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IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE INTENTION

A study of Amazon's Customers

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ABSTRACT

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<p>This research work aimed to investigate the impact created by green marketing on the purchase intention of consumers. To carry out the study, the ecommerce industry was selected by focusing on Amazon. Amazon is one of the largest online retailers originating from the USA, but operating worldwide through Amazon Seller Central in 13 countries. The concept of green marketing revolves around the environmentally sustainable practices of the organization. From diversified aspects of green marketing, environmental awareness, green advertising appeal, and green packaging are selected for determining their impact on the consumer purchase intention.</p> <p>The critical analysis of the literature review has provided evidence, which reveals that the concept of green marketing has been under debate for decades. The importance of its implementation has gained great popularity over the years due to the increased concerns at the international level toward green practices and environmental protection. Three important dimensions have been extracted in relation to green marketing, which include a willingness to purchase green, perceived green benefits, and environmental concerns.</p> <p>To carry out the explanatory research design was selected for developing the methodology of the study. Followed by it, quantitative method was considered for the nature of the data. Furthermore, a survey structured questionnaire was developed by adopting the research items from the previous studies to conduct the study. To carry out the analysis, Microsoft Excel was selected for determining the nature of the relationship prevailing between the research variables by using the frequency distribution analysis.</p> <p>The findings of the study have provided significant evidence regarding the impact of different dimensions of green marketing on consumer purchase intention. It is observed that the responses show that the respondents are aware of the environmental concerns and how things related to them are important and can impact their purchase intention. Based on the findings, a conclusion was drawn along with providing a summary of the study. Along with it, the most important is the implications of the findings and recommendations for the conduction of future research.</p>		
Keywords Amazon’s Customers, consumer purchase intention, environmental awareness, green marketing, green packaging, product quality		

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1 INTRODUCTION TO THESIS

Industrial development and the economy's rapid growth have enhanced the consumption-ability of individuals. It has led to the environment's deterioration (Lin, Wang, Marinova, Zhao & Hong 2017; Wang, Fan, Zhao & Wu 2015). Due to the growing environmental concerns, consumers and enterprises have been directed to focus on green consumption (Tariq, Wang, Tanveer, Akram & Akram 2019, 213). Considering the growing trend of environmental sustainability, green marketing, and green products, this study is designed to understand the impact of one of these factors on the consumer purchase intention of consumers. This will help in understanding the emerging and most debated research area (Sarkar, Sarkar & Yadav 2019; Hartmann, Apaolaza Ibanez, & Forcada Sainz 2005) from the perspective of the e-commerce industry.

Green marketing refers to the marketing of products that are considered to be environmentally safe or contribute to environmental sustainability (Ottman 2011, 26). Researchers have been directed toward understanding the impact of green marketing on consumers by looking into different aspects such as green products, environmental awareness, green marketing appeals, and green packaging (Tariq, et al. 2019; Sarkar et al. 2019; Lin, et al. 2017). Sun and Wang (2020) stated that the purpose of green marketing is to create awareness among the consumers regarding the efforts made by the enterprises to become environmentally safe and to create awareness among the consumers that look forward to such brands. Norazah (2013) concluded from the study conducted that eco-brand, eco-label, and environmental advertising help in increasing the positive impact on the consumer's perception of green products. Considering the growing demand for green products, the emphasis on green marketing has increased. This study is designed to understand its impact on consumer purchase intention.

Amazon is one of the largest retailers and a market capitalization of trillion dollars (Ghosh 2021) is expected to contribute back to society by delivering value. The company itself is found to be indulged in understanding the environmental concerns and also their consumers' purchase intention. Amazon along with Environics Research found that 88% of European consumers believe that the brand should play its role in helping to protect the world (Amazon Ads 2021). Also, IBM (2020) survey revealed that today's consumers look forward to the value that goes beyond the comparison of the products based on the prices. The problem is consumers look forward to the ways of protecting the environment by the brands. However, there is a need of understanding whether the strategies adopted for communicating the

green practices of the company through marketing are affecting the consumer purchase intention or not. To understand the impact, this study is developed to address the problem.

This study aims to conduct an analysis of the impact created by green marketing on the consumer purchase intention of Amazon in the context of Finland. Based on the aim, the objectives to be addressed through the study are described here. (1) To analyse the impact of the environmental concerns in the context of green marketing on consumer purchase intention. (2) To analyse the impact of the willingness to green purchase by the enterprises on the consumer purchase intention. (3) To analyse the impact of the green perceived benefits of the products on the consumer purchase intention. (4) To draw the conclusion of the study based on the findings and provide practical implications based on the research problem.

To conduct the study, the research method is adopted by looking into the techniques and methods used in the past studies for addressing the same area. Sun and Wang (2020, 865) considered the quantitative method, where the items were adopted from the previous related studies. Therefore, in this study, the same method is selected for the collection of the data from a large group of respondents. The sampling strategy is adopted, where 100 consumers are considered to be selected as the respondents of the study to gather the data. Furthermore, the questionnaire is distributed into different sub-sections, each related to the specific research variable. It helped in understanding the relationship prevailing between each variable of the study. To conduct the analysis, Microsoft Excel is considered for carrying out the analysis and frequency distribution test was used for determining the responses percentage against each statement.

Furthermore, this study is designed according to the cross-sectional study design. It means that the data is collected in a specific period and at one time for determining the nature of the relationship among the variables. Therefore, there are certain limitations of the study. First, the study is conducted at a specific time and budget. Therefore, the findings have a limited scope as it is based on the specific numbers of respondents and of the specific organization. Secondly, the study's findings' scope is geographically limited as the study is conducted on the consumers of Amazon's Finland. Also, Green marketing is analysed from the perspectives of three dimensions, where numerous other studies have considered different elements of green marketing.

The overall thesis report is distributed into five chapters. Chapter one is the introductory chapter, which highlights the background, motivation, research problem, aim, objectives, and limitations of the study.

Chapter two is the literature review and theoretical framework of the study, where the prior studies have been critically assessed and a theoretical framework is developed based on the theories. The third chapter highlights the details regarding the research methodology by referring to the research methodology union to describe the methodology in the detail. The fourth chapter presents the data findings and analysis based on the results produced through the survey and analysis conducted. The fifth and final chapter presents the conclusions, implications, and recommendations for future study.

2 LITERATURE REVIEW ON CONSUMER PURCHASE INTENTION AND GREEN MARKETING

A literature review is about the analysis of the findings reviewed from past studies. For this, past studies have been selected over years. To select the research papers, keywords were used. The keywords were: green marketing, consumer purchase intention, and buying behaviour. It helped in filtering down numbers of research articles developed in different periods and different industries.

The literature map of the thesis is presented in the figure 1 below.

