

THE IMPACT OF GREEN BRANDING ON PURCHASE INTENTIONS AND FINANCIAL PERFORMANCE: EVIDENCE FROM KOSOVO

Saranda Kajtazi¹, Arbana Sahiti Ramushi²

Abstract. This study examines the influence of green branding and green brand image on consumer purchase intentions in Kosovo. As environmental awareness grows, local consumers are increasingly considering the ecological impact of their choices, prompting companies to integrate sustainable practices into their marketing strategies. This research aims to determine whether green branding and brand image significantly influence consumers' willingness to purchase eco-friendly products, and to identify any demographic differences in this behaviour. A quantitative approach was adopted. Data were collected via a structured questionnaire distributed to a diverse group of consumers across Kosovo. A total of 190 valid responses were analysed using descriptive statistics, as well as correlation and regression analyses. This methodology enabled a detailed examination of the relationships between green branding, brand image and purchase intentions, and the impact of factors such as gender and age on consumer behaviour. The findings reveal a strong positive correlation between green branding and consumer purchase intentions. This suggests that clearly communicating a brand's environmental initiatives can encourage consumers to choose sustainable products. A green brand image also has a significant effect, with consumers perceiving environmentally responsible brands as more trustworthy and appealing. Many respondents expressed a willingness to pay a premium for green products, highlighting both ethical considerations and a growing consumer interest in sustainability. Notable gender differences emerged, with female consumers demonstrating greater sensitivity to green branding and a stronger inclination to purchase eco-friendly products than males. In conclusion, the study highlights the significance of green branding and brand image in influencing consumer behaviour in Kosovo. It provides companies with practical insights on how to enhance brand value while promoting sustainable consumption. By integrating environmental responsibility into their marketing strategies, businesses can foster consumer loyalty and gain a competitive advantage. The research contributes to academic knowledge by providing empirical evidence from a local context and emphasising the financial and marketing implications of green branding. Overall, the study highlights the importance of understanding green consumer behaviour in emerging markets, offering valuable insights for companies and policymakers seeking to promote environmentally responsible practices.

Keywords: green consumption, green brand image, purchase intentions, consumer behaviour, Kosovo.

JEL Classification: M31, M37, Q56

1. Introduction

In recent years, environmental awareness has become an increasingly important factor in influencing consumer behaviour and business practices. Consumers are paying closer attention to the environmental impact of their purchases and are increasingly favouring products perceived as environmentally friendly. This has prompted companies to rethink traditional marketing strategies and incorporate sustainability into

their core business plans. Consequently, green branding has emerged as a vital means of communicating environmental responsibility and setting products apart in competitive markets.

Concern about environmental degradation, including pollution and resource depletion, is growing. This has led to increased demand for sustainable products and services. Consumers are no longer guided solely by price and quality, but also by ethical considerations and

¹ University of Prishtina, Kosovo

E-mail: saranda.kajtazi@uni-pr.edu

ORCID: <https://orcid.org/0000-0002-8186-0672>

² University of Prishtina, Kosovo (*corresponding author*)

E-mail: arbana.sahiti@uni-pr.edu

ORCID: <https://orcid.org/0000-0002-9669-5913>



the long-term environmental impact of products and services. This shift in consumer attitudes creates new challenges and opportunities for companies, requiring them to align their branding and marketing strategies with sustainability principles. In this context, a brand's reputation for environmental responsibility plays a crucial role in shaping consumer perceptions and influencing purchase decisions.

Companies that successfully incorporate green practices into their branding strategies can improve their reputation, build consumer trust and generate long-term value. Green branding reflects a company's commitment to environmental responsibility and serves as a strategic tool for improving market positioning. At the same time, developing a strong green brand image can encourage consumers to choose, and even pay more for, products that align with their environmental values.

Despite the growing importance of green marketing, its impact on consumer behaviour varies depending on the context and differs across different markets. In emerging economies such as Kosovo, where environmental awareness is still developing, it is particularly important to understand how green branding and brand image influence purchase intentions. Empirical research examining these relationships in a local context, taking into account specific consumer characteristics and market conditions, is needed.

The aim of this study is therefore to analyse the impact of green branding and green brand image on consumer purchase intentions in Kosovo. To this end, the study pursues the following specific objectives: (1) examining the relationship between green branding and consumer purchase intentions, (2) assessing the effect of green brand image on consumer decision-making, (3) analysing consumers' willingness to pay a premium for environmentally friendly products, and (4) identifying differences in consumer behaviour based on demographic factors such as gender and age.

