Abstract

As a direct response to the ever-increasing demand for environmentally friendly products, "green marketing" has emerged as one of the most effective business techniques of the present day. As a result, this study summarizes the previous research to better understand the connection between green marketing techniques, green perceived value, and green purchase intention, with faith in the environment serving as a moderating factor. Additionally, the purpose of this research is to offer a different point of view, which will set it apart from other studies that have been conducted on the topic of green products, green perceived value, and green marketing strategies that can improve green trust as well as green purchase intentions. In order to investigate the connection between the different factors, a conceptual framework has been established.

Keywords: Green Marketing Strategy, Green Perceived Value, Green Trust, Green Purchase Intention.

1. Introduction

A setting surrounds us, and unfortunately, humans' actions are detrimental to this setting (Vani, 2022; Khatun, & Roy, 2022). Every government worldwide is working hard to lessen its environmental impact (Vani, 2022). As a result of society's growing concern, businesspeople have begun to adjust their operations and include environmental considerations in their operations (Vani, 2022). Green issues have been incorporated into the body of literature produced by a variety of academic disciplines, including education (Kaur et al., 2022), marketing, human resource management (Chowdhury et al., 2019; Tanova & Bayighomog, 2022), and human resource management (Zhong et al., 2022). Green marketing involves the creation and sale of environmentally friendly products and services. It also involves implementing marketing strategies in a manner that considers society's long-term interests and fosters connections between businesses, their customers, and the natural environment (Karnai et al., 2021).

For the last few years, the environment has been confronted with several issues, including but not limited to global warming, air pollution, water pollution, climate change. As a result, consumers have become more conscious of the effects that stem from these challenges (Govender & Govender, 2016). Because of these issues, the climate of business and public thought have taken precedence (Govender & Govender, 2016). Once upon a time, morality was the only area that considered issues such as the quality of life, sustainability, the well-being of society, the cohesion of society, and the transmission of values; however, in today's world, these
are the norms in business ethics for the sake of society, the environment, and organizations (Murin et al., 2015; Islam et al., 2021). Green products, ozone-friendly products, environmentally friendly products, recycled materials, and such words are increasingly common parlance among consumers. The sense of high value that customers identify with green ideas has contributed to the growth of the trend toward green marketing among businesses that desire to maintain their competitive edge in their respective sectors (Ansar, 2013; Karunarathna et al., 2020; Lu, L., Bock, D., & Joseph, 2013). Many businesses are putting up efforts to expand the scope of their operational operations, and some of these businesses have succeeded by including environmentally friendly elements into the products and services they provide to their customers.

Additionally, green marketing is a strategy that entails increasing promotional actions that bring attention to ecologically friendly products and services (Rahbar & Wahid, 2011; Nguyen-Viet, 2023; Bathmathan, & Rajadurai, 2019). Therefore, green marketing is a trending concept used to convince consumers to buy products by using their environmental sensibilities as crucial features/ characteristics/ incentives to purchase the product. This is done by positioning environmental consciousness as a critical feature/ characteristic/incentive to purchase the product. Marketers have gained a deeper understanding of how to achieve a competitive edge by increasing the desirability of their products from the perspective of potential buyers. Recent years have seen a shift in the attention of marketers toward environmental protection strategy, a relatively new marketing method that increases sales and improves overall company chances (Pujari & Wright, 1995). There are several pieces of study in which the researchers have described the impact of green marketing methods on purchase intention in various countries (Hossain & Rahman, 2018; Kaur et al., 2022; Mehraj & Qureshi, 2020). Since Turkey is the seventeenth most populous nation in the world, further study on green marketing concerns is required to safeguard Turkey's environment from the effects of environmental risks (Hossain & Rahman, 2018; Kaur et al., 2022). In Turkey, insufficient research has been done on the influence of green marketing techniques businesses use to fulfill green customer demand (Hossain & Rahman, 2018). Previous research has precisely measured the effect of green marketing methods on consumers' intentions to make green purchases (Hossain & Rahman, 2018; Kaur et al., 2022; Roy et al., 2021). The green product, green pricing, green position, green Labeling, and green promotion were the factors that were used in the marketing tactics.