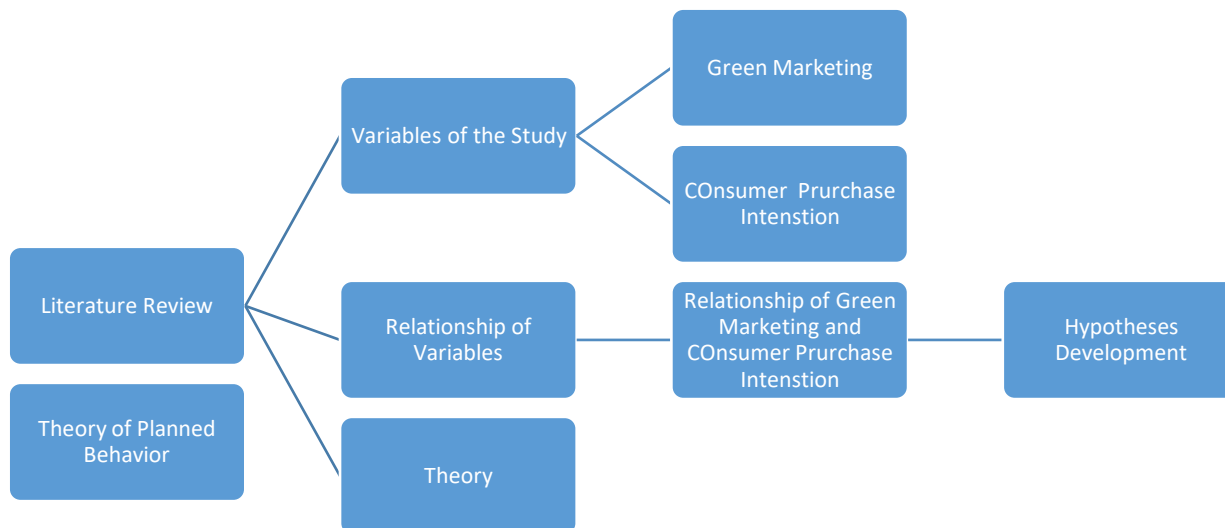


FIGURE 1. Literature Map

Figure 1 shows the literature map, which identifies the variables of the study and the structure of the chapter. Each of these sections presents the findings from the past studies. It helped in understanding the available facts and findings related to the relationship prevailing among the variables. Furthermore, the theories are selected that have been discussed in the past by the researchers for supporting the concept of research variables.

2.1 Consumer Purchase Intention: Definition and Previous Studies

Consumer purchase intention is discussed in the literature in different contexts. The reason for the importance of understanding the behaviour of the consumer increased the importance of developing an understanding of this concept. Morwitz (2014) defined consumer purchase intention as the willingness of the individual to purchase a specific product or service by ensuring it aligns with the needs and wants. Porter (1974) discussed the consumer purchase intention initially and revealed that the intention to purchase the product is not merely by the individual's same brand attitude, but is also included by the attitude that leads toward considering other brands. Wang, Li, Barnes, and Ahn (2012) also discussed consumer purchase intention and revealed that different factors impact the buy intention of the individuals, which are affected by the subjective norms, attitudes, and behaviour. Moreover, Oliver (2014) also presented the framework, which elaborated on the role of different factors in developing the perceived value, which leads toward the perceived intention. The figure 2 below presents the factors developing the value.

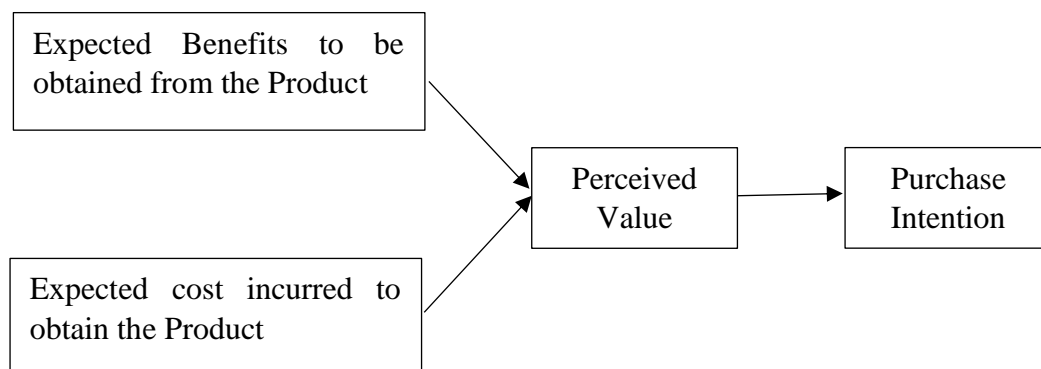


FIGURE 2. Factors Impacting the Purchase Intention

It shows that the benefits and costs are the two important factors, which develop the perceived value. It leads toward determining the intention to purchase. Different studies have been conducted for understanding the nature of the factors affecting the purchase intention of the consumers. One of the studies conducted by Noel (2009) stated that the purchase intention of the individual is mainly shaped by the extrinsic attributes of the product. Moreover, the researcher argued in the context of consumer sovereignty that it depends on the saving decisions which direct the individual to effectively find the income view on the consumption pattern in the present and future. Also, Wang et al. (2012) added that the individuals interested decide the selection and develop an intention to purchase, then the factors like the habitual buying, brand loyalty, buying power, and others.

Noel (2009) revealed that the behaviour of the consumer is shaped by internal and external factors. The external factors are mainly related to the culture, society, and personal interest of the person that influences the decision. While, the internal factors are related to the psychological factors, which include perception, motivation, attitude, and learning (Schroeder & Graziano 2015).

TABLE 1. Factors Influencing Behaviour (Machová, Ambrus, Zsigmond & Bakó 2022)

Factors influencing behaviour.

Cultural factors	Social factors	Personal factors	Psychological factors
Culture	Family	Personality, lifestyle,	Motivation
Subculture	Reference groups	age, family life-cycle	Perception
Social class	Status	social circumstances	Learning
		employment group	Attitude

Schroeder and Graziano (2015) also revealed that the environment-related decisions of the customers are found to depend on three different factors that are egoistic, altruistic, and biospheric. Schroeder and Graziano (2015) revealed that altruistic values are based on the desire or need to help. These indicators are internal and driven by the motivation of helping others. One example is when a person purchases a tree to plant for the betterment of the climate and to keep the world safe for the future generation. Moreover, egoist values are focused on the individual's wellbeing. From a green marketing perspective, it means that the green product is selected by the person for benefiting oneself, but not others. Finally, the biospheric values are related to non-humans such as plants, animals, and nature. Any better step for them leads toward positively impacting them. These dimensions have been selected by Swami, Chamorro-Premuzic, Snelgar, and Furnham (2010), where the researchers defined the dimensions and used them for determining the role of environmental factors in determining the purchase intention. It was found that the purchase intention was affected by diversified related factors.