2. Literature Review

In recent decades, growing environmental concerns and a global focus on sustainable development have had a significant impact on consumer behaviour and business strategies. The concepts of green consumption and green marketing have evolved from mere social trends to become integral to corporate strategy and public policy aimed at reducing environmental degradation. Contemporary literature, particularly from 2022 to 2025, further emphasises the impact of technological development, social media and growing environmental awareness on sustainable consumption patterns.

Green Consumption

The concept of green consumption emerged in the 1970s when researchers started exploring responsible consumption and its environmental implications

(Balderjahn, 1988; Elkinton & Hailes, 1993). Green consumers are characterised by their intention to minimise the negative environmental impact associated with the production, use and disposal of goods. Early frameworks emphasised the importance of reducing external environmental costs and promoting the efficient use of resources. International initiatives such as the UNEP Declaration (1994) have reinforced the need for responsible consumption and environmental protection on a global scale.

Subsequent studies have categorised green consumer behaviour into three main dimensions: purchasing decisions, usage habits and recycling practices (Zhang et al., 2007; Fatema, 2025). Purchasing behaviour involves selecting environmentally friendly products and services (Stern, 1992), while usage habits refer to everyday practices that reduce environmental impact, such as energy conservation (Barr et al., 2005). Recycling behaviour encompasses the collection and reuse of materials, thereby contributing to waste reduction (Ruiz, 1993). These behaviours are influenced by a combination of personal values and social factors, including environmental awareness, cultural norms and peer influence (Coddington, 1993; Chen & Tung, 2010; Lansana, 1992; Cham, 2025).

Green Products

Green products are designed to minimise environmental harm throughout their life cycle, often following the principles of reduction, reuse, and recycling (Grave, 1992; Peattie, 1992). Their characteristics typically include the use of recycled or biodegradable materials, reduced energy consumption, and environmentally responsible production processes (Simon, 1995). In numerous countries, certification systems and eco-labels have been implemented to assist consumers in identifying such products. For instance, environmental and energy efficiency labels in Taiwan have been demonstrated to enhance consumer awareness and facilitate more sustainable purchasing decisions (Environmental Protection Administration in Taiwan, 2023).

Green Marketing

Green marketing involves promoting products and services that are environmentally friendly and in line with the expectations of environmentally conscious consumers (Polonsky, 1994; Jain & Kaur, 2004). It has become an integral part of corporate strategy and corporate social responsibility initiatives (Varadarajan, 1992). It encompasses a variety of activities, such as reducing pollution during production, improving corporate image and educating consumers about environmental issues (Charter, 1992; Kotler, 1996; Schioel, 1993; Peattie, 1992).

From a financial perspective, green marketing can provide firms with tangible benefits, such as attracting environmentally conscious investors and reducing operational costs through improved efficiency (Mathur

& Mathur, 2000; Menon & Menon, 1997). More recent studies emphasise the increasing significance of green communication, such as transparent advertising and reliable eco-labelling, in fostering consumer trust and influencing purchasing decisions (Ottman, 1999; Chamorro et al., 2009). Furthermore, applying the marketing mix (4Ps) within a sustainability framework helps to develop comprehensive strategies that integrate product design, pricing, distribution and promotion with environmental goals (Jaime, 2007; Ottman, 1999; Alkhatib et al., 2023).

Brand Image and Purchase Attitude

Brand image plays a critical role in shaping consumer attitudes and purchase intentions. A positive green brand image enhances consumer trust, satisfaction and loyalty by signalling a company's commitment to environmental responsibility (Chen, 2010; Chang & Tu, 2005). Those who perceive a brand as environmentally responsible are more likely to support it through their purchasing decisions, as well as engaging in pro-environmental behaviours such as recycling and choosing eco-friendly products (Ebreo et al., 1999; Peattie, 1992; Lestari, 2023).

Recent research also highlights the influence of digital platforms and environmental education in encouraging environmentally friendly consumption, particularly among younger consumers. Social media has become a powerful tool for raising environmental awareness and influencing attitudes towards sustainable products (Xie, 2023; Luo, 2023). These findings emphasise the ongoing importance of incorporating environmental considerations into marketing strategies and reinforce the significance of green branding in encouraging sustainable consumer behaviour.

