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## Evaluating the Influence of Green Marketing on Mauritian Consumer Behaviour: Insights into Green Branding, Eco-Labeling, and Advertising

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### Abstract

The goal of green marketing is to focus the efforts of an organisation on developing, promoting, pricing, and distributing products in a way that can contribute to environmental protection. The goal of the current study is to ascertain how Mauritian consumers' purchasing decisions are impacted by green marketing strategies such as green branding, eco-labeling and green advertising. 290 respondents' data were gathered for the study using a structured survey questionnaire using a quantitative methodology. According to the study's findings, customer purchasing behaviour is significantly positively correlated with green branding and advertising. The current study has added to the body of literature by examining green marketing strategies in Mauritius both with and without environmental awareness. The study's findings may assist marketers focus more on how green advertising is a reliable indicator of what consumers will purchase. It also encourages them to bring their ecofriendly initiatives closer to the actual world in order to win over more customers. Nevertheless, the study's sample size is quite limited, and not all aspects of green marketing have been considered.

**Keywords:** Green Marketing Strategies, Consumer Purchasing Behaviour, Environmental Awareness, Eco-friendly Branding and Advertising

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### Introduction

Green marketing is a growing subject that has drawn a lot of attention from researchers. A concept known as "green marketing" incorporates environmental considerations into every step of the marketing process. Going green has led to the adoption of green marketing as a commercial strategy to set products and company practices apart for customers. Nonetheless, there is not a singular definition of green marketing that is acknowledged by everybody. For example, according to Ottman et al., (2006), green marketing is the process of creating and promoting environmentally friendly products and practices, which helps businesses stand out in the market by appealing to environmentally conscious consumers. Leonidou, et al., (2013) have argued that green marketing entails the holistic management of environmental concerns throughout all aspects of a company's marketing activities, from product design and production to distribution and promotion.

Peattie & Crane (2005) argued that by providing environmentally friendly products, green marketing seeks to satisfy the needs of eco-conscious consumers, influencing their purchasing decisions and encouraging sustainable consumption habits. The definition utilized in this study is from Peattie et al. (2005) because it encompasses both environmental awareness and the influence of green marketing on consumer buying behavior, which is the main emphasis of this study. The success of green marketing initiatives and the shaping of environmentally conscious consumers choices are directly influenced by consumer awareness and comprehension of environmental issues (D'Souza et al., 2007). However, the efficiency of green marketing methods in influencing consumer behaviour is significantly hampered in developing countries by consumers 'lack of environmental awareness and knowledge (Polonsky et al., 2010).

Due to rigid laws in many countries especially in developed countries, environmental restrictions have progressively transitioned from voluntary initiatives to mandatory obligations (Delmas & Montes-Sancho, 2011). A green consumer is someone who places a high value on buying sustainably produced products and stays away from products that harm the environment, use many non-renewable resources, or entail unethical procedures like animal testing (Joshi & Rahman, 2015). Varkaris and Neuhofer's (2017) research indicated that businesses are being pushed to adopt green practices and promote the concept of corporate environmentalism due to a number of factors, including the general rise in environmental consciousness, significant advertising efforts by organisations promoting green products, and growing consumer awareness and concern about environmental

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issues. Consequently, growth in this field have given organisations the chance to focus on their marketing niche (Wahid, N. A., Rahbar, E., & Shyan, T. S., 2011).

Green marketing practices have become more popular in recent years. The global market for green marketing is projected to rise from USD 51068.05 million in 2022 to USD 63085.83 million by 2028, according to statistics provided by LinkedIn (2024). This is mostly attributable to heightened environmental consciousness among government agencies, businesses, and consumers alike. Therefore, even if they are more expensive, switching to environmentally friendly items is seen as a must in the modern world. The fundamental concept of green marketing revolves around educating people about environmental issues and persuading them to transition to eco-friendly products. This method not only serves as a marketing strategy but also plays a role in societal contributions by increasing awareness about the environmental impacts of non-green products. The way the public perceive environmental concerns is greatly influenced by media coverage. Public awareness, concern, and behaviour towards environmental protection can all be strongly influenced by the way environmental stories are presented and reported (Boykoff & Boykoff, 2004). Smith et al. (2010) investigated the impact of green marketing on consumer purchase behaviour by conducting a survey in Canada with 200 respondents. Their research showed that consumers' decisions are greatly influenced by eco-labels.

Similarly, Lee (2012) conducted a study in South Korea to look at the early stages of green marketing and discovered that consumers who were more acquainted with the environment had a stronger preference for green products. On the other hand, Leire and Thidell (2005) offered an alternative perspective on Nordic consumers by examining how environmental knowledge affects their choices of green products. Their findings showed that having environmental knowledge does not necessarily prompt consumers to make environmentally friendly purchases. They also argued that consumer-purchasing behavior varies under different buying conditions, indicating that simply having environmental knowledge does not always translate into green buying habits. In their research conducted in the Indian context, Singh and Kaur (2016) aimed to understand the role of environmental knowledge in influencing the effectiveness of green marketing on consumer purchasing behaviour. Their research revealed that environmental knowledge significantly influences consumer decisions to purchase green products. This research on the impact of environmental knowledge on consumer buying behavior for green products led to the introduction of this variable as a mediator in the relationship between green marketing and consumer buying behaviour in the current study. Our understanding of the difference it makes in the relationship between green marketing and consumer purchasing behaviour will increase because of its inclusion.

In order to influence consumers' environmental behaviour, green marketing is crucial. Businesses are focusing more on green communication because it can boost consumer trust in a company's environmental commitment, which in turn influences green purchasing. Studies, however, have typically addressed it in terms of corporate social responsibility rather than in relation to Mauritius' marketing context. Therefore, it is still necessary to comprehend the variables that affect consumers' decision-making processes. Thus, additional research is required to properly comprehend the potential of this significant subject before embracing the concept of green marketing, which is still in its infancy. Moreover, the majority of study on green marketing have been carried out in developed countries, especially in the US market (Jansson, J., Marell, A., & Nordlund, A., 2010). However, in developing countries, where purchasing habits and socioeconomic circumstances differ, things probably work differently. According to Biswas, A., & Roy, M. (2015), there is plenty of research on green marketing and how it affects customer purchasing decisions in developed countries. Research on the significance of green marketing techniques to affect consumer purchasing decisions in developing nations is, nevertheless, extremely scant.

One of the main factors encouraging consumers to choose environmentally friendly products is their level of environmental knowledge. Growing customer awareness of environmental issues may make green marketing tactics employed by companies more effective. According to Gunag and Boodhoo (2014), the citizens of Mauritius are noticeably unaware of environmental issues. Thus, knowing the effectiveness of green marketing initiatives in influencing customer purchasing behaviour will be enhanced by this study.