Assuring openness, accountability, and dependability in the activities of a company, corporate governance is crucial in determining its moral and ethical practices. Basic elements of corporate governance that make a contribution to the entire governance structure include risk management, managerial ownership, ownership from other nations, CEO duality, and board size (Alabduallah et al., 2023;2022;2020; 2019; 2018;2017; Almashhadani, 2020; Almashhadani and Almashhadani, 2022; Ahmed et al., 2019; 2016). These mechanisms are closely linked to the application of green marketing tactics, the creation of a green perceived value, and the growth of a green trust, all of which increase the likelihood that consumers would make green purchases. CEO duality, or the circumstance in which one person holds the twin roles of CEO and company chairman, can have a substantial effect on corporate governance, As mentioned by several studies in the literature review (Ahmed et al., 2015; Ahmed et al., 2017; Ahmed et al., 2019; Alfadhel and Alabdullah, 2013, 2016; Al Fahkri and Alabdullah, 2020). Businesses can create a system of oversight and oversight by segregating these positions, limiting any single position of power and allowing for a more objective decision-making procedure. In order to embrace green marketing techniques and build environmental perceived value and confidence among consumers, these roles must be effectively separated. This enables transparency and ethical behaviors, which in turn encourages green purchasing intents. Several prior works demonstrated the important role of corporate governance (e.g.,
Ahmed et al. 2015; Alabdullah et al, 2014; A crucial component of corporate governance is management ownership. The goals of managers and stockholders are more closely aligned when executives have a sizable financial stake in the business. Managers are encouraged to give priority to long-term sustainability practices, including the use of green advertising techniques, as a result of this connection. Companies can increase their considered value and confidence in the green market by demonstrating their dedication to social responsibility. This will have a positive impact on consumers' intents to make green purchases. Another factor that may affect CG and ultimately have an impact on consumers' inclinations to make green purchases is foreign ownership. Businesses with foreign ownership frequently function in a global setting where ethical behavior and sustainability are valued more and more, as such factor got a lot of attentions by the previous studies (Thottoli and Ahmed, 2022; Hussain et al., 2023; Almashhadani and Almashhadani, 2022). Foreign investors frequently have greater demands for corporate governance, which includes taking environmental factors into account. Organizations may employ environmentally friendly advertising techniques, generate green value perceptions, and prioritize environmental responsibility in order to match those standards while maintaining a competitive edge. As a result, intentions to buy green among domestic and foreign consumers are influenced. Also, key component of CG that affects making choices inside firms is board size. As a result, debates and assessments of sustainability and environmental issues might be stronger with a larger board's diversified perspectives and experience. A higher focus on green marketing tactics and strategies may result from the board's diversity, which will increase consumers' perceptions of the value of green products and their trust in them. Consequently, by demonstrating the company's dedication to social responsibility, this can have a favorable effect on green buying intentions ( Alabdullah, 2019; Ahmed et al, 2023; Abushammala et al., 2014; Chichan and Alabdullah, 2021). In addition, the legitimacy of sukuk is closely related to Islamic financing's rules and regulations. Sukuk, as monetary instruments that comply with Shariah, need a strong structure to guarantee transparency, moral behavior, and respect to Islamic values. The success of corporate governance practices including CEO duality, leadership ownership, foreign ownership, board membership, and managing risks, which jointly support the credibility and dependability of the Sukuk market, is essential to the legitimacy of Sukuk issuance (Ahmed et al., 2019). Organizations can support the legitimacy of Sukuk by preserving sound corporate governance procedures since it demonstrates their dedication to moral behavior, open operations, and prudent financial practices in line with Shariah standards (Ahmed et al., 2017). This improves stability in the markets, trust among investors, and the general acceptance and expansion of Sukuk as a valid and trustworthy financial instrument (Ahmed et al., 2014).

Pricing environmental considerations is an essential component of marketing strategies. Most customers will only be willing to pay more for a product if they believe it offers extra value (Kalama, 2007; Mahmoud, 2019; Madhunimasha & Pathmini, 2021). According to Ottman (1998), the author observes that buyers are not genuinely interested in spending extra money on a product labelled as "green." Because of this, marketers are responsible for placing a significant focus on the price of the products. There has not been much effort put into academically examining environmental or green marketing, which presents the most significant challenge to the green marketing industry. Previous research mainly concentrated on eco-friendly methods of advertising (Taher Mohammed, & Mohamed Shafie, 2021; Devi Juwaheer et al., 2021; Awan, 2011; Fan & Zeng, 2011; Solvalier, 2010; Rana, & Paul, 2017). In addition, some research investigated the connection between environmentally friendly items and consumer intent (Laroche et al., 2001; Paul & Rana, 2012; Lam & Mukherjee, 2005; Gan et al., 2008). A minimal number of research have evaluated the relationship between green marketing techniques and consumer purchase intent. For instance, Ansar (2013) looked at green
marketing methods such as (ecological Prices, environmental advertisement, and ecological packaging).