3. Research Methodology

This study aims to analyse consumer behaviour towards green products, focusing on the impact of green marketing and brand image on purchase intentions among consumers in Kosovo. The theoretical framework of the study is based on three main areas identified in the existing literature: green consumption, green products and green marketing.

The research was conducted using primary data collected through a survey. The target population comprises consumers in Kosovo who are over 20 years old, have the means to purchase household products with ecological characteristics, and are interested in doing so. These products promote environmental protection and provide sustainable benefits to consumers and the local market.

The data collection and analysis process follows the "onion of the research process" model (Saunders et al., 2009), which provides a clear structure for organising and interpreting the data. Numerical analysis is employed to present the results in the form of tables,

graphs and diagrams, facilitating clear comparisons and the accurate interpretation of consumer behaviour with regard to green products in Kosovo.

The survey is divided into four main sections: green consumption, green brands, green purchasing intentions and green products. The questions use the well-known 5-point Likert scale to measure nuances of opinion and attitude. This design increases the reliability and validity of the data, enabling effective numerical analysis and accurate comparisons between the studied variables.

The survey method is practical and economical, and enables information to be collected from large groups of participants over short periods. Structured questions minimise the possibility of biased responses and enable objective analysis. This approach provides valuable data and a clear understanding of the factors influencing Kosovar consumers' behaviour towards green products, which is useful for policymakers and companies aiming to promote sustainable consumption in Kosovo.

4. Results Findings

4.1. Consumer Profile

A total of 190 people participated in this study, slightly more of whom were male than female. Specifically, men accounted for around 59% of participants (112 people), while women accounted for around 41% (78 people).

In terms of age groups, it was the young people who dominated participation. The largest group was the 20–29 age group, accounting for 47% of the total (89 respondents). The 30–39 age group represented 37% (70 people), while the 40–49 age group accounted for 16% (31 people).

Geographically, most of the respondents live in central Kosovo, making up 100% of the sample (190 people). No participants were registered from the north, south or east of Kosovo, nor from outside the country.

In terms of education, the majority of respondents (61%, or 115 people) had a university degree. Around 37% (70 people) had postgraduate or higher education, while just 2% (5 people) had completed high school. None of the participants had only a secondary education.

In terms of occupation, the service industry was the most represented sector, accounting for 26% of respondents (50 people). This was followed by the manufacturing industry, which accounted for 24% of respondents (46 people). Students accounted for 22% (42 people), while the financial and insurance sector accounted for 13% (25 people) and public administration accounted for 11% (21 people). Only 2% worked in other professions.

In terms of monthly income, the majority of respondents (57%, or 108 people) earned under

Table 1

Consumer Profile

Characteristic	Subcategory / Value	Number of respondents	Percentage (%)
Gender	Male	112	59%
	Female	78	41%
Age group	20–29 years	89	47%
	30–39 years	70	37%
	40–49 years	31	16%
Residence	Central Kosovo	190	100%
Education	University	115	61%
	Postgraduate or higher	70	37%
	High School	5	2%
Profession	Service Industry	50	26%
	Manufacturing Industry	46	24%
	Student	42	22%
	Finance & Insurance Sector	25	13%
	Public Administration	21	11%
Monthly income	Other Professions	6	2%
	< 350 EUR	108	57%
	350–670 EUR	72	38%
	~1200 EUR	8	4%
	>1800 EUR	2	1%

Source: authors' calculation based on survey data

350 EUR. The group with an income between 350 and 670 EUR comprised 38% (72 people). A smaller proportion (4%, or 8 people) had an income of around 1,200 EUR, while only 1% (2 people) earned over 1,800 EUR. In summary, while this study does not focus on a specific gender, it shows a slight dominance of men. The participants were mainly aged between 20 and 40, which is a group with high spending power. They all live in central Kosovo, have a university education, and work in the service and manufacturing industries. Their monthly income was mainly below 350 euros, reflecting limited purchasing power. This consumer profile is presented objectively and has positive characteristics for market analysis.

4.1. Consumer Awareness and Behaviour towards Green Consumption

As part of the sustainable consumption study, a survey was conducted to assess consumer awareness of, and

behaviour towards, green products and practices. The main aim was to understand the extent to which consumers are aware of the environmental impact of their choices, and how much they apply the principles of green consumption in practice.