Given the research gaps mentioned in the preceding section, the current study's objective is to investigate at how consumer purchasing behaviour is affected by green marketing strategies such as eco-labeling, green branding, and green advertising while taking into account the mediating effect of consumer environmental understanding in Mauritius.

For a variety of reasons, it is crucial to look at how consumers' opinions of green marketing influence their purchase choices. First, by offering insights into the variables influencing purchase decisions, it enables

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organisations to comprehend consumer behaviour. Using this insight, organizations may more effectively align their marketing tactics with the values and preferences of their target audience. Businesses that identify key drivers, such eco-friendly packaging and sustainable sourcing, can focus their efforts on the most critical areas.

Additionally, this information improves marketing strategies. Businesses may develop more successful and focused marketing efforts that appeal to environmentally concerned consumers by having a thorough understanding of consumer views. Furthermore, it assists companies in becoming sustainability leaders in their field, differentiating themselves from competitors and drawing in a growing number of eco-aware clients.

The promotion of sustainable practices is an additional important factor. Through comprehending how green marketing affects consumer choices, companies may create plans that encourage environmentally friendly purchasing habits and support more general environmental objectives.

From a financial point of view, companies that successfully use green marketing to boost sales and revenue growth have chances in the growing green market. Furthermore, by providing policymakers with information regarding consumer attitudes towards green marketing, this research can assist develop laws and incentives that support sustainable corporate practices.

Academically speaking, this study fills in gaps in the literature, particularly in developing countries where there is a lack of research on green marketing. Furthermore, the results support the growth of theories concerning marketing, sustainability, and consumer behaviour. All things considered, examining how consumers' perceptions of green marketing affect their purchasing decisions is crucial for academics looking to deepen their understanding of this developing field, policymakers advocating for sustainable practices, and businesses hoping to thrive in an eco-conscious market.

## **Review of Literature**

### **Green Marketing**

Green marketing is aimed at directing a company's efforts to undertake the processes of designing a product, its promotion, pricing, and distribution in a way that can help to protect the environment (Polonsky, 2011). It can encompass all production and distribution systems.

Through the use of green marketing, businesses have a great opportunity to innovate in ways that support environmental sustainability and provide financial success. Al-Swidi et al. (2024) asserted that the use of green manufacturing techniques has a favorable impact on green innovation and green entrepreneurial orientation. This relationship demonstrates how companies may use sustainable practices to boost innovation and gain a competitive edge. Eco-labeling, green branding, and green advertising are the three main metrics used in this study to quantify green marketing.

### **Eco-Labels**

Eco-labels are initiatives taken by organizations to preserve the environment and for which they receive third-party certification. These certifications give businesses a competitive edge by drawing in consumers who favour eco-friendly goods. Such eco-labels help companies differentiate their products in the market, demonstrating their commitment to sustainability and attracting environmentally conscious consumers. Delmas et al. (2013) explained how eco-labels can significantly influence consumer-purchasing decisions by enhancing the perceived environmental benefits of products. The adoption of eco-labeling can serve as both a powerful marketing tool and a means to address environmental challenges such as climate change and global warming" (Delmas & Grant, 2014).

### **Green Branding**

Any marketing strategy must include branding, as companies work to strategically position their brands for sustained success. Businesses are putting more effort into matching their brands with environmentally responsible principles as a result of growing environmental concerns. Their objective is to establish an impression among consumers that their brand provides extra advantages in terms of environmental sustainability and health (Grimmer & Bingham, 2013; Wahid et al., 2011).



### **Green Advertising**

Green advertising seeks to persuade consumers to choose environmentally friendly products by highlighting the eco-friendly production processes and decrease waste associated with these products (Polonsky & Rosenberger, 2001). Recently, there has been a significant increase in green advertising, with environmentally conscious consumers becoming more interested in these kinds of advertisements (Leonidou et al., 2011).

### **Consumer Buying Behavior**

The way that customers act when they make particular purchases is referred to as consumer buying behaviour. In green marketing situations, consumer purchasing behaviour is characterised by a preference for sustainable and environmentally friendly goods (Ottman, 2011). Consumers often feel a sense of pride when making environmentally conscious purchasing decisions. Techniques such as eco-labeling, green branding, and green advertising are employed to encourage these green buying choices" (D'Souza et al., 2006)

### **Environmental Knowledge**

As environmental issues become more pressing and affect people's lives directly, it is essential for individuals to have the necessary knowledge to handle these challenges effectively" (Kollmuss & Agyeman, 2002).

#### *Importance of Green Marketing*

Reducing environmental effect and enhancing the company's reputation for environmental responsibility are the two key goals of green marketing strategies (Peathie & Crane, 2005). It's a novel concept that aids companies in reaching their long-term objectives of expanding their clientele by attracting new clients. Organizations are paying increased attention to ecoinnovation to use it as their marketing strategy. It is beneficial for organizations to achieve sustainable production processes while also gaining a marketing edge by influencing consumer behavior towards purchasing green products (Singh & Pandey, 2012).

Contemporary businesses are starting to understand the significance of eco-labeling in enhancing their brand image. Eco-labeled products play a role in minimizing potential information gaps between producers and consumers" (Hartmann & Apaolaza-Ibáñez, 2013). Consumers are able to generate knowledgeable perceptions about the companies due to the comprehensive description of environmental credentials (Mishra & Sharma, 2010).

Szabo et al. (2015) research on the impact of eco-labeling on consumer purchasing decisions in Europe showed that eco-labeled products significantly influenced consumers' decision, especially among environmentally conscious individuals. The findings underscored how crucial eco-labeling is as a strategy for encouraging sustainable purchase.

Green branding is increasingly acknowledged as an important strategy for businesses in competitive markets, especially when targeting environmentally conscious consumers (Kim & Choi, 2017). Chang and Chen's (2012) research highlighted how successful green branding can benefit businesses. According to their research, green branding has a major positive impact on customer perceptions of a company relative to its competitors, enhanced brand equity, and competitive positioning—all of which boost overall market performance.

Lin and Huang (2017) have highlighted the importance of green advertising in influencing customer behaviour across a range of industries. Their research indicates that effective green advertising strategies positively influence consumers' decisions to buy, increasing the market for eco-friendly goods. In the Mauritian market, this study seeks to evaluate the impact of ecolabeling, green advertising, and green branding on customer purchasing behaviour.