Machova et al. (2022) argued that for developing the purchase intention, it is important to consider the value that can influence the purchase decision. In case of the green products, the individuals should be targeted that have an interest to purchase the specific type of the products. Lee, Jung, and Lee (2021) revealed that certain values are important for the consumers and might impact their buying decisions. Also, these values have different priorities as per the group of individuals. Moreover, Onwezen, Bartels, and Antonides (2014) added that individuals are affected by social norms while making their decision.

Saracevic and Schlegelmilch (2021) revealed that the individuals belonging to the collectivistic culture are found to be more influenced by the subjective norms as compared to the individual living in the individualistic culture. It shows the impact of culture.

Based on the nature of factors affecting consumer purchase intention, social norms have been revealed to create the most impact on it (Emery 2012). Social norms are the ones that are created by the people and society based on their norms. It has been observed that these social norms have been adopted in society by the majority of the people (Emery 2012). Lee et al. (2021) argued that the individuals, despite having their norms, are found to adopt the ones observed by the community they live in. This phenomenon is known as conformity (Lee et al. 2021). Cialdini (2009) conducted the experiment, where he proved that when individuals are carrying out any action in front of others, one unconsciously follows what others are doing. He experimented on the people who give money to street musicians when others are giving it to them.

Different consumers have different demands. One of the emerging trends in the greening process includes green consumers, green marketing, green products, and related aspects (Sana 2020). Sana revealed that green consumers are those consumers that are willing to purchase products that are not harmful to the environment and fulfil their needs. Lam and Li (2019) revealed that green consumers are observed to avoid buying products that could cause any harm to living organisms. Green consumers are related to environmentally friendly and sustainable products. Martínez, Cremasco, Filho, et al. (2020) revealed that the consumption patterns of the people in developed countries have changed. It has been observed that green consumption has increased in those countries and people are more focused on consuming such goods that improve the sustainability of the environment. Industry Insights (2020) presented the analysis of the overall market trend of consumption, which is shown in the figure 3 below.

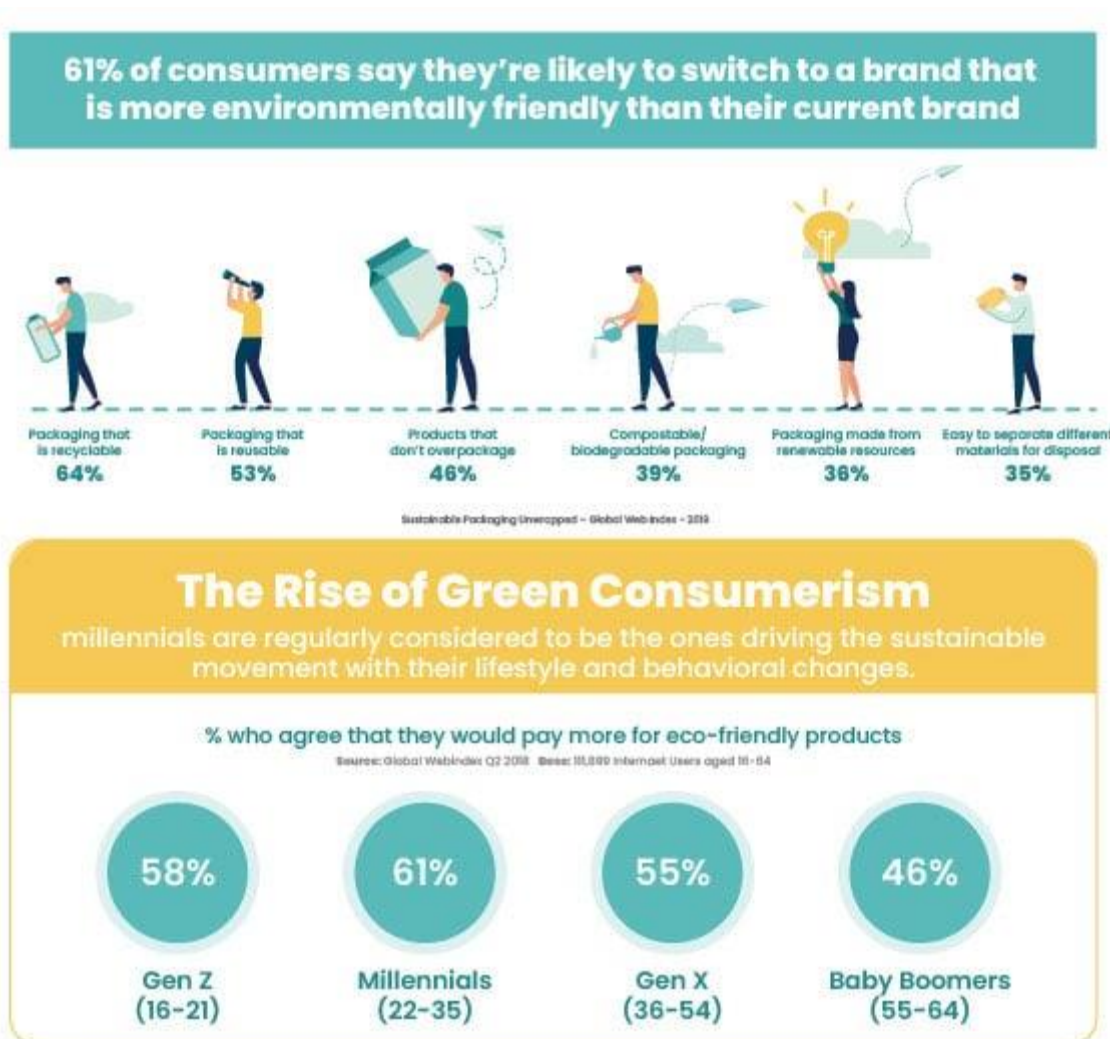


FIGURE 3. Rise of Green Consumerism (Industry Insights 2020)

It shows the overall trend of green consumerism and also the factors considered as the way of green consumption. Nagy-Pércsi and Fogarassy (2019) revealed that the companies engaged in launching the green products should also be aware that the consumers interested in environment-friendly products may not be interested in green products. Hence, Nagy-Pércsi and Fogarassy (2019) revealed that companies interested in launching green products can use the Peattie Matrix. The matrix depends on the trust level and compromise level. Vafaei, Azmoon, and Fekete-Farkas (2019) revealed that the trust level reflects the ability of the product to overcome environmental problems and consumers' trust that the specific product can be beneficial to the environment. Moreover, Fogarassy, Nagy-Pércsi, Ajibade, Gyuricza, and Ymeri (2020) revealed that the compromise's level shows the sacrifices made for purchasing the specific type of the products.