Brand managers must understand behavioural views to comprehend customers' expectations (green packaging, green Labeling, green Price, green place, green promotion). As a result, the most effective method for understanding green marketing is to link values with environmentally friendly companies (Ha, 2021; Prakash, & Thakur, 2023; Amoako, Doe, & Dzogbenuku, 2021). It is possible that understanding the function of green perceived value and green trust might be aided by integrating the behavioural components with branding (Butt et al., 2017; Ha, 2021; Lin, Lobo, & Leckie, 2017; Kazmi, et al., 2021). A comprehension of green marketing techniques, green perceived values, and the combination of green trust and green purchasing intent. Turkey will serve as the country of focus for this research.

2. Literature Review

2.1 Green Purchase Intention

The desire or purpose of a consumer to make a purchase may be characterized as either a particular intent or a behavioural attitude (Iqbal et al., 2023; Tarabieh, 2017; Wong, Yet et al., 2020; Hameed et al., 2023; Whitlark et al., 1993), have identified purchase intention as the intention that demonstrates that a consumer is ready to buy the product after assessing it; purchase intention is the intention that reveals that a customer is ready to buy the product after evaluating it (Bhaskar & Kumar, 2016). It may be claimed that consumers rank and shape items during the evaluation stage as part of the purchase intentions process elements. This is one way in which consumer intention and actual behaviour can be utilized interchangeably (Alghzawi & Tarabieh, 2020; Tarabieh, Gil-Pechuan, Al-Obaidi, & Al Haidous, 2020).

An individual's desire and tendency to acquire products or services that are ecologically friendly or have a lessened effect on the environment is referred to as their "green buying intention" (Ali, & Ahmad, 2016; Li, Yang, Zhang & Chen, 2021; Tarabieh, 2021). It is a representation of the consumer's desire to support environmentally sustainable activities and to make choices that are congruent with their environmental ideals. However, the green buying intention refers to the customers' intentions or inclinations to buy products and services that are eco-friendly, sustainable, and have a minimally harmful influence on the environment (Majeed et al., 2022; Ahmad, & Zhang, 2020). It reflects the consumer's awareness of the environmental effects of their purchase actions and their drive to choose ecologically responsible options. Green purchasing intention refers to a consumer's desire to buy products or services manufactured using environmentally friendly processes, renewable resources, or sustainable characteristics. It is a reflection of the individual's care for the environment as well as their readiness to help the preservation of the environment via the choices they make in their buying behaviours (Prakash, & Pathak, 2017; Barber, Taylor, & Deale, 2010; Ali, & Ahmad, 2016; Arora & Chahal, 2017). Before making a purchase, it is vital to consider how a product will affect the surrounding environment and how sustainable it will be. The consumer's desire or inclination to acquire products or services that have a beneficial influence on the environment, minimize the use of resources, or promote sustainability is referred to as green buying intention (Wang & Bai, 2019; Yoo, Divita, & Kim, 2013; Qi, & Ploeger, 2020). It is a symbol of the consumer's desire to support companies responsible for the environment and make decisions that contribute to a greener and more sustainable future. The term "green purchase intention" refers to a consumer's intent to buy products or services that are environmentally friendly, energy-efficient, or sustainable, developed this concept. It is a reflection of the consumer's desire to make a contribution to environmental conservation, to lessen their ecological
footprint, and to support companies that place a priority on sustainability in their operations (Asif et al., 2023; Prakash, & Pathak, 2017).

2.2 Green Perceived Value

The concept of "green perceived value" refers to the advantages or benefits buyers associate with purchasing green or environmentally friendly items. It includes the evaluation of the benefits, advantages, or qualities that are connected with the use of environmentally friendly products, such as a lower effect on the environment, savings in energy, improved health benefits, or more social responsibility (Chen, & Lu, 2016; Alhamad, Junoh, & Eneizan, 2019).

The term "green perceived value" refers to the customers' impression of the distinct and positive value they ascribe to environmentally friendly items. It comprises the perceived benefits, advantages, or usefulness of acquiring and using environmentally friendly items. It may also refer to the actual benefits, advantages, or utility. This view considers product quality, cost-effectiveness, environmental friendliness, and the degree to which the product aligns with the individual's values and beliefs (Alamsyah et al., 2013; Faraj, & Alhamad, 2022).

In general, "green perceived value" refers to the customers' subjective evaluation of the positive characteristics, advantages, and value of environmentally friendly products. It plays an essential part in forming the purchasing intentions of customers as well as their propensity to participate in environmentally friendly actions (Chen, & Chang, 2012; Rahardjo, 2015).