#### *Understanding Consumer Buying Behavior*

The Theory of Planned Behaviour states that intentions, perceived behavioural control, and subjective norms all have an impact on consumer purchasing behaviour. According to this hypothesis, intentions have a big influence on what customers do. Personal assessments of a behaviour and convictions regarding the results of particular actions mould attitudes. Customers, for instance, adopt a more positive attitude towards purchasing green items when they believe that doing so benefits society as a whole as well as themselves (Hassan, Shiu, & Shaw, 2016). This ultimately leads to the purchasing action.

Normative ideas compel people to act in particular ways because they are based on expectations from their families or society. A consumer's decision to purchase green items, for example, may be greatly influenced by social or familial pressure to do so in order to conserve the environment (Smith & Paladino, 2010).

Ajzen (2011) discussed how customer purchase behaviour is influenced by perceived behavioural restrictions, which include things like perceived ease or difficulty of acquiring a product and financial capabilities. Customers' assessment of their capacity to purchase ecologically friendly products, which are frequently more expensive, is particularly important. Ajzen (2011) contends that a combination of subjective norms, perceived behavioural controls, and individual goals significantly affects consumer purchase behaviour.

Therefore, green marketers employ all of the strategies outlined in the theory of planned behaviour in an attempt to sway customer purchasing decisions in favour of green product purchases.

#### *Consumer Buying Behavior In Relation To Green Marketing*

One of the primary factors driving consumers to choose green products is affordability. According to a survey conducted in Mauritius by Ramdhony and Oogarah-Hanuman (2012), consumer preferences for eco-friendly items were divided into groups according to socioeconomic status. The study found that 70% of high-income consumers, 62% of upper middle-class consumers, 55% of middle-class consumers, and 43% of low-income consumers chose to purchase green items. The smaller percentage of consumers who say they prefer green products implies that the low-income class frequently cannot purchase these products (D'Souza et al., 2007).

Researchers have also established a relationship between consumer behaviour and attitude using behavioural theories; that is, customers make purchasing decisions based on their positive attitudes towards particular products. Ottman (2011) has argued that there is little correlation between consumer attitudes and green behaviour. Pickett-Baker and Ozaki (2008) investigated consumer confusion over green products in the UK context. They discover that although customers' awareness of environmental issues was rising, many consumers struggled to understand what constitutes a green product, which made it more difficult for them to develop favourable attitudes towards green buying.

Customers are now equally accountable for protecting the environment through green purchasing, in addition to organisations. In a study done in South Korea, Kang and Park (2014) found that social norms have an enormous influence on whether or not customers choose to buy green items. This social pressure, however, is distinctive and changes as demographic factors do.

Previous researches argued that there are several factors that influence the behavior of the consumer in terms of the green products purchase including previous research findings, in Mauritian consumer's income class (Ramdhony et al., 2012) and South Korea social norms pressure (Kang et al., 2014). When it comes to the consistency of purchasing green products, psychological and social factors have a stronger persuasive influence on consumer behaviour than demographic factors (Pickett et al., 1995). In addition to environmental concerns, Lee and Park (2009) point out that customers might be strongly influenced to buy green products by factors like health consciousness, opinions about the quality of organic products, and ethical issues like animal welfare.

All of this suggests that not all customers have the same purchasing habits when it comes to these green products and services. Nevertheless, the focus of current research is limited to examining the direct influence of green marketing on consumer purchasing behaviour. Overall, a significant amount of prior research such as (Ramdhony and Oogarah-Hanuman, 2012; Kang and Park, 2014) suggests that businesses' use of green marketing techniques either directly or indirectly influences customer purchasing decisions in a variety of consumer goods industries.

The following hypothesis has been finally led by a wide range of studies showing positive outcomes in both developing country like Mauritius and developed ones like the United Kingdom and South Korea:

H1 (a): In Mauritius, consumers purchasing behaviour for green products is significantly positively correlated with green marketing.

#### **Green Marketing through Eco-Labeling**

Marketers can demonstrate that they have employed ecologically responsible and sustainable methods of product manufacture and distribution by using eco-labeling. These goods are licensed by independent third parties to be used as environmentally friendly goods. In a crosscultural research of Chinese and American consumers, Chan and Lau (2002) discovered that eco-labeling has a major influence on both cultures' green purchasing practices. They pointed out that consumers are positively influenced to purchase green items by eco-labeling, which gives

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them clear information about the environmental qualities of products. Eco-labeling appears to have a major influence on consumer purchasing behaviour in Finland, according to Jarvi (2010). Numerous additional investigations confirmed Jarvi (2010) findings and demonstrated how important it is to market eco-friendly products and influence consumers' intentions to purchase them. (Xie and Zhao, 2014; Smith and Jones, 2015). Leire and Thidell (2005), on the other hand, have presented conflicting findings, emphasising that while customers are aware of eco-labeling, it does not always influence their purchasing decisions. D'Souza et al. (2007) conducted a research, which revealed that consumers frequently show skepticism towards eco-labels and rarely trust or rely on them when making purchasing decisions. The study found that confusion and mistrust-surrounding eco-labels can significantly influence the effectiveness of eco-labels in promoting green consumer behaviour. Grunert et al., (2014) discovered that consumer concerns and awareness regarding subjects such food safety, quality, sustainability, environmental effect, and animal welfare are increased when eco-labeling are included in products. According to their research, these eco-labels are extremely important for educating and swaying consumer decisions in favour of more environmentally friendly consumption habits. According to Rex and Baumann (2007), consumers' willingness to buy eco-labeled products is one way to measure their success. They emphasised that opinions about the eco-label affect consumers' decisions to buy, and that an increased likelihood to buy is a key indicator of a successful product.

Most of the findings are based on research done in developed countries, where eco-labeling is a more widely accepted idea. In contrast, emerging countries have not done as much research on this subject. Therefore, based on these results, a hypothesis has been formulated to investigate whether the outcomes observed in developed countries are also applicable in developing countries, especially Mauritius.

H1 (b): In Mauritius, consumer purchasing behaviour for green products is significantly positively correlated with eco-labeling.