The survey comprised six questions, which were structured according to a Likert scale (1 = strongly disagree; 4 = strongly agree). The first five questions (Q1–Q5) aimed to measure awareness and sustainable behaviours, and the final question (Q6) aimed to assess participants' knowledge of green labels and how reliable they perceive these labels to be.

The results of the study show that most respondents have a high level of environmental awareness and a positive attitude towards green consumption. Over 90% of participants expressed their willingness to purchase products bearing green labels (P1) and considered consumers to be important actors in environmental protection (P4). Furthermore, 82% of

Table 2

Results of the Survey on Green Consumption (n = 190)

Question	Strongly disagree	Disagree	Agree	Strongly agree	Positive (%)
Q1. I would buy a product with a green label	0	18	114	58	91%
Q2. I can tell that the product is environmentally friendly when I buy it	8	88	76	18	49%
Q3. I consider the environmental impact of products when making purchases	4	48	110	28	73%
Q4. It is the responsibility of consumers to protect the environment	0	4	90	96	97%
Q5. I always take my own bag when I go shopping	0	34	100	56	82%
Q6. The green label is useful for promoting the natural environment	4	8	120	58	94%

Source: authors' calculation based on survey data

respondents reported engaging in specific sustainable behaviours, such as using reusable bags when shopping (P5).

However, it should be noted that only 49% of respondents believe that purchasing a product automatically indicates that it is environmentally friendly (P2). This indicates a clear lack of information on how to identify green products and understand ecological labels. It underlines the need for increased environmental education and greater transparency in the market so consumers can make informed choices about sustainable products.

In conclusion, the study confirms that Kosovar consumers have strong environmental values and are willing to take action to protect nature. However, increasing awareness of green labels and integrating environmental education into public policies are key to promoting more sustainable behaviour and environmentally conscious consumption.

4.2 Green Labels

Interest in sustainable products and environmental labels is growing significantly in Kosovo. The green mark, the energy efficiency label and the carbon label are currently the most popular among consumers. This part of the study aimed to assess consumers' knowledge of and attitude towards these labels.

Knowledge of Green Labels

The survey results showed that most participants had a good knowledge of environmental labels. Around 94% of respondents correctly identified the green mark, while 89% gave the correct answer for the energy

efficiency label and 91% for the carbon label. These results suggest that the green mark is better known and understood by the public than other labels.

In terms of importance, 58% of participants believe that all green labels are important for environmental protection. 20% value green labels more highly; 14% see energy efficiency labels as more valuable; and 8% emphasise the importance of carbon labels. These results demonstrate that, although consumers generally have a high level of environmental awareness, they still require more information about the practical meaning of each label.

The results show that television advertising and the internet are the most common sources of information on green labels in Kosovo. A significant proportion of citizens also obtain information via social networks, which reflects the increasing impact of digital media on environmental awareness.

The study shows that consumers in Kosovo have satisfactory knowledge of green labels and consider them important for environmental protection. Over 90% of respondents can distinguish environmental labels, and the majority believe that institutions should use television and the internet to run more effective information campaigns. However, further education and organised public information are required to help citizens better understand the role and real impact of certified ecological products.

4.2.1. Green Product: Air Conditioners

One of the study's main objectives was to identify the factors influencing consumers' decisions when purchasing air conditioners. Nine possible factors were

Table 3
Sources of information on green labels (Question 11)

Main source of information	Number of responses	Percentage (%)
TV commercials	122	32%
Internet and social networks	110	29%
Local newspapers and portals	34	9%
Public and institutional sites	20	5%
Green product fairs/exhibitions	28	7%
Radio/public broadcasting	16	4%
Other (schools, courses, etc.)	32	8%

Source: authors' calculation based on survey data

Table 4
Most effective way to inform the public (Question 12)

Preferred way of information	Number of responses	Percentage (%)
TV commercials	88	39%
Internet and digital platforms	78	35%
Local newspapers and media	18	8%
Public exhibitions and campaigns	16	7%
Institutional sites	6	3%
Radio	4	2%
Other (education, educational videos)	12	6%

Source: authors' calculation based on survey data

included in the question on this aspect. The results showed that the most important factors were energy saving (20%) and price (19%), with quality (15%) and ecological aspects (12%) also being considered by some respondents. Factors such as safety, discounts, service, appearance and size were considered less important.

