perceived seriousness. • Perceived environmental responsibility • Perceived effectiveness of environmental behaviour • Concern for self-image. • Green purchasing behaviour 	Multiple regression analysis revealed that social impact was the most important factor in predicting the green purchasing behavior of Hong Kong adolescents, followed by environmental concern, self-image concerns, and perceived environmental responsibility.
Green Marketing consumer level theory review: A compendium of applied theories and further research	<ul style="list-style-type: none"> • Value-Belief-Norm (VBN) theory • Social dilemma theory (SD theory) • Theory of 	Large-scale review of more than 20 consumer-level theories grouped into six categories	<ul style="list-style-type: none"> • Knowledge of environment • Beliefs • Attitude • Intentions • Green purchase behavior 	Consumers pay more for green products and that behavior in one environmental context does not necessarily

direction (Groening, Joseph, & Zhu, 2018)	reasoned action (TRA) • Attitude- behavior- context (ABC) theory			translate into comparable behavior in another context. Another important finding is a great disconnect between consumer green purchasing intention and actual green purchasing behavior.
Green marketing: Marketing strategies for the swedish energy companies. (Awan, 2011)		Review of the most relevant literature and empirical studies.	• Green marketing strategies • Firms operation	Businesses need to take part in social initiatives equally and cannot afford to ignore the green market trends.
An exploratory study of theories of green marketing and its practices. (Bulsara, Matharu, Tarasova, Rulinska, & Gogol, 2021)	• Environmental marketing	Study of existing literature.	• Green marketing mix • Green Marketing rules • Green Marketing image	By integrating green supply chain management for efficient end-to- end consumer and supplier management, businesses can use green marketing to shorten the manufacturing cycle.
Consumers' attitude and purchase intention	•Theory of planned baehavior	Descriptive Research with 500 respondents	• Green marketing mix • Attitude towards green	The green marketing mix have a considerable

towards 'green' products: a study of selected FMCGS. (Walia, Kumar, & Negi, 2020)		through a self-administered structured questionnaire.	behavior • Purchase intention	impact on consumers' attitudes toward environmentally friendly behavior and plans to buy green goods.
An analysis of the determinants of consumer purchase behavior towards green FMCG products. (Tandon & Sethi, 2017)	• Theory of planned behavior.	Random and convenient sampling was administered using 200 questionnaires with 119 respondents.	• Green marketing mix • Green attitude • Purchase behavior	The main five factors which emerged from factor analysis is environment friendliness, positive inclination towards green products, social appeal, accessibility and green marketing elements.
Green consumerism: Consumer purchase intention and behavior towards green products in FMCG sector. (Kaviya & Priyadarshini, 2022)	• Green Marketing • Green Consumerism	The sampling technique adopted is convenience sampling with 203 sample size.	• Environmental Consciousness • Ecolabels & Packaging • Gender based Attitude • Perceived Product Quality • Purchase Behavior	Environmental awareness, ecolabels and packaging, gender-based attitudes, and perceived product quality all have a substantial impact on consumers' purchasing decisions.
Why not green marketing? Determinates of	• Theory of Planned Behavior	1200 self-administrated questionnaires	• Environmental concerns • Green	Environmental concern, green perceived benefits,

consumers' intention to green purchase decision in a new developing nation. (Nekmahmud & Farkas, 2020)		were given out to young, educated customers using convenience sampling, which was used in the study.	perceived quality • Future green estimates • Green Purchase Decision	green price awareness, green willingness to purchase, and future estimation of green marketing all have a strong impact on consumers' green purchase decision.
Price fairness, satisfaction, and trust as antecedents of purchase intentions towards organic food (Konuk, 2018)	• Study of existing body of literature	After that, pilot research was conducted to test the questionnaire's clarity with a convenience sample of 20 consumers who had previously bought organic food.	• Price Fairness • Organic Food Satisfaction • Trust in Organic Food • Purchase Intentions towards Organic Food	The fairness of the price, customer satisfaction, trust, and buy intentions are all positively correlated.
Green marketing as an environmental practice: the impact on green satisfaction and green loyalty in a business-to-business context. (Gelderman, Schijns, Lambrechts, & Vijgen, 2021)	• Sustainable strategies	A survey of purchasing managers working for Dutch manufacturing firms that recently purchased green items was used to gather data. The CRM database of a	• Green product quality • Green product price • Green corporate image • Salesperson's green expertise • Green customer satisfaction • Green customer loyalty	The salesperson's expertise has the most noticeable and significant influence on satisfaction and loyalty.

		sizable, globally active manufacturer of cleaning products made the sample frame available.		
Green marketing approaches and their impact on consumer behavior towards the environment-a study from the UAE. (Shabbir, Sulaiman, Al-Kumaim, Mahmood, & Abbas, 2020)	• Study of existing body of literature	Questionnaire were measured on a five-point Likert scale	• Eco-labeling • Green Packaging and Branding (GPB) • Green Products, Premium, and Pricing • Environmental Concerns and Beliefs (ECB)	Goodness of fit for the selected items.
Green marketing strategies, environmental attitude, and green buying intention: a multi-group analysis in an emerging economy context (Kaur, Gangwar, & Dash, 2022)	• Theory of Planned Behavior	Structural equation modeling was employed in the study to validate 405 responses from millennial users of green personal care goods.	• 4Ps • Consumers' Demographics • Environmental attitude • Green Buying Intention	Green purchase intentions are greatly influenced by green products, green spaces, and green marketing techniques and is strongly influenced by income and education.
Investigation of	• Study of	To determine	• Green	Customers'