### **Green Marketing through Green Branding**

Green branding is a significant factor in determining green marketing. Chen (2010) found that green marketing initiatives improve a company's brand image by strengthening green brand equity. The research shows that a strong green brand image, coupled with green satisfaction and green trust, significantly contributes to the overall value and perception of the brand in the eyes of consumers. According to Hartmann, Ibáñez, and Sainz (2005), a key strategy in green branding is green positioning, regardless of whether it is functional or emotional. They highlight that a brand may greatly influence consumer perceptions and improve brand distinctiveness in the marketplace by strategically focusing on green features. Moreover, their study showed that companies in Spain could increase the value of their products by using a green branding strategy. This may be among the most effective brand marketing techniques. Similarly, Arshad, R., Mahmood, U., Siddiqui, H., & Tahir, A. (2014) investigated the ways in which green branding and other green marketing strategies affect consumer intentions to buy eco-friendly products. The study emphasised the significance of environmental awareness and green branding in influencing green purchase intentions in Mauritius by showing a positive correlation between these factors and customers' purchasing patterns for green items. On the other hand, Matthes and Wonneberger (2014) in a study that examined the relationship between green consumerism and skepticism toward advertising. They found that green advertising could sometimes lead to skepticism among consumers, particularly when they perceive the green claims as insincere or exaggerated, which in turn negatively influence their buying decisions. In their meta-analysis of brand positioning and consumer purchasing behaviour, Cherian and Jacob (2012) discovered that while green brand positioning affects consumers' perceptions, it is unclear if this perception affects consumer purchasing behaviour.

The following hypothesis has been set to test the findings in Mauritius in order to further study this matter and based on those studies suggesting that there is a positive connection between green branding and customer buying behaviour.

H1 (c): In Mauritius, green branding is positively correlated with customer purchasing behaviour for branded green items.

### **Green Marketing through Green Advertising**

Green advertising is the third significant factor that determines green marketing. It involves promoting environmentally friendly content and environmental sustainability. Ottman et al. (2006) highlighted that green marketing, which encompasses green advertising, started to take shape in the late 20th century and saw a

noticeable increase in the early 21st century because of growing environmental restrictions and consumer knowledge of sustainability issues.

Mohamed (2016) carried out research to find out what factors influence the food business in Melaka, Malaysia, to use green packaging. This study shows that green marketing tactics, such as green advertising, have a significant effect on customers' purchasing decisions. However, not every customer was influenced by green marketing. Grebmer and Diefenbach (2020) investigated the challenges in communicating green marketing messages and discovered that although some customers react favourably to green advertising, many still have doubts about the credibility of green claims.

Consumers' environmental views are influenced by the cognitive orientation of green advertising, which has an important influence on their environmental knowledge and consciousness. This is supported by research from Hartmann and Apaolaza (2006), who found that cognitive persuasion strategies in green marketing positively influence consumer attitudes towards green purchasing. Juwaheer et al., (2012) investigated how consumers' purchasing pattern in Mauritius are influenced by green marketing tactics, such as green advertising, emphasising how exposure to different media affects consumers' purchasing decisions. People in Malaysia began to consider about the concerns surrounding environmentally friendly items and began to choose green products due to increased knowledge of eco-labels and green advertising (Rashid, 2009). To investigate the proposed relationship, the subsequent hypothesis has been formulated:

H1 (d): In Mauritius, green advertising is significantly positively correlated with customer purchasing behaviour for environmentally friendly products.

#### *Green Marketing, Consumer Buying Behavior and Environmental Knowledge*

Due to growing public knowledge of environmental challenges, consumers are now more likely to embrace eco-friendly behaviours and support the green movement (Chen, T. B., & Chai, L. T., 2010). According to Juwaheer et al. (2012), green marketing is still, relatively new in Mauritius. It is gaining more attention due to the substantial effects it has on Mauritius's environmental and economic conditions. Businesses in Mauritius are striving to raise enough awareness among consumers about green marketing and the purchase of green products. Awan & Shahid (2015) highlighted that due to lack of awareness, more attempts need to be made.

Research has shown that taking more ecologically beneficial actions may result from an increased awareness of environmental issues. As people who possess more environmental information are more inclined to practise eco-friendly practices, Matthes et al. (2014) claim that there is a relationship between environmental knowledge and pro-environmental behaviour.

Even in poor countries where it may be lower, environmental awareness still has a big impact on consumers' decisions to buy environmentally friendly items (Wahid et al., 2011). Chen et al. (2010) highlighted that consumers opt to purchase green items even when they have low levels of environmental awareness, demonstrating that even a modest amount of understanding can have an impact on pro-environmental purchasing behaviour.

Contrarily, despite the fact that consumers in developed countries typically possess a higher understanding of environmental issues, their actual buying decisions might differ (McDonald et al., (2006). Alevizou et al. (2015) investigated Greek and UK consumer purchasing patterns. Their findings indicate that, even when it comes to green items, consumers in the UK make most of their purchasing decisions based on accepted social norms. Contrary, in Greece, consumers' purchasing decisions were driven by their personal beliefs and behavioural controls; instead of making decisions based on social pressures, they base their decisions on their own beliefs (Cronin et al., 2011). According to Vermeir, I., and Verbeke, W. (2006), green marketing can successfully influence consumers' beliefs and perceptions about the environment, but it does not always translate in actual green product purchases. Nonetheless, Olofsson and Öhman (2015) presented contradictory findings, obtained from a research carried out across different countries. Their findings revealed that environmental concerns are much increased by environmental beliefs. Therefore, once they are persuaded that their purchases will contribute to reducing environmental problems, consumers make green purchases. According to Chan et al. (2008), consumers' actual green purchasing behaviour might not always correspond with socially responsible choices, even when they possess high levels of environmental knowledge. Due to lack of sufficient empirical data for developing countries, the purpose of this study is to examine, the relationship between consumer purchasing behaviour and environmental understanding in Mauritius. The following hypotheses have been developed:

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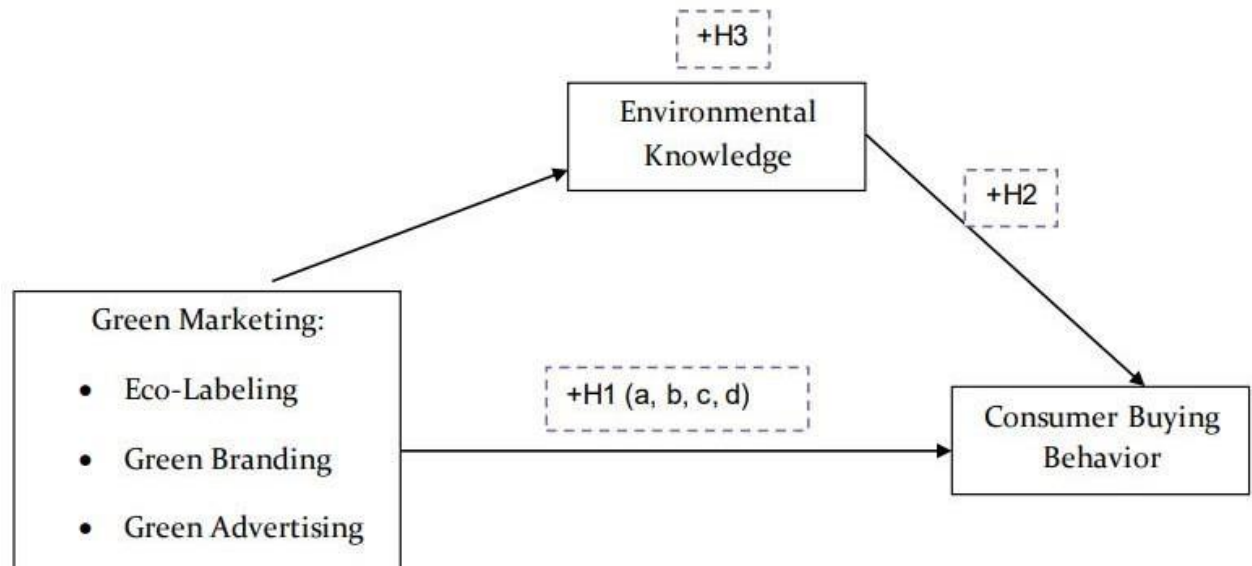
H2: There is a significant positive correlation between environmental knowledge and consumer purchasing behaviour.

H3: The relationship between green marketing and consumer purchasing behaviour is mediated by environmental knowledge.

### Theoretical Framework

The theoretical framework shown in figure 1 has been formulated with the help of the literature discussed:

**Table 2.1: Theoretical Framework**



### Research Methodology

As the study is deductively based, it is explanatory in nature. It looks for solutions to the discussed problem by using organised data collection sources. Since the goal of the research is not to explore a new concept, this research strategy is also the most appropriate given the existing circumstances. Instead, it is based on a real-world occurrence that has been thoroughly examined in a different setting.

Primary sources have been used to gather data for this study. Although primary research lacks authenticity, this drawback has been overcome by designing simple and concise questions that are specific, unambiguous, and free of technical jargon to keep respondents from becoming confused. In this case, a Google Form was used to collect the data.

A structured questionnaire was developed because the current study is quantitative in nature and aims to gather data from primary sources of data. The questionnaire's whole set of items was drawn from earlier studies, which improved the study's validity and reliability. The entire questionnaire was split into two sections: portion A has four questions that ask about the respondents' demographics. In contrast, portion B comprises 28 questions with a five-point Likert scale. The calculation of the green marketing variable, as presented in the theoretical framework, involves averaging the three base variables: eco-labeling, green branding, and green advertising. Of the thirty-two questions, fifteen have been devoted to green marketing, which has been further quantified using three variables: eco-labeling, eco-branding, and eco-advertising. While eight questions have been devoted to consumer purchasing behaviour, and the remaining five to environmental awareness. The set of five questions that assess consumers' environmental knowledge was taken from other studies (McDonald, S., & Oates, C. J. (2006), Wahid et al. (2011), Cronin et al. (2011), Matthes et al. (2014), Olofsson and Öhman (2015)). Thus, the computed variable made it easier for this study to comprehend how green marketing strategies affect customer purchasing behaviour when environmental awareness is present. Appendix C contains the questionnaire that was utilised in this study. Chang, S. J., Van Witteloostuijn, A., & Eden, L. (2010) highlighted that research data collection is subject to numerous limitations, including common method biases. These biases appear when respondents' differing interpretations lead to discrepancies in responses. Efforts have been made to incorporate components that have been employed by several researchers in the past in order to alleviate this limitation.



The study's population consists of 553,200 employed individuals in Mauritius. Mauritius Statistics provided the data on the number of employed persons in Mauritius. When choosing the sample size, much thought must be given. Raosoft was utilised to calculate the sample size of 384 respondents, which forms the basis of this study. Mauritius was chosen as a case study for data collection because it is a developing country that has experienced numerous environmental problems. Mauritius depends strongly on international trade. If not accompanied by policies that protect their environment, international trade can then result in the depletion of their natural resources. Peatthie et al. (2005) highlighted that both increased consumer awareness of environmental issues and more environmentally friendly product practices are necessary. The concept of "green marketing" is still relatively new and in its early stage, according to both marketer and consumers. As a result, hardly much research has been done on the topic, and the literature in this area is scarce.

The current study used convenience sampling to select participants based on their availability and willingness to respond, rather than randomly selecting samples from the entire population as would have been feasible given that the study's focus is on consumer buying behaviour in Mauritius. Convenience sampling can be advantageous for effectively reaching a larger range of respondents, even though it can introduce some bias. Non-response bias issues were probably going to arise. To address this issue, a Google Form was emailed to respondents who freely agreed to take part in the study. The online survey forms were distributed to various offices and small businesses. 384 questionnaires were circulated, and 290 of them were returned fully filled and deemed suitable for analysis. Therefore, 76% of respondents responded overall.

Several methods were used to analyse the gathered data in the Statistical Package for Social Sciences. The Cronbach's Alpha test was initially used to assess the scales' reliability and validate the factors' internal consistency. The strength and type of the relationships between each of the study's variables were then examined using the correlation and regression procedures. The application of linear regression analysis helped in the analysis of Mauritians' perceptions of green marketing strategies affect their purchasing decisions.

#### *Reliability and Validity*

*The study's validity and reliability are important in both qualitative and quantitative research. Strong reliability and validity guarantee that the conclusions are consistent and fairly depict the data gathered (Creswell & Poth, 2018). Online surveys with a single response limit were used to collect data for this purpose. Additionally, factor analysis was performed to verify the validity of the scale, and a Cronbach's Alpha test was utilised to assess the scale's reliability.*

**Table 3.1: Cronbach Alpha Testing**

	<b>N of items</b>	<b>Cronbach's Alpha</b>
<b>Green Advertising</b>	5	0.655
<b>Eco-Labeling</b>	5	0.974
<b>Green Branding</b>	5	0.736
<b>Consumer buying behaviour</b>	8	0.793
<b>Environmental Knowledge</b>	5	0.790
<b>Overall Scale</b>	28	0.793

As the Cronbach's Alpha value for the overall scale is higher than 0.7 and for individual dimensions it is higher than 0.6, the minimum standards set by Bryman and Bell (2015) to confirm the reliability of scale, the results shown in table 3.1 demonstrate that both the overall scale and all of its individual dimensions are reliable to use in this research.