2.3 Green Marketing Strategies

Green Packaging: Researchers have used a variety of terms to indicate green packaging, including environmentally friendly packaging, Eco-friendly packaging, sustainable packaging, and Eco-design (Boks & Stevels, 2007, Koenig-Lewis et al., 2014, Magnier & Crie, 2015), which has confused when conducting research (Boks & Stevels, 2007, Koenig-Lewis et al., 2014). Using environmentally friendly materials, also known as renewable and recyclable materials, is the first step in creating green packaging, which entails several other activities (Boz et al., 2020) secondly, decreasing the amount of energy used (Molina-Besch, & Pålsson, 2020). Packaging is another powerful instrument for numerous purposes, including confining, identifying, characterizing, protecting, presenting, marketing, and making items marketable. These are only a few of the many roles that packaging plays. According to Kotler, packaging may be described as the whole process of designing and creating the container in which a product is sold (Pathak, 2014). The familiarity with the product from the packaging affects the consumer's purchase behaviour (Huddleston, Good & Stoel, 2001).

Packaging may influence a consumer's decision on whether or not to purchase environmentally friendly items. In a different sense, Davis (2014) shows how the buying behaviour of female customers is likely to impact more than the purchasing behaviour of male consumers.

Green Labeling: defined by the International Organization for Standardization (ISO), is also known as environmental Labeling or eco-labelling, and it refers to the accreditation activities of products per specific environmental standards set by authorities. Other names for green Labeling include eco-labelling and environmental Labeling. The International Organization for Standardization (ISO) defines green labels as symbols written on items or the packaging of products in order to market environmental quality or attributes. Labelling products as environmentally friendly is a crucial step in the fight against environmental degradation and promoting sustainable development on a global scale. It is consistent with the definition of sustainable development by the United Nations World Commission on Environment and Development in 1987. (Zhang, Mi, & Shen, 2019). According to the United States
Environmental Protection Agency (EPA), green Labeling refers to marks placed on product packaging or electronic catalogues to assist consumers and institutional purchasers in identifying products that meet specific environmental performance criteria, thereby making them "environmentally preferable." Government agencies, nonprofit environmental advocacy groups, or corporate sector enterprises can possess or control eco-labels. They might be single attributes that concentrate on a particular stage of a product's lifetime or an individual environmental problem, or they can be multi-attributes that handle a product or service's whole lifespan and several environmental concerns (Alhamad et al., 2015).

On the other hand, Environmental Performance Standards define specific performance levels to assert that a product or service is "environmentally preferred." These standards were developed by the United States Environmental Protection Agency (EPA). Technical publications that are Voluntary Consensus Standards have been established or accepted by VCS organizations utilizing processes that assure the involvement of interested parties and that the standards creation process is fair. The Environmental Protection Agency (EPA) strongly emphasizes the significance of the Green Guides published by the Federal Trade Commission (FTC). These guides provide support for environmental marketing claims that are honest and proven. In order to make recommendations to government buyers on private sector standards and eco-labels, the Framework for the Assessment of Environmental Performance Standards and Eco-labels provides a transparent and uniform method (Environmental Protection Agency, 2022; Abd Alia, & ALhamad, 2022).

Green price: refers to a notion that capitalizes on the market for environmentally friendly products and services. It entails determining price points for environmentally friendly products and services that customers are prepared to pay, considering the amount of energy they save and the amount of damage they prevent to the environment (Alhamad, Junoh, & Salha, 2019). By enhancing consumers' responsibilities in environmental conservation and their level of commitment to it, green pricing may offer up possibilities in new industries and investments. Customers often put a more excellent value on environmentally friendly products and services and are ready to pay a premium. In the context of the energy industry, "green pricing" refers to charging a premium for products and services that use renewable energy sources. This practice contributes to resolving the worldwide energy issue and encourages investments in renewable power (Dangelico, & Vocalelli, 2017). Green marketing is an important idea, although it does not explicitly specify "green pricing." It entails promoting environmentally friendly products and services via marketing tactics. Green marketing acknowledges that some customers place a premium on items that minimize their environmental impact and are ready to pay more to do so. Businesses may use green marketing by drawing attention to the environmentally friendly aspects of their products and services, such as using recycled materials, reducing energy usage, and minimizing environmental consequences. The extent to which customers are ready to pay a premium price for environmentally friendly products is an essential component of green marketing strategy (Tien et al., 2020; Davari, & Strutton, 2014).

A Green Place in the Context of Green Marketing In the context of green marketing, the term "green place" refers to distribution routes and transportation stages of products that are kind to the environment. This idea emphasizes using environmentally friendly and healthy techniques throughout the marketing and transportation operations to lessen the adverse environmental effects (Tekeli, & Kasap, 2023).

Green promotion, also known as green marketing or environmental marketing, promotes environmentally friendly products, services, and activities. Other names for green promotion include environmental marketing and green marketing. It includes various activities to increase consumer awareness, highlight green products' benefits, and create a positive impression of.
environmentally friendly businesses (Alhamad, 2019). These goals are accomplished by providing customers with accurate information about a company's environmental characteristics and the products it sells; raising awareness among customers; and highlighting these goals (Tekeli, & Kasap, 2023).