Table 5

Factors Influencing Decision-Making

Factor	Percentage of responses
Energy Saving	20%
Price	19%
Quality	15%
Ecology	12%
Security	9%
Discounts	9%
Service	8%
Good appearance	5%
Size	3%

Source: authors' calculation based on survey data.

4.2.2. Awareness of Green Products

The study highlighted consumers' high awareness of ecological products. A significant proportion of consumers are willing to purchase green-branded air conditioners, even if they are more expensive than regular products.

Table 6

Awareness of Green Products

Question	Positive answer	Negative answer
Would you consider buying an air conditioner with a green brand?	96%	4%
Would you be willing to pay extra for an environmentally friendly product?	83%	17%
Does the image of a green brand play a decisive role?	83%	17%

Source: authors' calculation based on survey data.

In terms of tolerance towards price increases, the majority of respondents are willing to pay up to 10% more for an eco-friendly product, whereas only a small proportion would pay more than 15%.

Table 7

Acceptable Price Premium for Eco-Friendly Products

Additional acceptable price	Percentage of respondents
5%	38%
10%	35%
15%	4%
20%	5%
Not accepted	18%

Source: authors' calculation based on survey data

4.2.3. Preference for Green Brands in Kosovo

In Kosovo, an increasing number of consumers are showing interest in environmentally friendly, energy-efficient products. This is particularly evident in the air conditioning sector, where the majority of respondents have indicated a preference for sustainable, high-quality brands. The research results suggest that TCL is the most popular brand, with 45% of consumers choosing it for its modern technology and balance of price and quality. Bruno Hissei takes second place with 25%, while Beko ranks third with 15%. A small proportion, around 5%, do not have a specific brand preference and are open to other options on the market.

These results clearly show that Kosovars are becoming more aware of the environmental impact of products and are seeking more sustainable everyday solutions. TCL's selection as the main brand indicates that consumers value brands offering quality, energy efficiency and environmental responsibility. While price remains an important factor in decision-making, many people are willing to pay a little more for sustainable products. This indicates a positive shift in Kosovar attitudes and purchasing habits, moving from traditional consumption towards responsible and ecological consumption.

Table 8

Consumer Preferences in Kosovo for Green Air-Conditioner Brands

Brand	Preference percentage
TCL	45%
Bruno Hissei	25%
Beko	15%
Other / No preference	5%

Source: authors' calculation based on survey data

4.2.4. Sources of Information

Most people find out about green brands mainly through television (45%) and the internet (32%). Other channels, such as public websites (9%), newspapers (7%), broadcasts (3%) and exhibitions (3%), have a smaller impact on brand awareness. When it comes to the most effective promotional method, television is considered the most appropriate channel by 60% of respondents, while 32% opt for the internet. Public websites, newspapers and broadcasts have a negligible effect on promotion (around 1%), while exhibitions and other options contribute 3% and 2%, respectively.

4.3 Cross-Analysis

The analysis looks at how demographic factors, such as gender, age, place of residence, education, occupation and income, affect decision-making.

Table 9

Sources of Information

Source	Information acquisition	Best for promotion
TV	45 respondents (45%)	60%
Internet	32	32%
Public Sites	9%	1%
Newspapers	7%	1%
Broadcasts	3%	1%
Exhibitions	3%	3%
Other	1%	2%

Source: authors' calculation based on survey data

4.3.1 Gender

Both genders use television to access information, but men rely more on the internet, while women prefer newspapers. TCL remains the most popular brand, but the second most popular brand differs: Bruno Hissei for men and Beko for women.

Table 10

Gender

Theme	Men	Female
Ways to inform on green brand (TV)	Majority	Majority
Internet	Much more	Minority
Exhibition	4	0
Newspaper	4	12
Brand preference (top 2 favorites)	TCL / Bruno Hissei	TCL / Beko

Source: authors' calculation based on survey data

4.3.2 Age

Preferences vary slightly with age. People in the 20–29 and 30–39 age groups prefer TV, whereas those in the 40–49 age group use the internet and newspapers more. TCL remains the leading brand among young people, whereas Bruno Hissei is becoming more popular with seniors.

Table 11

Age

Age	Most popular brand	Method for promotion
20–29	TCL / Beko	TV > Internet
30–39	TCL / Bruno Hissei	TV ≈ Internet
40–49	Bruno Hissei / TCL	Internet > Newspapers

Source: authors' calculation based on survey data

4.3.3. Residence

People in all regions of Kosovo use TV and the internet to access information. TCL is consistently the most popular brand.