Since they have a substantial impact on the study's overall quality and integrity, ethical considerations in research are important (Mertens, 2014). The current study required gathering data from members of the working population, which made it necessary to comply with ethical criteria. The information gathered has been kept confidential by not revealing the respondents' identity, and the data has been saved in an SPSS data file. Furthermore, only respondents who willingly agreed to participate completed the questionnaires.

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The use of a convenience sample technique is significantly limited by the time constraints associated with data collecting. This indicates that there is little chance that the data set is representative of Mauritius as a whole. Another drawback is that, while environmental knowledge has been taken into account in the study's analysis of the relationship between green marketing and consumer purchasing behaviour, other factors such as environmental concerns and environmental consciousness have not been taken into account, despite the fact that they may be just as equally crucial in comprehending consumer purchasing behaviour for green products.

### *Results and Analysis*

#### *Demographic Analysis*

These demographics were used only as a guide for determining the total composition of the sample.

**Table 4.1: Demographic Analysis**

		N	%
<i>Gender</i>	Male	181	62.4
	Female	109	37.6
<i>Age</i>	18-25	34	11.7
	26-35	77	26.6
	36-45	64	22.1
	Above 46	115	39.7
<i>Occupation</i>	Employed	151	52.1
	Self-Employed	66	22.8
	Part Timer	43	14.8
	Internship	30	10.3
<i>Education</i>	School Certificate	26	9
	Higher School Certificate	11	3.8
	Diploma	59	20.3
	Bachelor's Degree	148	51
	Master's Degree	29	10
	Doctorate	17	5.9

The demographic data of the study sample give valuable insights. The gender gap in the sample may affect green marketing techniques since men (62.4%) make up a higher share than women (37.6%). This is because men and women may respond differently to environmental messaging and prioritise different sustainable products (Laroche, Bergeron, & Barbaro-Forleo, 2001). The highest age group is "above 46" (39.7%), followed by "26-35" (26.6%) and "36-45" (22.1%). Older consumers may view environmental issues more broadly than younger consumers, which could influence their purchasing decisions and attitudes towards green products. 52.1 percent of participants are employed, with self-employed individuals ranking second (22.8%). The purchase decision made by a person can be influenced by their work. While self-employed individuals may integrate green practices into their businesses, employed individuals may have greater disposable income to purchase high end eco-friendly products (Ramdhony et al., 2012). The majority of participants (51%) held a bachelor's degree whereas (20.3%) held a diploma. Higher educated consumers are more likely to grasp environmental issues and purchase green items since they are typically more aware of and concerned about them (Matthes et al., 2014).

### *Descriptive Analysis*

**Table 4.2: Descriptive statistics**

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	N	Mean	Std. Deviation
<b>Green Advertising</b>	290	1.9090	.64006
<b>Eco-Labeling</b>	290	3.8021	1.35927
<b>Green Branding</b>	290	2.0848	.74247
<b>Green Marketing</b>	290	2.2841	.42603
<b>Environmental Knowledge</b>	290	2.0745	.77609
<b>Consumer Buying Behaviour</b>	290	1.8254	.60497

The mean and standard deviations of the descriptive statistics for each of the dimensions employed in this study are shown in Table n. Nearly all of the study's variables have mean values that are less than 3.0, meaning that sample respondents' answers generally agree. According to Gupta and Gupta (2011), low standard deviation values show that the data points are closely packed around the mean, which typically suggests a normal distribution and homogeneity in the responses. Sustaining consistency is necessary to ensure the reliability and validity.

#### *Correlation Analysis*

**Table 4.3 Validity Analysis Using Pearson Correlation**

	<b>Green Advertising</b>	<b>Eco-Labeling</b>	<b>Green Branding</b>	<b>Environmental Knowledge</b>	<b>Consumer Buying Behaviour</b>	<b>Green Marketing</b>
<b>Green Advertising</b>	1	-.245**	.483**	.213**	.403**	.512**
<b>Eco-Labeling</b>	-.245**	1	-.201**	-.141*	-.232**	.301**
<b>Green branding</b>	.483**	-.201**	1	.345**	.481**	.633**
<b>Environmental Knowledge</b>	.213**	-.141*	.345**	1	.550**	.633**
<b>Consumer Buying Behaviour</b>	.403**	-.232**	.481**	.550**	1	.710**
<b>Green Marketing</b>	.512**	.301**	.633**	.633**	.710**	1
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

A correlation analysis has been carried out between all dimensions of the study in order to check the assumptions of multicollinearity before running a regression analysis on variables. Collinearity statistic (Appendix spss), Tolerance is more than 0.1 which indicate that multicollinearity is not a problem.

The correlation coefficients and significance levels of different green marketing-related factors are shown in the table. Asterisks indicate significance levels. Each correlation coefficient shows the direction and intensity of the association between two variables. For example, 0.0245\*\* indicates that the association between Eco-Labeling and Green Advertising is -0.245 at a significance level of  $p < 0.01$ . This indicates that the likelihood that this

negative association is the result of random variation is less than 1%. The correlation coefficient between Green Branding and Consumer Buying Behaviour is 0.481, indicating a significant positive link with high statistical confidence, at a significance level of  $p < 0.01$  (0.481\*\*). Eco-Labeling and Environmental Knowledge have a weak negative association (-0.141) with a statistically acceptable significance level of  $p < 0.05$  (-0.141\*). This correlation has less than a 5% likelihood of occurring by chance.

#### Regression Analysis

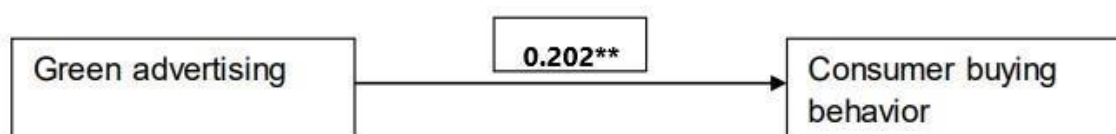
**Table 4.4: Regression Statistics Between Three Dimensions Of Green Marketing And Consumer Buying Behavior**

	Beta	t	Sig	VIF
Green Advertising	.202	3.469	.001	1.343
Eco-Labeling	-.110	-2.118	.035	1.074
Green Branding	.361	6.276	.000	1.316