2.4 Green Trust

Trust is a person's conviction in other people's statements and promises; it is the motivation behind an individual's decision to make a transaction. The concept of "green trust" in "green production" refers to an individual's confidence in products that have a positive impact on environmental performance (Foroudi et al., 2020; Akram et al., 2022). Customers' greater confidence in environmentally friendly products instil a feeling of dependability, improving the organization's performance. The amount of confidence that customers have in the environmental assertions and policies of businesses is referred to as "green trust" (Chen, Y. S., & Chang, 2013). According to Chen, Lin, and Weng (2015), they have proven that green trust is strengthened by environmental accountability, which includes both a consumer problem and a personal feeling of environmental duty. Sustainable environmental practices include a willingness to use natural resources, a capacity to pay more for environmentally friendly items, and a commitment to operating in environmentally favourable settings (Daels, 2017).

Based on the reviewed literature, the current study provides a conceptual framework that integrates green marketing strategies (green packaging, green Labeling, green Price, green place, green promotion), green perceived value, green trust, and green purchase intention—an illustration of the conceptual framework is shown in Figure 1.

![Figure 1: Proposed Research](image)

3. Method

According to Sugiyono (2017), causality research is a research method based on positivism philosophy, used to study population or sample, collecting data using research instruments, quantitative data analysis/analysis, aiming to test the hypotheses that have been set. This study is causality research with a quantitative approach. The descriptive survey techniques are the quantitative approaches that are employed. According to Sugiyono (2017), survey research can be conducted in both large and small populations; however, the data analyzed will come from samples taken from the population. This ensures that the relative, distributive events and the relationship between independent and dependent variables are found. The purpose of the survey
technique is to gather data from respondents containing specific information, enabling researchers to find solutions to issues. Customers in Turkey would be the focus of this research project's demographic analysis. Respondents for this survey will be chosen from among the consumers who make use of environmentally friendly items. Most of the data will be collected via questionnaires that the participants will administer to themselves. A five-point Likert scale will be used to gather feedback from the clients (1- strongly disagree and 5- strongly agree). The analysis will be carried out with the help of the SPSS and Smart PLS software packages and complex statistical procedures. Market researchers use SPSS v. 26 because it provides accurate information about trends, is ideal for descriptive bivariate statistics and numerical result prediction groups, and uses Smart PLS 4 for validity evaluation (convergent and discriminant) and reliability.

4. Discussion

Relationship between Green Perceived Value and Green Purchase Intention

According to the findings of research carried out by Chen and Chang (2012), green perceived value has a favourable effect on green purchasing intention. Their research used an empirical methodology and a questionnaire survey to investigate the connection between green trust, green perceived risk, green perceived value, and green purchasing intention. The findings demonstrated that a greater level of green buying intention is associated with a higher level of the perceived value of the environment (Chen, Y. S., & Chang, 2012; Rahardjo, 2015). The positive impact of green perceived value on green purchasing intention was further validated by meta-analysis research examining the components that influence green buying intention (Zhuang, W., Luo, X., & Riaz, M. U., 2021). After consideration of several research, the investigation concluded that the creation of green purchasing intention is highly influenced by green perceived value. Several studies have investigated the connection between green consumers' perceptions of value and their intentions to buy environmentally friendly products (Chen, Y. S., & Chang, 2012; Juliana et al., 2020; Rahardjo, 2015; Chen et al., 2021; Zulfanizy, K., & Wahyono, 2019; Karatu, V. M. H., & Nik Mat, 2015; Roh, T., Seok, J., & Kim, 2022; Wahyoedi et al., 2023; Dhewi et al., 2018; Zhao, S., & Chen, 2021).

Relationship between Green Marketing Strategies and Green Purchase Intention

Green packaging influences customers' purchase decisions, promotes products and brand values, and sets products apart from competitors (Ford, Moodie, & Hastings, 2012; Magnier & Schoormans, 2015; Hossain, M. I., & Rahman, 2018). Because of this, contemporary packaging should be appealing, safe, and beautiful, and businesses should embrace environmentally friendly product packaging that does not harm people's health (Lamberti & Escher, 2007). Based on these findings, it is possible to draw the following conclusion: green packaging significantly influences customers' desire to buy environmentally friendly products. The choice of customers to buy environmentally friendly items is influenced not just directly but also indirectly by aspects such as awareness, quality, and value. Other significant contributors include perceived value, perceived risk, and green satisfaction.