The environmental consciousness of the consumers has remained the most debated topic due to the changing behaviour of the consumers. Lubowiecki-Vikuk, Dąbrowska and Machnik (2021) revealed that environmentally conscious consumers are likely to avoid consuming any such product that could harm their health or others. This includes the type of products that result in consuming resources and energy at a higher level. Lubowiecki-Vikuk et al. (2021) revealed that the consumption of the packaging endangers the environment and affects living in underdeveloped areas. Moreover, Musova, Musa, and Matiova (2021) referred to the survey conducted for Johnson & Sons, where the consumers were distributed into two groups. One was “True Blue Greens”, which referred to the consumers who have high values toward environmental sustainability. While the second group was “Greenback Greens”, where individuals were willing to pay the higher prices for the consumption of environmentally friendly products.

Meffert (2013) accepts that environmentally conscious customers are normal or legitimate people, who consider the biological idea of items during their buy and purchase items harmless to the ecosystem highlights. They are completely mindful that the turn of events, creation, dispersion, utilization, and the utilization of items affect the climate and produce extra expenses. These effects and extra expenses are adversely surveyed and in this way ought to be limited.

As indicated by A J. Walter Thomson (1980), the ecologically cognizant customer is worried about the condition of the climate and makes penances to safeguard the climate. Given the Green Market Alert review, earth cognizant purchasers are the people who have previously encountered the change in perspective. For these purchasers, natural mindfulness is a way of life and not an elective choice for shopping (Hossain & Khan 2018). As per Dahlstrom (2010), customers fall into five gatherings as indicated by their demeanour towards the climate and society. This can be viewed as a proper division utilized by a few investigations. First, uninterested in the significance of ecological insurance and social obligation is not significant for these buyers. They favour their advantages and find value, quality, and comfort significantly. They show no interest in the effect of the maker/organization on the climate (Brzeszczak, & Imiołczyk 2016).

Moreover, wanderers are not especially stressed over ecological issues, accepting rather that they will be tackled in some way. They centre on regions that could influence their prosperity. They are somewhat value touchy and find a wide assortment of purposes behind buying non-eco-accommodating items (Brzeszczak, & Imiołczyk 2016). Also, customary purchasers show a gathering of reasonable buyers. They actually must see the after effects of their exercises. They are energy-saving and work on reusing.

Monetary reserve funds are significant for them, natural assurance is just an auxiliary choice, yet not the most critical to pursue their buying choice (Szakály, Popp, Kontor, Kovács, Pető, & Jasák 2017). Moreover, Naturalities-they buys items to safeguard their wellbeing and prosperity. They buy specific items given their solid way of life, not explicitly in light of harmless to the ecosystem contemplations (Šubová, Mura, & Buleca 2021).

2.2 Green Marketing: Definition and Previous Studies

Green marketing is the term which has transformed the ways things have been handled and executed in the industry. Different definitions have been introduced for defining the concept of green marketing, however, no specific definition is considered as the representation of all. One of the most cited definitions is by Oyewole (2001), which states, "Green marketing is the practice of adopting resource-conserving and environmentally-friendly strategies in all stages of the value chain." (p. 239). Moreover, Groening, Sarkis, and Zhu (2017) defined the overall concept of green marketing as, "*Green marketing consists of actions directed to all consumers, and incorporates a broad range of marketing activities (e.g., planning, process, production, promotion, and people) designed to demonstrate the firm's goal of minimizing the environmental impact of its products and services*". By looking into the different definitions, it is observed that the core agenda behind green marketing is to introduce practices that are suitable for the environment and ensure sustainability. The purpose of green marketing is to motivate the consumers to purchase green products and services irrespective of the nature of protection it offers to the environment (Leonidou, Coudounaris, Kvasova, & Christodoulides 2015). Researchers have argued that the different strategies being introduced within the market are aimed to execute such practices that highlight the green efforts of the organization and motivate the buyers to buy it (Chauhan & Bhagat 2017). The figure 4 below describes these definition by revealing the overall process of green marketing. It is shown that green marketing is a process, which is related to the consumption of resources and the ways it is being utilized.

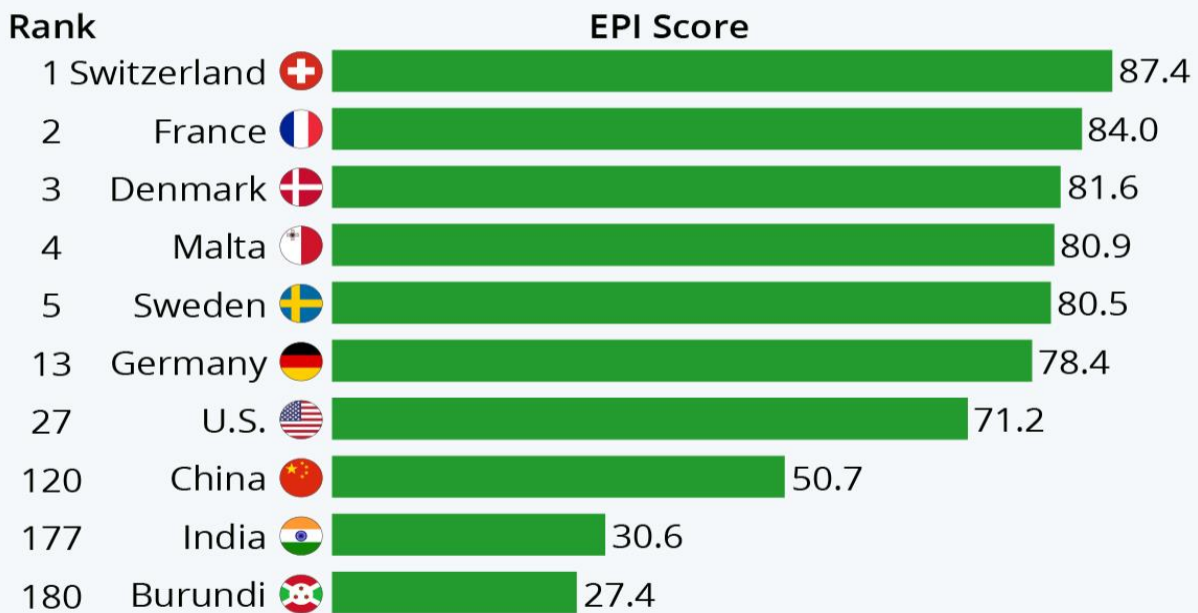


FIGURE 4. Green Marketing Concept

Green marketing is considered to involve all practices of marketing that are aimed to develop environmentally sustainable behaviour. Khare and Pandey (2017) argued that the purpose of green marketing is related to reaching out to customers to fulfil their needs and expectations. Lin et al. (2017) argued that green products are aimed to offer sustainable outcomes. Different countries are engaged in offering sustainable practices. Statista (2020) conducted the survey and ranked the countries as shown in figure 5. It shows that the environmental protection-related practices are observed to be dominated by the European countries.