Dependent Variable: Consumer Buying Behaviour,  $p < 0.01$

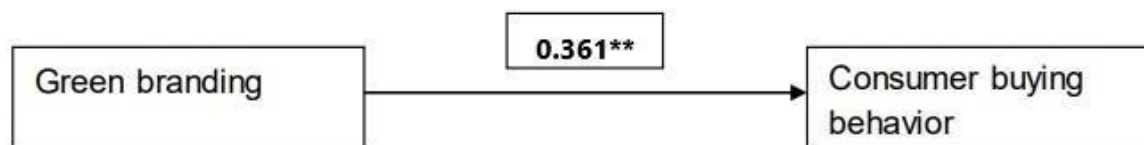
The beta coefficient is 0.202, Sig is 0.001 and t-value is 3.469. This finding is statistically significant since  $p < 0.01$ , providing compelling evidence that green advertising influences consumer-purchasing decisions in a positive way. This leads to the acceptance of H1 (d): In Mauritius, customer purchasing behaviour for environmentally friendly products is significantly positively correlated with green advertising. As a result, the regression model that follows can be formed:

**Figure 4.1: Green advertising regression model**



The beta coefficient is 0.361, Sig is 0.000 and t-value is 6.276. This finding is statistically significant since  $p < 0.01$ , providing compelling evidence that green branding influences consumer-purchasing decisions in a positive way. This leads to the acceptance of H1 (c): In Mauritius, customer purchasing behaviour for branded green items is positively correlated with green branding. As a result, the regression model that follows can be formed:

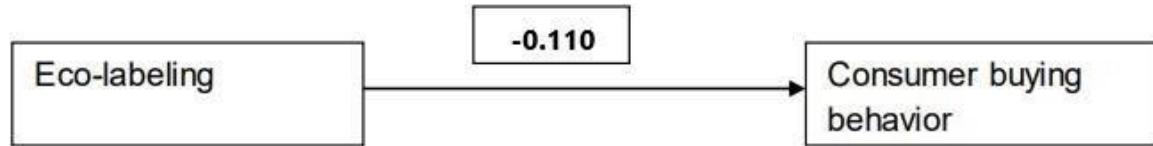
**Figure 4.2: Green branding regression model**



The negative correlation between consumer buying behaviour and the beta coefficient of -0.110 is evident. The sig is 0.035 and the t-value is -2.118. This result is statistically significant ( $p < 0.05$ ), albeit not as strongly as the others, showing a negative influence of Eco-Labeling on customer purchasing behaviour. To reject the null hypothesis at the 0.01 level, we require a pvalue less than 0.01 if we apply the sig 0.01 at  $p < 0.01$ . This indicates that there is insufficient data to draw the conclusion that a meaningful relationship exists. This lead to the rejection

of H1 (b): In Mauritius, consumer purchasing behaviour for green products is significantly positively correlated with eco-labeling. As a result, the regression model that follows can be formed:

**Figure 4.3: Eco labeling regression model**



#### Mediation analysis

This part deals with analyzing the influence of the mediator in the relationship between independent and dependent variable. The mediation paradigm proposed by Baron and Kenny (1986) has been used in this context. For this reason, an analysis has been conducted on the direct and indirect effects of green marketing on consumer purchasing behaviour.

**Table 4.5: Linear Regression Analysis of Green Marketing on Consumer Buying Behavior**

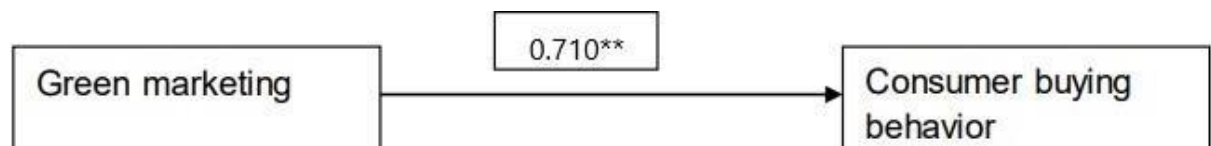
	<i>Beta</i>	<i>Significance</i>
<i>Green Marketing</i>	0.710	0.000
<i>R<sup>2</sup></i>	0.504	
<i>F</i>	292.815	

Dependent variable = Consumer buying behavior,  $p < 0.01$

The correlation coefficient of 0.710 signifies the degree and orientation of the relationship between green marketing and consumer buying decision. The significant positive connection showed by a  $\beta$  of 0.710 indicating that there will likely be an increase in consumer purchasing behaviour towards green products as green marketing strategies increase.  $R^2$  being 0.504, green marketing accounts for 50.4% of the variation in consumer purchasing behaviour. The regression model's overall significance is tested using the F-statistic. The statistical significance of the model is indicated by its value of 292.815. Furthermore, the statistical significance of the correlation between green marketing and consumer purchasing behaviour at the 1% level is showed by the p-value (0.000), which is less than 0.01. It results in H1 (a) being accepted.

Accordingly, the following regression model can be formed:

**Figure 4.4: Green Marketing Regression Model**





**Table 4.6: Regression Analysis of Environmental Knowledge on Consumer Buying Behaviour**

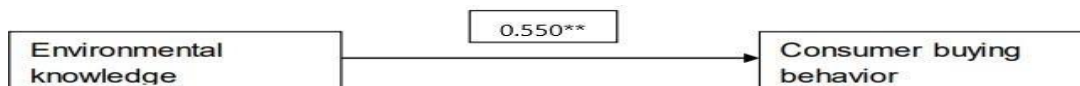
	<i>Beta</i>	<i>Significance</i>
<i>Environmental Knowledge</i>	0.550	0.000
<i>R</i> <sup>2</sup>	0.302	
<i>F</i>	124.860	

Dependent variable = Consumer buying behavior,  $p < 0.01$

The significant positive connection showed by a  $\beta$  of 0.550 indicating that there will likely be an increase in consumer purchasing behaviour towards green products as environmental knowledge increases.  $R^2$  being 0.302, environmental knowledge accounts for 30.2% of the variation in consumer purchasing behaviour. The statistical significance of the model is indicated by its value of 124.860. Furthermore, the statistical significance of the correlation between environmental knowledge and consumer purchasing behaviour at the 1% level is showed by the p-value (0.000), which is less than 0.01. It results in H2 being accepted.

Accordingly, the following regression model can be formed:

**Figure 4.5: Environmental Knowledge Regression Model**



### Mediation Analysis

**Table 4.7: Mediation analysis**

<i>Predictor</i>	<i>Step 1</i>	<i>Step 2</i>	<i>Sig.</i>
<i>Green Marketing</i>	0.710	0.604	0.000
<i>Environmental Knowledge</i>		0.168	0.002
<i>R</i> <sup>2</sup>	0.504		
<i>F</i>	292.815		
<i>R</i> <sup>2</sup>		0.521	
<i>F</i>		156.119	

Following Preacher and Hayes (2004), a mediation analysis was performed to analyze whether environmental knowledge acts as a mediator in the relationship between green marketing and consumer buying behavior. Previous results indicated that the direct relationship of green marketing with consumer buying behavior is  $B = 0.710$ ,  $p < 0.01$ , but in the presence of environmental knowledge, the relationship between green marketing and environmental knowledge is  $B = 0.604$ ,  $p < 0.01$ . The fact that value  $B$  in the presence of environmental knowledge decreases (0.604 compared to 0.710) indicate that environmental knowledge slightly moderates the strength of the relationship between green marketing and consumer buying behavior. Green marketing has a substantial impact on consumer buying behavior both generally and when environmental knowledge is considered. Thus, H3 is accepted.