The impact of environmentally friendly packaging on customers' intentions to make environmentally conscious purchases has been investigated in the context of cross-channel retailing, and the different ways it may have an impact have been investigated. One research by Pan, Lei, Wu, and Wang, (2021) that gives pertinent insights is titled "The effect of green packaging on Consumers' green purchase intention in the Context of online-to-offline Commerce." The research results suggested that customers' green purchase intention in online-to-offline commerce is greatly indirectly affected by green packaging via perceived value, perceived risk, and green satisfaction. This was shown to be the case. In addition, the
researchers concluded that green loyalty positively and substantially moderates the impacts of perceived value, perceived risk, and green satisfaction on the intention to make environmentally conscious purchases (Zhang, Mi, & Shen, 2019). Several studies have investigated this connection and shed light on the influence that environmentally friendly packaging has on customers' intentions to buy items that are also environmentally conscious (Soon, & Kong, 2012; Pan, Lei, Wu, & Wang, 2021; Ahmed, Streimikiene, Qadir, & Streimikis, 2023; Trivedi, Patel, & Acharya, 2018; Lavuri, 2022; Majeed et al., 2022).

It has been demonstrated that the presence of eco-labels has a positive impact on a company's reputation, trust, and intention to make a purchase (Donato, & Adıgüzel, 2022; Grankvist & Biel, 2007; Potter et al., 2021), even though eco-labels are not one of the essential purchase decision criteria for the majority of consumers. As a result of this, several companies, such as Unilever (which uses the MSC Eco-label for frozen fish and the rainforest Eco-label for ice cream), are promoting their commitment to sustainability by placing Eco-labels on the front of their packaging and making their products available in larger sizes. Even shops are pushing their private labels by including one or more eco-labels on the packaging of their products (Alhamad et al., 2023). Consumers' inability to recognize and make sense of eco-labels on product packaging is one of the most significant obstacles standing in the way of widespread acceptance of eco-labelling, according to Thogersen (2000). The presence of many different eco-labels on the market (more than 450, according to the EU Commission), each of which certifies a different type of different combination of visual design, can confuse customers and render their presence ineffective. It is possible that this may result in decreased sales for companies who carry these marks. It has been demonstrated that visual complexity affects consumers' evaluation in several marketing domains (Creusen et al., 2010; Pieters et al., 2010; Miceli et al., 2014; Orth & Wirtz, 2014). As a result, eco-labels need to capture the attention of consumers in likeable ways to be effective. Their intricate visual composition is an important factor to consider in this respect.

The ability of customers to make educated judgments regarding environmentally friendly items is facilitated by eco-labelling, which plays a vital role in adopting green buying practices. Consumers are provided with unmistakable indicators of the product's environmental credentials by the appearance of eco-labels on the product packaging, enabling them to make more environmentally friendly choices. Learn Vietnamese in Vietnam: Research was carried out in Vietnam to investigate the effect of eco-labels and green advertising on the desire to buy environmentally friendly products (Alhamad et al., 2023). According to the findings, eco-labels and green advertising have a favourable and considerable effect on consumers' intentions to make green purchases directly and indirectly through the mediating function of green brand equity aspects. The research focused on customers who bought milk products and gave insights into the function of eco-labels and green advertising in influencing consumers' intentions to buy ecologically friendly products. The study focused on consumers who purchased milk products (Nguyen, & Le, 2020; Nguyen-Viet, 2022; Nhu, Van My, & Thu, 2019).

Another research examined the effect of eco-labels, influences, user-generated content, and environmental awareness on Generation Z's desire to make environmentally conscious purchases. According to the results, environmental consciousness has a significant and discernibly beneficial influence on the user-generated content and eco-labelling practices of Generation Z. It was discovered that influences had a favourable effect on the user-generated content produced by Generation Z. When attempting to forecast Generation Z's intentions to buy environmentally friendly products, the research demonstrates how critical it is to take into account online influences and material made by users of digital platforms (Panopoulos et al., 2022; Sondhi et al., 2023). Several studies have investigated the impact that eco-labels have on
consumers' inclinations to buy environmentally friendly products (Majeed et al., 2022; Ali et al., 2023; Yusof et al., 2013; Rizwan et al., 2014; Di Martino et al., 2019).

Alongside the quality of green products, the cost of becoming green is a significant issue in determining whether or not customers would make a purchase. According to the findings of research conducted by Mahmoud et al. (2018), most customers are only prepared to pay a greater price if there is an increase in the product's overall value. According to another research (Maletic et al., 2010), customers are more inclined to purchase environmentally friendly items. In addition, more in-depth research by Ali et al. (2011) indicated that customers are eager to purchase environmentally friendly items. In addition, consumers' green purchasing behaviour is favorably affected by the competitive price of environmentally friendly items provided the customers have a clear buying intention on environmentally friendly products. A further discovery made by (Ali et al., 2011) was that a more significant percentage of consumers evaluated the pricing of environmentally friendly products to be higher than conventional products, although these consumers were willing to purchase environmentally friendly products.