Europe Leads the World in Environmental Protection

Countries ranked by their overall Environmental Performance Index (EPI) score for 2018



Source: Yale University Center for Environmental Law and Policy



statista

FIGURE 5. Countries and Their Environmental Practices

It is observed that different countries managed to position themselves among the top-ranked countries that are engaged in bringing positive changes within the environment through eco-friendly practices. Different studies have been conducted for understanding the role of green marketing. One such study includes a study conducted by Aman, Harun, and Hussein in 2012, which expressed that deficient data about eco-accommodating items and clients' green buy goals have turned into a hindrance in the advancement of showcasing procedures for green items in Malaysia. The discoveries of this study showed that natural information fundamentally impacts clients' green buy expectations and clients' demeanour plays a help job between "ecological concern" and "green buy goal". Be that as it may, "natural information" essentially affects demeanour. Chang and Fong (2010) saw that "green item quality" is essentially connected with "green consumer loyalty and faithfulness". Moreover, Lifestyle

monitor (2022) surveyed the clothing industry to identify the labels that are used by the companies to highlight their green practices. The findings produced the following results in figure 6.



FIGURE 6. Environmental Marketing Terms for showing their Eco-friendly Efforts (Lifestyle monitor 2022)

It is observed that organizations are engaged in showing different features that show how the organizations are engaged in doing environment-friendly practices. The need to comprehend green buying conduct is particularly convenient due to ecological, logic, and correspondence propels, like the web and virtual entertainment, and expansions in purchaser consciousness of and worry with natural issues (Cohen 2014) including populace development and an Earth-wide temperature boost (The New York Times 2015). Numerous state-run administrations additionally have expanded the number and extent of natural guidelines. The conjunction of these elements has raised the degree of ecological concern to such an extent that 71% of purchasers said they, at minimum at times, consider the climate when they shop. Accordingly, firms have been changing their administration and item contributions to be all the more harmless to the ecosystem (Gelderman, Schijns, Lambrechts, & Vijgen 2021).

Furthermore, different efforts are being made to introduce green products, and efforts are made to motivate consumers to consider buying such products. Independent research has been conducted by Marketing Charts (2013), which provided the following outcomes in figure 7.

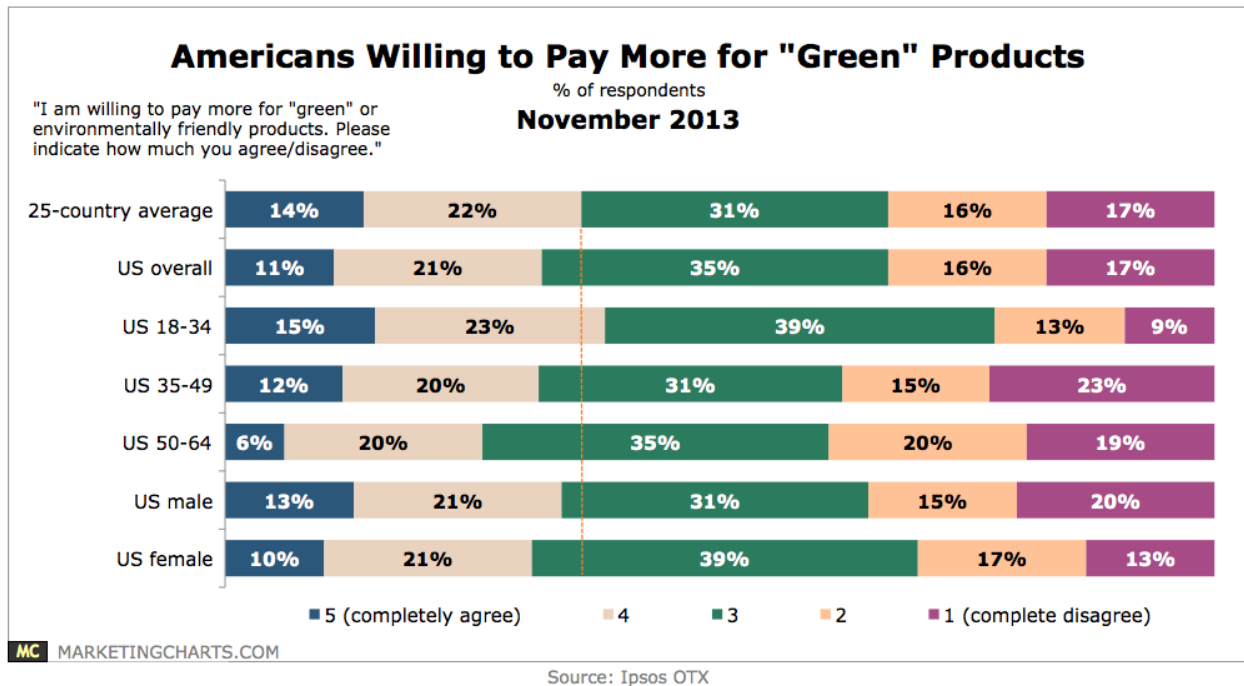


FIGURE 7. American Willingness to Purchase Green Products (Marketing Charts 2013)

Advertising green items and administrations require unexpected methodologies in comparison to promoting non-green items and administrations. *Ceteris paribus*, a larger part of shoppers will incline toward a naturally better item over a substandard one (Bhattacharya and Sen 2004); in any case, discoveries show that buyers frequently won't pay something else for an earth predominant item (Orsato 2006). Shockingly and disappointingly, even an inspirational perspective toward the climate doesn't connect emphatically with green buying (Ramayah, Lee, & Mohamad 2010). Well-established customer attributes that might repress the reception of green items include: prioritization of personal responsibility, inspiration by relative status (versus outright status), oblivious social impersonation, centre around the transient versus long haul, and low respect for distal or immaterial issues (Griskevicius, Cant, & Vugt 2012). Buyers likewise might have one or two doubts about the quality, adequacy, and accessibility of green items and administrations, as well as the solid's obligation to the climate (Gleim, Smith, & Andrews 2013). Besides, many green items and administrations are creative, expecting purchasers to embrace the new way of behaving (Peattie and Crane 2005).

In synopsis, green advertising faces the test of making and promoting imaginative green items and administrations joined with convincing shoppers to think about various partners (counting non-human others), and elusive issues (e.g., the future), while paying something else for labour and products that may not be viable, delivered by a firm with perhaps dishonest inspirations. Firms could look to offer green items to an assorted populace for serious reasons, notwithstanding ecological ones. These cutthroat elements, administrative regulation, and the exceptional difficulties of promoting green when contrasted and non-green products, make huge requirements to distinguish factors that can impact green utilization and present an overall structure for green advertising and green commercialization (He, Cai, Deng & Li 2015; Marques and Simões 2008).