**Table 4.8: Hypotheses Status**

Hypotheses	Status
H1 (a): In Mauritius, consumers purchasing behaviour for green products is significantly positive correlated with green marketing.	Accepted
H1 (b): In Mauritius, consumer purchasing behaviour for green products is significantly positively correlated with eco-labeling.	Rejected
H1 (c): In Mauritius, customer purchasing behaviour for branded green items is positively correlated with green branding.	Accepted
H1 (d): In Mauritius, customer purchasing behaviour for environmentally friendly products is significantly positively correlated with green advertising.	Accepted
H2: There is a significant positive correlation between consumer purchasing behaviour and environmental understanding.	Accepted
H3: The relationship between green marketing and consumer purchasing behaviour is mediated by environmental knowledge.	Accepted

## Discussion

Under the mediating role of environmental knowledge, the overall results of examining the relationship between green marketing (using its dimensions of green branding, eco-labeling, and green advertising) and consumer buying behaviour showed that eco-labeling has no significant relationship with consumer buying behaviour, but green branding and green advertising both have a significant positive relationship with consumer buying behaviour. The eco-labeling results are consistent with Leire and Thidell (2005) research, revealing that while consumers are aware of eco-labeling, it does not always impact their buying decisions and D'Souza et al. (2007) finding, revealed that confusion and mistrust-surrounding eco-labels can greatly influence the effectiveness of eco-labels in promoting to green consumer behavior.

Moreover, green advertising and green branding are strong predictor of consumer buying behavior since they have a greater impact on dependent variable. These results are consistent with Chen (2010) research, which showed that a strong green brand image, coupled with green satisfaction and green trust, significantly contributes to the overall value and perception of the brand in the eyes of consumers. Additionally, the result for green advertising support Mohamed

(2016) study, which revealed that marketing tactics, such as green advertising, have a significant effect on customers' purchasing decisions. Thus, in the context of Mauritius, can be claimed that green advertising (0.202\*\*) can be increasingly used to influence consumer buying behavior while people are less concerned eco-labeling.

The impact of green marketing on consumer buying behavior in the presence of the environmental knowledge is positive. However, it slightly affect the strength of the relationship between consumer buying behavior and green marketing. It can also be concluded that when consumers are well acquainted about green marketing strategies, their behavior is less likely to be influenced by green marketing efforts.

Here, the concept used by Pickett-Baker and Ozaki (2008) for green consumers as confused consumers can be applied. They discover that although customers' awareness of environmental issues was rising, many consumers struggled to understand what constitutes a green product. Similarly, according to Vermeir, I., and Verbeke, W. (2006), green marketing can successfully influence consumers' beliefs and perceptions about the environment, but it does not always translate in actual green product purchases.

These results are consistent with some of previous researches (Chan and Lau.,2002, Chen.,2010 & Mohamed.,2016) which have pointed to the fact that green marketing efforts through green advertising, green branding and eco-labeling are helpful to influence the behavior of consumers, while possession of environmental

knowledge adds to their decision making regarding green products. However, these results are not in line with conclusions drawn by some other researches, like Ottman (2011) who argued that due to a lesser degree of environmental knowledge by consumers in developing countries, they are less likely to be influenced by green marketing initiatives. In this way, the current study has more consistency with the research conducted in developing countries. In short, green marketing significantly influences consumers buying decision in Mauritius but there is room for more in depth research in Mauritius.

#### Conclusion, Recommendations, and Future Research

The purpose of the study was to close the knowledge gap in the literature about the effects of various green marketing initiatives on customer purchasing decisions both with and without environmental awareness. In this context, the following significant research questions are addressed:

- What effect does green marketing in the form of green advertising, eco-labeling and green branding have on Mauritian consumer buying behavior?
- What is the level of environmental awareness among Mauritian consumers?
- Is there a mediator between green marketing and consumer purchasing behavior that is environmental knowledge?

Since most of the sample consisted of respondents with a high level of education, the research's findings suggest that Mauritians have a high level of environmental understanding on average. Regarding the second research question, the results show that green marketing strategies like green branding and green advertising have a substantial positive influence on consumers buying behaviour. Additionally, environmental awareness significantly influences the purchasing decisions of consumers. A portion of the relationship between consumer purchasing behaviour and green marketing is mediated by environmental knowledge. These findings are consistent with earlier research carried out in Mauritius. (Ramdhony et al., 2012, Arshad et al., 2014).

The research has yielded significant insights into consumer buying behaviour in both the presence and absence of environmental knowledge. These findings are useful in understanding Mauritius consumers' purchasing behaviour. Marketing strategies and regulations can be adjusted appropriately to influence them.

#### *Recommendation*

For marketers, this study has significant applications. It has been discovered that using green advertising to influence customer purchasing behaviour works well. Marketers ought to be aware of this dimension as a result. On the other hand, Mauritian customers who are knowledgeable about the environment are less likely to be impacted by green marketing campaigns. This could possibly be due to the fact that green marketing campaigns do not always align with real environmental conservation. As a result, marketers should re formulate their green marketing strategies. They have to make their products more environmentally friendly in this sense to be able to create a positive perception in the mind of their consumers. Second, as green advertising is the most reliable source for influencing customer purchasing decisions, they ought to focus more on it. They also need to improve the ecological footprint of their products. As customers' awareness of environmental issues grows, they start to doubt green marketing campaigns and think they are dishonest. In light of this, making genuine attempts to create environmentally friendly items will help influence consumer purchasing decisions both now and in the future.

#### *Study Limitations and Future Research*

The impact that customers' perceptions of green marketing have on their purchasing decisions has been thoroughly investigated in the current study. Due to time constraint, the study has concentrated on a non-random sample from the demographic. Second, it has only addressed just a part of green marketing. The current study has been constrained due to these issues. To better understand Mauritius's response, future research can be conducted out with a larger sample size and equitable participation from the demography. It can measure more variables related to green marketing initiatives in order to examine how customers respond to various aspects of green marketing.

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