Nevertheless, more factors contribute to whether or not a customer is pleased with their price. Ch et al. (2021) found that customers have less understanding of the environment and environmental responsibility, are more price sensitive, and view the price of green items as much more valuable than the price of hypothetical products. Several studies have investigated the impact of green costs on consumers' inclinations to make green purchases (Nekmahmud et al., 2020; Ansar, 2013; Majeed et al., 2022; Ahmed et al., 2023).

According to findings from research conducted by Mahmoud et al., (2017), it has been discovered that green place has a positive influence on green purchase intention. Furthermore, it has been discovered that consumers are willing to pay more if the shop areas are clean and put green and environmentally friendly standards into practice. In addition, Mahmoud et al. (2017) demonstrate that the distributional process plays a significant influence, and customers continue to anticipate a quick delivery of their items.

On the other side, Hossain and Khan (2018) discovered that green environments had little impact on customers' purchasing choices, but green products and green advertising were the most critical aspects. Several studies have investigated the effect that green spaces have on consumers' inclinations to make environmentally conscious purchases (Ahmed et al., 2023; Kaur, Gangwar, & Dash, 2022; Nguyen-Viet, 2022; Khatun & Roy, 2022; Mahmoud et al., 2017).

Green advertising may significantly influence the desire to make a purchase that is environmentally friendly. Consumers' more significant knowledge of environmental concerns has resulted in an increased demand for environmentally friendly products, which has prompted businesses to begin manufacturing and marketing environmentally friendly products in order to meet this need (Zhuang et al., 2021; Dinh, Nguyen-Viet, & Phuong, 2023). Products considered to be green have been developed with the intention of preserving or enhancing the natural world by limiting their impact on the environment in terms of pollution, resource depletion, and chemical exposure. They come with advantages like less of an influence on the environment, savings on energy, and an overall improvement in living standards (Zhuang et al., 2021).

The green purchasing intention of consumers, also known as their propensity to buy environmentally friendly items, may be impacted by some different variables. The marketing and advertising of environmentally friendly products have a significant impact on the attitudes and actions of customers concerning the purchase of such products. Several studies have
investigated the impact of various forms of advertising on consumers' intentions to make environmentally conscious purchases. For instance, research has been conducted on limited-time promotions and limited-quantity marketing concerning environmentally friendly items. It has been shown that customers' intentions to share green products and buy green products are more likely to grow when they are exposed to limited-time promotions such as flash sales or time-limited deals (Liang et al., 2022). These campaigns create a feeling of unavoidable time pressure on customers and motivate them to take prompt action. On the other hand, it has been shown that limited-quantity promotions are more successful for marketing environmentally friendly items with identity signalling characteristics. When marketed via limited-quantity offers, these traits contribute to an increased desire to share the product and an increased intention to acquire it since they transmit the product's distinctive identity and symbolic significance (Liang et al., 2022).

In addition, a positive impact is exerted on green brand equity and purchase intention by the green promotion mix, which comprises a variety of promotional instruments such as green advertising and sponsorship. Tools for green promotion help customers form positive attitudes about green brands and improve their views of the environmental and social values associated with the brand (Dinh et al., 2023). In conclusion, the intention to buy green products is significantly affected by the advertising of green products (Dinh et al., 2023; Mahmoud, 2018; Ahmed et al., 2023; Karunarathna et al., 2020; Mei et al., 2012; Kaur et al., 2022; Khatun, & Roy, 2022).

Relationship between Green Trust, Green Perceived Value and Green Purchase Intention