Akehurst, Afonso, and Gonçalves (2012) rethought the determinants of Ecologically Conscious Consumer Behaviour (ECCB) by building purchaser profiles (socio-segment and psychographic parts). The concentrate additionally investigated the determinant of viable green buy conduct (GPB) through dissecting ECCB and Green Purchase Intention (GPI) from past examinations. For this reason, analysts directed an internet-based study and presumed that psychographic factors are more significant in portraying ECCB than segment ones, and there's a positive connection between ECCB and GPI. Likewise, ECCB merely affects GPB more than GPI. Chen and Chang (2012) fostered a system to take a gander at the impacts of green apparent worth and green apparent gamble on green buy expectation as well as to track down the job of green trust on these previously mentioned factors. The review showed a positive impact of green apparent worth on green trust and green buy aim while green apparent gamble affects the two of them.

The study also showed that green apparent aim and its precursors green apparent worth and green apparent gamble are to some extent impacted by the green trust which presumed that assets ought to be put resources into expanding the green apparent worth and limiting green apparent gamble that will prompt higher trust and green buy expectation. Rahbar and Wahid (2011) examined the impacts of green showcasing instruments (eco marks, eco brand, ecological ad, and confidence in eco name and eco brand) on genuine shopper buy conduct. Discoveries of the review showed that confidence in eco name and eco brand are essentially related while the connection between information about eco marks and the impact on shopper buy conduct was not critical. Akehurst et al. (2012) concentrated on the effect of sociodemographic and psychographic factors on biological cognizant shoppers. The review closed with psychographic factors as more persuading towards influencing the way of behaving.

2.3 Relationship between Consumer Purchase Intention and Green Marketing

The concept of green has been implemented within the organization in different ways. The agenda behind this is to protect the environment and contribute toward sustainable life and development (Yang 2017). The concept of green culture should be ingrained and the clients' ongoing routine utilization conduct that is impractical should be changed (Yang 2017). Since the countries have created maintainable utilization during the last many years, critical financial improvement has started ecological debasement which likewise has impacted the personal satisfaction of residents (Sata, Veravatnanond, Bowjai, & Rithdet 2008). In the green idea, an individual who stays away from buying an item which is made of substance materials that are ended up being seriously risky for human wellbeing and common habitat is called a green customer. Green customers centre on items with eco-accommodating marks and bundling, for example, natural items to rehearse the fair exchange (Lin, Lobo & Leckie 2017).

A large portion of the purchaser's conduct concentrates on viewed as a personal responsibility as the essential element driving a buyer's way of behaving. The "individual relativistic component" (Holbrook 1999) has been distinguished as one of the main considerations that decide the clients' apparent worth regarding characters, psychographics, and self-idea (Pozzebon 2007; Yu and Fang 2009). Be that as it may, in green utilization, the customers don't get straightforwardly benefitted (Paco and Reis 2013) by embracing green utilization and the way of behaving may gravely be coordinated by the selfless thought processes (Urien and Kilbourne 2011). As proposed by Lee et al. (2017), buyers are not searching for practical qualities or social qualities constantly. At specific events, enthusiastic qualities might become the dominant focal point and drive the way of behaving. About green utilization, the enthusiastic sensation of accomplishing something great (Arvola, Vassallo, Dean, Lampila, Saba, Lahteenmaki, & Shepherd 2008) is enough for the customer to show a way of behaving.

Researchers have argued that different factors are found to determine consumer purchase intention. The different factors that are found to influence include the beliefs, attitudes, and intentions of the consumers (Lin, et al. 2017). Moreover, Groening, et al. (2017) critically assess the nature of the impact of the different factors on consumer purchase intention. The figure 8 below presents the different factors impacting the consumer purchase intention from the environmental values and knowledge.