green marketing tools' effect on consumers' purchase behavior. (Rahbar & Wahid, 2011)	existing body of literature	the factors influencing Penang consumers' real purchasing behavior, factor analysis, Cronbach alpha, and multiple regression were utilized.	marketing tools <ul style="list-style-type: none"> • Perception of eco-labeling • Perception of eco-brand • Environmental advertisements • Consumer's actual purchase behavior 	perceptions of eco-brands and their trust in eco-labels have a favorable and significant impact on their actual purchasing behavior.
Analysis of green marketing tools towards consumer purchase intention in Kathmandu (Shrestha, 2016)	• Study of existing body of literature	Primary data are gathered from a sample of 120 respondents using a structured questionnaire, with an emphasis on employed, self-employed, student, and homemakers.	<ul style="list-style-type: none"> • Environmental belief • Green Packaging • Green Branding • Green Labeling • Green Advertising • Consumer Purchase Intention 	Green marketing strategies significantly influenced consumers' intentions to buy green goods. Although there is an increasing preference for green products, price is a key factor in product selection.
"Why do we buy green products?" An extended theory of planned behavior model for green product purchase behavior.	• Theory of Planned Behavior (TPB) and the Extended TPB Model	The 974 usable samples were used to analyze the data using Smart PLS and structural equation modeling (SEM).	<ul style="list-style-type: none"> • Green purchase behavior • Green Purchase Intention • Attitude toward Green Products • Subjective Norms • Perceived consumer 	Green purchase behavior is favorably and strongly influenced by green purchase intention.

(Kamalanon,
Chen, & Le,
2022)

effectiveness

• Environmental
Concern

• Company's

Perceived Green

Image

• Innovativeness

• Environmental

knowledge

Questionnaire

Dear Respondent,

I am Pratibha K. Thakur, conducting a graduate research project for a thesis entitled "Green Marketing and Purchase Intention towards Fast Moving Consumer Goods among Consumers based on Kathmandu" as partial fulfilment of the requirement for a Master of Business Administration (MBA) degree at the School of Management, Tribhuvan University (SOMTU).

A "green FMCG" (fast-moving consumer goods) product refers to a product that is considered environmentally friendly or sustainable. This can include products made from natural or organic ingredients, biodegradable or recyclable packaging, or products that are produced using sustainable manufacturing processes. Examples of green FMCG products include organic food items, eco-friendly cleaning products, and chemical-free personal care products. This study focuses on studying the behaviour of consumers towards green FMCG products and finding out how many people are switching from the non-green segment to the greener segment, what the reason behind their purchase is, and what motivates them.

The following questionnaire is designed to elicit information on the given topic. I kindly request that you spare a few minutes to fill up the questionnaire. Your help would be a great support for the study. I assure you that the information provided will be kept highly confidential and will be used for academic purposes only.

Thank you,

Section A: Demographics

1. Name: _____

2. Permanent Address

- Province 1 Madhesh Bagmati Gandaki
 Lumbini Karnali Sudur Paschim
 Other country (please specify) _____

3. Gender

- Male Female Others (please specify) _____

4. Age

- Below 24 24-34 35-45 Above 45

5. Marital Status

- Married Unmarried Others (please specify) _____

6. Academic Qualification

- Up to Intermediate Bachelor Masters PhD or Equivalent

7. Occupation

- Student Private Job Holder Government Job Holder
 Own Business/Self-employed Non-Worker (Unemployed and Retired)
 Others (please specify) _____

8. Monthly income

- less than 20000 20001 – 30000 30001 – 40000
 40001 – 50000 50001 – 60000 Above 60000
 N/A

Section B: Likert Scale

1. Green Marketing (Independent variables)

The following questionnaire presents the 4Ps, i.e., product, price, place, and promotion, in terms of green marketing that influence the purchase intention of consumers of fast-moving consumer goods (FMCGs), especially those concerned with their impact on consumers' health and environment. Please read each statement carefully and select your level of agreement for the following statements that fit you from strongly disagree to strongly agree (5 represents strongly disagree, 4 represents disagree, 3 represents neutral, 2 represents agree, and 1 represents strongly agree).

a) Green Product

Particular	5 SD	4 D	3 N	2 A	1 SA
Green products offered by the FMCG sector are far better than their non-green products.					
Green FMCG products are healthier than the conventional products.					
Green FMCG products are solutions to environmental problems.					
The products I use must not harm the environment.					
The quality of green FMCG products is better.					

b) Green Price

Particular	5 SD	4 D	3 N	2 A	1 SA
It is worth paying higher prices for green FMCG products.					
The ecological benefits justify the price of green FMCG products.					
The price and quality of green FMCG products are proportionate.					
The enhanced performance of green FMCG products justifies their price.					

c) Green Place

Particular	5 SD	4 D	3 N	2 A	1 SA
Green FMCG products are regularly available nearby.					
Green FMCG products are readily available nearby.					
Green FMCG products are widely available in all places.					

d) Green Promotion

Particular	5 SD	4 D	3 N	2 A	1 SA
There should be special displays for green FMCG products.					
Green certification on the packaging of the goods influences me.					
I tend to pay attention to advertising messages about the environment.					
Consumers are facilitated by environmental advertisements to make informed buying decisions.					
Green advertisements increase consumers' awareness of the benefits of green FMCG products.					

2. Purchase Intention (Dependent variable)

Particular	5 SD	4 D	3 N	2 A	1 SA
I am willing to pay more for a green FMCG product, avoiding cheaper ones that harm the environment.					
I will consider buying green FMCG products, as they conserve energy resources.					
I will consider buying` green FMCG products, as they are recycled materials.					
I have the perception that green FMCG products have more excellent added value, and therefore I am willing to pay more.					

Thank you for your precious time and support.

For any comment or suggestion, feel free to contact me.

Email: tpratibha055@gmail.com