According to Chairy and Alam's (2019) research, green trust positively influences customers' intentions to make environmentally conscious choices. According to certain studies, a green trust may favourably affect consumers' intentions to buy environmentally friendly products, subsequently impacting their purchasing behaviour (Dewi, & Annas, 2022; Lu et al., 2007). According to Amin and Tarun (2021), using green trust as a mediator is a method that can be used to assess the link between all intake values and the objective of making environmentally conscious purchases. According to the study findings, green trust is the most critical factor in increasing customers' willingness to make environmentally conscious choices. According to research conducted by Jamal (2021), it is asserted that green trust plays an essential role as a mediator because it is considered the primary component of increasing consumer intention to make environmentally conscious purchases by considering functional value. The relationship between green trust and green purchasing intention is mediated by function value. When evaluating trust in a feeling of anticipation, the consumer wants to believe that the product is competent, responsible, and fair (Daels, 2017). Trust is believed to be a mental state characterized by the willingness to accept vulnerability while concentrating on positive motivations (Foroudi, Nazarian, & Aziz, 2020). A green trust might moderate the relationship between green perceived value and green purchasing intention. The belief that another party's actions or promises can be relied upon is called Trust. Trust also refers to expecting the other party to fulfil their obligations within a transnational relationship (Barnes et al., 2015). The three core concepts that makeup trust are one's integrity, their compassion, and their level of expertise (Blau, 1986; Schurr & Ozanne, 1985). Trust directly influences how much consumers purchase green products (Rousseau et al., 1998). A person's emotional state, known as trust, is the willingness to accept some degree of vulnerability in return for an optimistic prediction of the actions or intentions of another party. Trust directly drove the desire of customers to make environmentally conscious purchases. Yu-Shan (2010) was the first person to introduce the concept of green trust in the context of green consumption. Green Trust can be defined as a belief in and anticipation of eco-friendly products, as well as the emergence of a tendency to
rely on such products due to their environment-friendly and energy-saving properties. Green Trust was first described as believing in and anticipating eco-friendly products. Several studies have shown that green trust may influence the connection between buyers and sellers, therefore attracting consumers who have a higher feeling of loyalty to the company (Nguyen et al., 2013; Nuttavuthisit & Thogersen, 2017; Ong & Zien Yusoff, 2015).

5. Conclusions and Future Study

Insights into sustainable marketing can be gained from the conceptual framework that investigates the relationship between green marketing strategies, perceived value, and purchase intention, with green trust as a moderating factor. These findings provide a great deal of value. After examining the relevant research literature and primary empirical investigations, one may reach several important findings, including the following: A positive relationship exists between the perceived value of green products and the intention to acquire green products. When customers perceive a high degree of environmental value in a product or service, they are more likely to indicate their desire to buy environmentally friendly solutions. This is true whether the product or service is environmentally friendly or not. Green marketing methods significantly influence customers' judgments of the value consumers place on environmentally friendly products. Companies can improve their customers' perceptions of the value of the green products or services they provide by more effectively communicating and marketing the environmental advantages of their products and services. The association between perceived green value and intentions to buy environmentally friendly products is moderated by Green Trust. The positive effect of a green perceived value on a consumer's desire to make a purchase is magnified when customers believe in the credibility and dependability of a company's efforts to reduce its environmental impact. Trust in the environment also moderates the interaction between green marketing methods and the desire to make environmentally conscious purchases. The capacity of green marketing methods to influence customers' intentions to make purchases is improved when people believe the environmental claims made by a business and see the firm as having a real commitment to promoting sustainable practices. The potentially negative effect of perceived risk on green purchasing intention might be mitigated by consumers' perceptions of the value and reliability of green businesses. The positive impacts of green perceived value and trust are strengthened when customers perceive lesser risks connected with green products or services. This leads to increased purchase intention due to the improved positive effects. In general, the framework emphasizes the importance of implementing green marketing strategies that successfully convey the advantages to the environment to increase the perceived value of green products to customers. In addition, it highlights the necessity of building and preserving green trust to improve the connection between green perceived value and green purchase intention. Companies can promote and support environmentally responsible purchasing behaviour by addressing customers' concerns, lowering the risks that customers perceive, and building trust. Even though the conceptual framework presented in this study provides a comprehensive understanding of the relationship between green marketing strategies, green perceived value, green trust, and green purchase intention, there are some different avenues that future research could take to enrich the field of sustainable marketing further. Empirical As part of the validation process, the suggested framework needs to be put through an empirical test using quantitative research techniques. It is possible to obtain customer data by conducting polls and tests and then measuring how the variables are related. These investigations would verify the suggested links while also providing empirical data. In the context of cross-cultural studies, it would be fascinating to investigate how the connections between green marketing techniques, perceived value, trust, and purchase intention change depending on the culture in question. Cultural influences may influence consumers' attitudes and actions in relation to environmentally conscious purchasing.
Comparative studies have the potential to shed light on these cultural differences and give insights for businesses that operate in a variety of markets. Another potentially fruitful avenue for study in the future is the investigation of the moderating variables that alter the connections included within the framework. The impacts of green marketing techniques, perceived value, and purchase intention may be moderated by customer demographics, environmental understanding, and personal values. Regarding green marketing, better awareness of these moderating elements may lead to a more nuanced understanding of customer behaviour. Future studies may investigate the long-term consequences of green marketing tactics on customers' behaviour and their loyalty to brands. It would be beneficial to explore whether or not prolonged exposure to green marketing initiatives might result in changes that are more permanent in the attitudes and actions of customers about sustainability. By filling in these gaps in the research, academics can further advance our understanding of the relationship between green marketing strategies, green perceived value, green trust, and green purchase intention. This, in turn, enables businesses to develop more effective strategies for promoting sustainable consumption and contributing to a greener future.

References


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