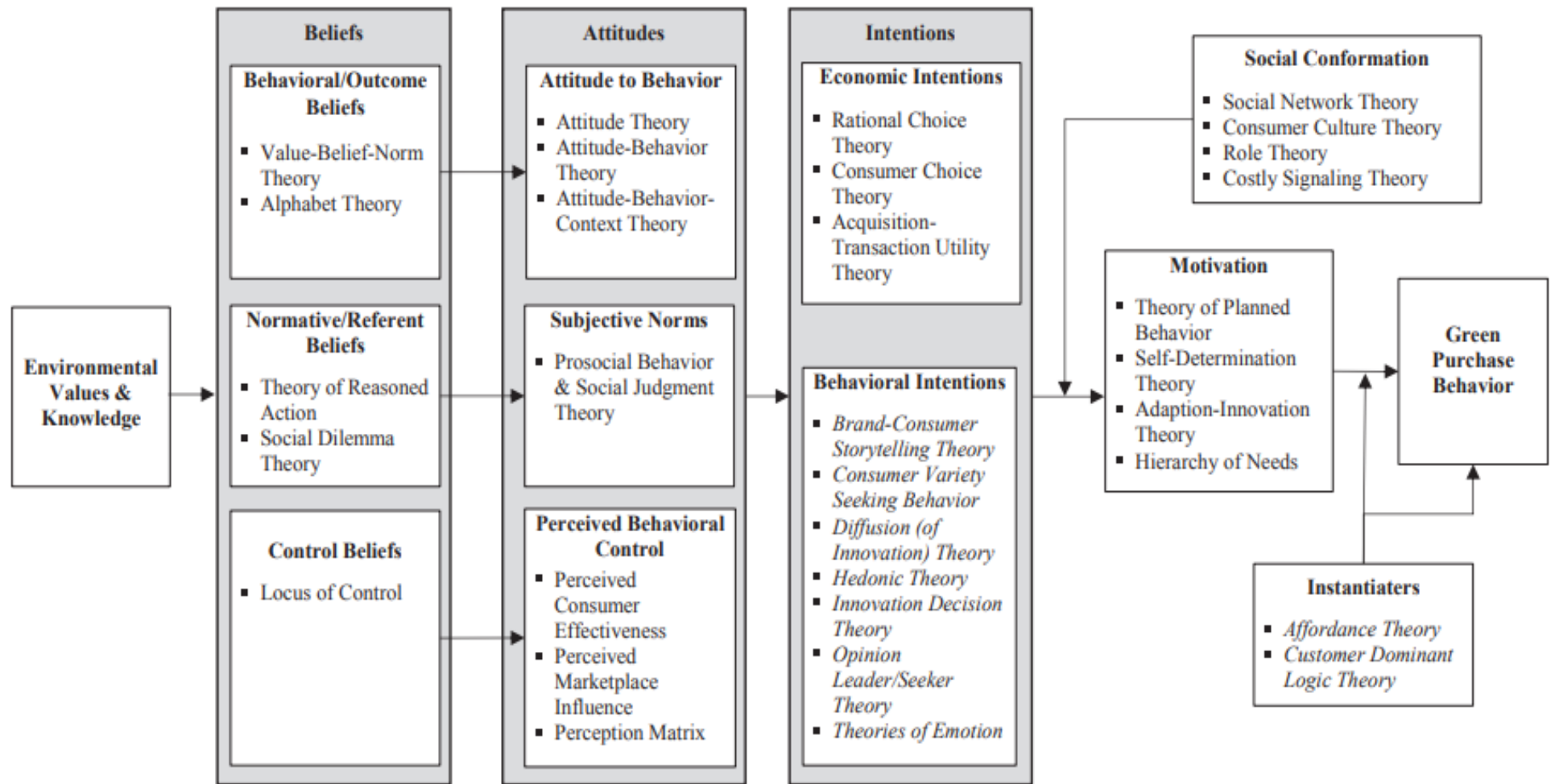


FIGURE 8. Values and Knowledge of Environment and relationship with other Factors (Groening, et al. 2017)

Green buy is ordinarily recognized as purchasing conduct of items by customers which are earth valuable (Mainieri, Barnett, Valdero, Unipan, & Oskamp 2010). Buying choices are frequently made because of financial perspectives and individual choices which could affect manageability and green utilization (Sueyoshi and Wang 2014). Subsequently, on the lookout, affirmation of different accessible areas of green customers is significant for powerful green advertising. Numerous specialists have applied segment and mental factors to recognize green customers regarding various profiles (Chang & Fong 2010). Such factors incorporate age, orientation, occupation, and instruction, assuming that these are critical, and recommend proficient cycles for advertisers to distinguish green customers (Straughan and Roberts 1999). He represented that segment factors, for example, age and orientation were altogether connected with clients' disposition towards green buy.

Hai and Mai (2013) investigated the natural mindfulness and client's mentality toward green buy and observed that customers with an elevated degree of schooling and more adequate information about green items have an uplifting outlook on green buying and are more ready to rehearse green buy from now on. Be that as it may, the pay altogether affected clients' mentality. Plus, numerous scientists guaranteed that senior individuals are more worried about natural issues. For example, Alshura and Zabadi (2016) represented that the period of buyers is emphatically connected with their green buy choice and they focus closer on saving the climate. While different examinations specifically Karatu and Mat (2015) accept that youthful ages submit greener customer ways of behaving than more established ones. As far as instruction, the positive relationship with the green buy had been endorsed by numerous scientists. Likewise, past investigations have shown the immediate relationship between green buy conduct and their pay or profession (Shabani, Ashoori, Taghinejad, Beyrami, & Noor Fekri 2013).

2.4 Theories

For the development of any relationship between the variables, it is important to be supported by the evidence available in the form of theories. For assessing the behaviour and intention of consumers, different theories have been developed over the years. These theories have been developed in a manner, which helps in predicting and understanding the nature of the relationship among the variables. In this thesis, the theory of planned behaviour has been selected. These theories have been referred to in the past by Nekmahmud and Fekete-Farkas (2020) and Zhang and Berhe (2022) in the context of green marketing. Both of the theories will be studied in detail in the sub-section for understanding the theory and developing the link with the current study.

The theory of Planned Behaviour (TPB) is one of the most debated and referred to frameworks for understanding and studying the behaviour of individuals. Ajzen (1991) presented the framework, where he revealed that the behaviours stem from the intention of the individual and perceived behavioural control. He also defined both of these terms by revealing that intention is defined as the degree of willingness or efforts made by people to perform the behaviour (Ajzen 1991, 181). The intention was revealed to rely on three direct predictors namely, subjective norm, attitude, and perceived behavioural control. Yuriev, Dahmen, Paille, Boiral, and Guillaumie (2020) revealed that an individual's intention is found to be affected by different things happening in the environment and surroundings.

Ajzen (1991, 181) also defined attitude as the evaluation of the behaviour conducted by an individual, while subjective norms are defined as the perceived social pressure impacting on the behaviour, and perceived behavioural control is the personal assessment conducted by the person in the given context to execute specific behaviour. These determinants have been studied by Echegaray and Hansstein (2017) revealing that the intention of the individual greatly impacts the actions taken by the individual. They concluded from the findings that the intentions are affected by the attitude, subjective norms, and perceived behavioural control equally. Also, each of these factors has been found to be interlinked. However, these indicators studied by Ajzen are the direct predictors of the consumer buying behaviour.

Also, Ajzen (1991) discussed the indirect predictors, which are behavioural, normative, and control beliefs. Ajzen (2012, 441) discussed behavioural beliefs and revealed that it is related to the perceived advantages and disadvantages of performing a certain behaviour. Furthermore, normative beliefs are defined as the subjective probability of a person that a specific normative referent motivates the individual to perform the specific behaviour. Also, the control beliefs are related to the different factors involved such as cost, time, infrastructure, and others. The figure 9 below presents the Theory of Planned Behaviour in the form of a map, which reveals how each of the factors is linked with the other factor.

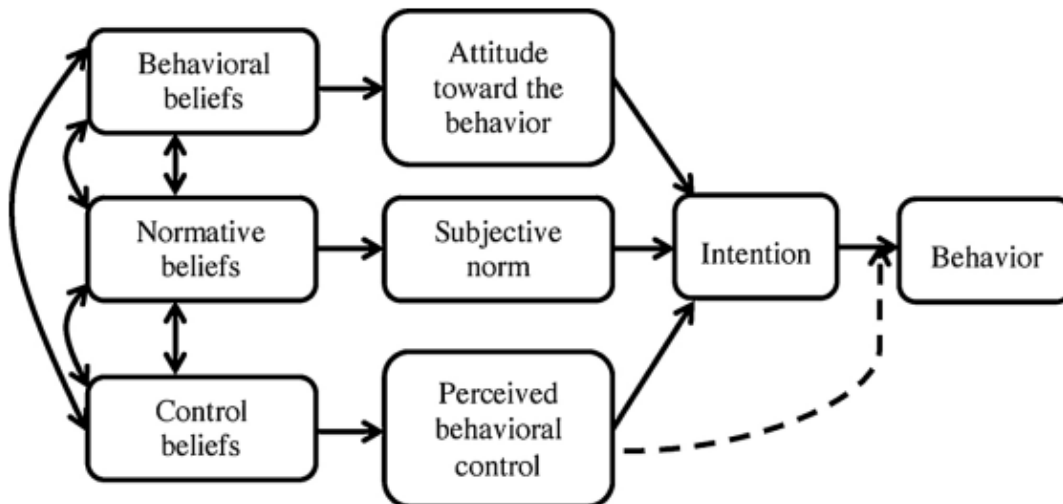


FIGURE 9. Theory of Planned Behaviour Framework (Ajzen 2012)

According to figure 9, it is observed that the intention is formed by beliefs, behaviour, and perceived behavioural control. This theory is considered here because consumers' buying decisions are found to be affected by similar factors such as attitude, behaviour, and norms. Therefore, it is used for developing the theoretical support to provide evidence for the specific nature of the relationship among the variables.