4.3.4 Education, Occupation and Income

People with a high school education find TV and the internet to be the most effective channels. TCL is

consistently the leading brand. Profession and income have little effect, but the trend remains the same.

Table 12

Residence

Region	Most Popular Brand	Method for promotion
True	TCL / Bruno Hissei	TV, Internet, Exhibitions
Center	TCL / Beko / Bruno Hissei	TV, Internet, Newspapers
Jug	TCL	TV, Internet

Source: authors' calculation based on survey data

Table 13

Education, Occupation and Income

Factor	Brand preference	Promotion Methods
Education	TCL / Bruno Hissei / Beko	TV > Internet
Profession	TCL / Bruno Hissei	TV > Internet
Revenue	TCL / Bruno Hissei	TV > Internet

Source: authors' calculation based on survey data

Consumers in Kosovo are aware of environmentally friendly products and favour TCL as the most reliable brand. The main factors influencing their decision-making process are energy savings, price and brand image. TV and the internet are the most effective channels for information and promotion. While demographic factors bring about some minor changes, the main trend remains stable.

5. Conclusions and Recommendations

This research aimed to examine the impact of green branding and green brand image on purchase intention among consumers in Kosovo. Using a questionnaire survey method enabled objective data collection and numerical analysis of the results. The analysis revealed that green branding and its image positively impact the purchase intentions of Kosovar consumers. Consumers in Kosovo are aware of ecological issues and prefer products that promote energy saving and environmental protection. Most of them are willing to pay a small premium for more environmentally friendly products.

The survey results show that over 80% of participants in Kosovo would choose environmentally friendly products. The most important factor when choosing air conditioners is energy efficiency, followed by price. Additionally, a green brand image is considered a decisive factor by many consumers, reflecting the importance of brand marketing and promotion. Television and internet advertising are the most effective methods of informing the public, with men preferring online channels and women trusting television and newspapers more. The research also reveals that awareness of ecological consumption is high in Kosovo. Consumers understand the importance of environmental protection and are willing to support

the green policies promoted by local institutions and manufacturers. There is a high level of knowledge about ecological labels and green-labelled products, indicating that information on these products is reaching consumers effectively.

However, the research has some limitations. The number of valid responses was limited, and the participant group was not always representative, comprising a large proportion of students and young people with no shopping experience. Additionally, the variety of ecological products available may influence purchase intentions, suggesting that future research in Kosovo should encompass a broader range of products for greater accuracy.

Companies operating in Kosovo are advised to promote eco-friendly brands effectively through television adverts during prime time, as well as to use the internet and trade fairs to reach a wider audience.

As for products, more energy-efficient and eco-friendly devices with eco-labels should be developed to attract the attention of Kosovar consumers.

For future research, it is recommended that the sample of participants in Kosovo is expanded, that different types of ecological products are included, and that ecological awareness is compared with actual purchasing behaviour. Taking these steps could help to provide a more detailed understanding of purchase intention and how it relates to actual actions.

In conclusion, this study confirms that environmental awareness and a positive green brand image significantly influence consumer purchase intentions in Kosovo. It also highlights that integrating sustainability into marketing strategies offers environmental and financial benefits, including increased firm value, improved market positioning and long-term business sustainability.

References:

- Alkhatib, K., Kecskés, A., & Keller, P. (2023). Green marketing in the digital era: Trends and practices. *Journal of Sustainable Marketing*, 12(3), 45–63.
- Balderjahn, I. (1988). Personality variables and environmental attitudes as predictors of ecologically responsible consumption patterns. *Journal of Business Research*, 17(1), 51–56. [https://doi.org/10.1016/0148-2963\(88\)90001-9](https://doi.org/10.1016/0148-2963(88)90001-9)
- Barr, S., Gilg, A., & Ford, N. (2005). The household energy gap: Examining the divide between habitual- and purchase-related conservation behaviours. *Energy Policy*, 33(11), 1425–1444. <https://doi.org/10.1016/j.enpol.2003.12.016>
- Cham, E. (2025). Structural analysis of green consumption behavior.
- Chamorro, A., Rubio, S., & Miranda, F. (2009). Green marketing communication: Trends and implications. *Business Strategy and the Environment*, 18(5), 319–338. <https://doi.org/10.1002/bse.586>
- Chang, C., & Tu, C. (2005). Exploring green consumer behavior: A focus on green purchase intention. *Management Decision*, 43(5), 662–678. <https://doi.org/10.1108/00251740510617767>
- Chen, T. B., & Tung, P. J. (2010). The moderating effect of perceived lack of resources on consumers' green purchase behavior. *Marketing Intelligence & Planning*, 28(2), 148–174. <https://doi.org/10.1108/02634501011029616>
- Chen, Y. (2010). The drivers of green brand equity: Green brand image and perceived quality. *Journal of Business Ethics*, 95(3), 457–471. <https://doi.org/10.1007/s10551-010-0432-9>
- Coddington, W. (1993). *Environmental marketing*.
- Elkington, J., & Hailes, J. (1993). Green marketing.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1990). *Consumer behavior*.
- Fatema, K. (2025). Sustainable consumption behavior.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior*.
- García-Salirrosas, E. E., et al. (2024). Influence of environmental awareness on the willingness to pay for green products in the Peruvian market. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2024>
- Grave, P. (1992). Green products.
- Henion, K. E. (1976). Marketing and the ecology.
- Jabeen, R., Khan, K. U., Zain, F., & Atlas, F. (2023). Buy green only: Interplay between green marketing, corporate social responsibility and green purchase intention; the mediating role of green brand image. *Business Strategy and Development*, 6(3), 503–518. <https://doi.org/10.1002/bsd2.323>
- Jain, S., & Kaur, G. (2004). Green marketing. *Marketing Intelligence & Planning*. <https://doi.org/10.1108/02634500410551987>
- Jaime, L. (2007). 4Ps perspective in green marketing.
- Jew, A., Hershey, J., & Vining, J. (1999). Household recycling behavior. *Environment and Behavior*, 31(5), 587–612. <https://doi.org/10.1177/00139169921972212>
- Kotler, P. (1996). *Marketing management*.
- Lansana, F. (1992). Media influence on environmental behavior.
- Lestari, D. (2023). Green marketing strategies and consumer loyalty. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2022.135148>

- Luo, Y. (2023). Information seeking and green purchase intentions. *Sustainability*, 15(4), 2056. <https://doi.org/10.3390/su15042056>
- Mathur, L., & Mathur, I. (2000). Wealth effects of green marketing. [https://doi.org/10.1016/S0148-2963\(99\)00066-5](https://doi.org/10.1016/S0148-2963(99)00066-5)
- Menon, A., & Menon, A. (1997). Enviropreneurial marketing strategy. <https://doi.org/10.2307/1252189>
- Mulya, E., & Kusumawardhani, A. (2023). The impact of green marketing on customer purchase intention. *Diponegoro International Journal of Business*, 6(2), 90–103.
- Ottman, J. A. (1999). *Green marketing*.
- Peattie, K. (1992). Green marketing. <https://doi.org/10.1108/EUM0000000002812>
- Polonsky, M. J. (1994). An introduction to green marketing.
- Putri, A. N. D., Sugandini, D., & Sutiono, H. T. (2024). Green marketing and green innovation on green purchase intention through green brand image in consumer skincare. *West Science Business and Management*, 2(2), 681–688.
- Ristevska-Jovanovska, S., Serafimovska, I., & Bogoevska-Gavrilova, I. (2024). The Impact of Attitudes Toward Green Advertising on Brand Image and Consumer Purchase Intentions. *Proceedings of the International Conference "Economic and Business Trends Shaping the Future" 003*, Faculty of Economics-Skopje, Ss Cyril and Methodius University in Skopje.
- Ruiz, P. (1993). Recycling behavior.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*.
- Simon, H. (1995). Environmentally conscious products.
- Stern, P. C. (1992). Psychological dimensions. <https://doi.org/10.1146/annurev.ps.43.020192.003353>
- Varadarajan, P. (1992). Green marketing and CSR. <https://doi.org/10.1177/002224299205600307>
- Xie, L. (2023). Social media influence on green consumption. <https://doi.org/10.1002/cb.2205>
- Zhang, B., Bi, J., & Fan, Z. (2007). Green consumption. <https://doi.org/10.1016/j.jclepro.2006.05.017>

Received on: 30th of December, 2025

Accepted on: 05th of April, 2026

Published on: 03rd of July, 2026