2.5 Theoretical Framework

The theoretical framework of the study is developed according to the dimensions of the research variable. Furthermore, the dimensions are selected according to the nature of the relationship predicted among the variables. The theoretical framework of the study is shown below in figure 10.

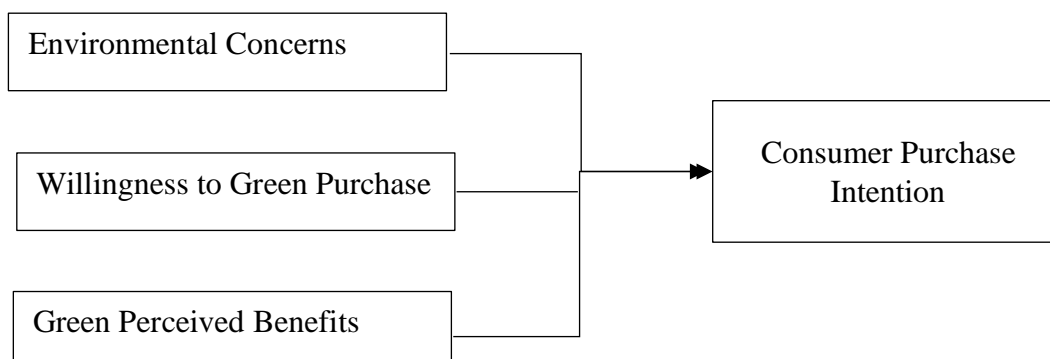


FIGURE 10. Theoretical Framework of the Thesis

The independent variable, Green marketing, is assessed based on three of its dimensions identified in the literature. Furthermore, the impact of each of them will be assessed on the consumer purchase intention by understanding the nature of change each of these dimensions can create on the consumer purchase intention. Also, the relationship among the variables is supported based on theoretical evidence. The two were selected to support the nature of the relationship among the variables.

3 RESEARCH METHODOLOGY

Research methodology is defined as the methods and techniques selected by the researcher for the collection of the evidence for addressing the research purpose and problem. There are different methods and techniques for collecting the data and addressing the research problem. In this study, the impact of green marketing on consumer purchase intention is expected to be measured by gathering data from Amazon's customers. It is important to understand that green marketing according to the secondary data in the literature, reveals that it is a new term, which is still in the process of developing the appropriate framework for the practical implication. Here, the researcher has gathered the primary data for carrying out the analysis and understanding the perception of the consumers.

This chapter presents details of the methods and techniques selected for carrying out the analysis. The data is collected from the primary source through a structured questionnaire. The questionnaire is developed by adding statements, which address the purpose of the research. The sub-sections of the chapter justify along with identifying the best method for addressing the research problem. The developed methodology is also followed by the methods and techniques used in the past studies, which have been critically analysed in the literature review.

3.1 Research Design

The research design refers to the overall strategy that integrates different aspects and components of the study logically and coherently. The purpose is to ensure that the research problem is appropriately addressed through the data collected. There are different research designs, which are based on the ways the relationship among the variable is determined. According to the nature of the current study, the explanatory research design is selected (Marczyk, DeMatteo & Festinger 2010).

The explanatory research design refers to the methods and techniques, which explain the relationship existing between the variables. For understanding the impact created by green marketing on consumer purchase intention, this design will help explain the nature of the impacts created by green marketing. By explaining the nature of the impact, the researcher will understand the changes that could be created in the consumer purchase intention through green marketing.

3.2 Research Method

There are two methods of conducting the research. One is the qualitative and the other is the quantitative method. Both of these methods differ on the basis of the nature of the data collected from the field. The quantitative method is based on quantifiable data. It means it is available in numbers or figures and it has a certain meaning. On the other hand, the qualitative method is one, where the data collected the data is available in form of statements or narrations. It is usually based on the sayings of others, which are interpreted and analysed to extract the meaning from it. Each method has certain advantages and disadvantages over the other (Balnaves & Caputi 2001). Based on the suitability of the current research, the quantitative method is selected.

In this study, by selecting the quantitative research method, it will be easier to collect the data from a large group of respondents. Followed by it, the quantitative data is easier to interpret compared to the qualitative data as the figures could be analysed and easily processed. Besides all these advantages of the quantitative data, there is also the biggest advantage, which is the lower chances of having any kind of manual error while analysing the data by the researcher. Therefore, for measuring the impact of green marketing by selecting three different dimensions and aspects of it, it will be easy to understand the perception of the consumers about it and explain its impact on their purchase intention (Balnaves & Caputi 2001).

3.3 Data Collection and Analysis

The data is collected from Amazon's customers. They have been approached through digital media and personal contacts. The respondents were requested that if they are engaged in using Amazon for buying purposes, then they can be potential respondents. The data is gathered through a structured questionnaire. The questionnaire is distributed into two main sections. In the first section, respondents are asked about their information, which is generic and cannot be identified through it. Followed by it, the second main section includes different statements related to green marketing and consumer purchase intention.

For carrying out the analysis, Microsoft Excel is used. It is used for measuring the relationship by using different tests. The data is processed and analysed by determining the average or mean for each of the research variables. It is used for measuring the reliability of the data. For addressing the research

problem, the items are distributed under the dimensions of green marketing and compared with each other to identify the perception of the majority of the respondents for specific problems.

3.4 Population and Sampling

The population of the research study refers to the individuals who are related to the research purpose. In this study, the consumer behaviour is expected to be measured on Finnish customers of Amazon. This means that the population of the study is every individual who is a customer of Amazon. From the population, the sample is selected, which is composed of a group of individuals who are believed to represent the population.

The population of the study is the customers of Amazon. However, the population size is quite large, which could not be measured and analysed by the researcher. Therefore, a sample group is selected. The sample group is identified by the researcher by using the appropriate sample method. One is the probability sampling method and the other is the non-probability sampling method. In this study, the probability sampling method is selected. The reason is that the sample group of this study is based on the consumers who are using Amazon. Therefore, there is a chance of getting selected as the respondent, if one is using Amazon. Moreover, the random sampling technique is selected for selecting the respondents. Through this technique, any individual could be selected by the researcher randomly to collect the response.

The sample size of the study is 100 responses. It is selected by considering the time and budget available for carrying out the research. Followed by it, these responses are considered to be adequate for addressing the research problem. 90 responses are gathered by the researcher, which shows the 90% response rate of the study. Lavrakas (2008) stated that above 70% of the response rate is the acceptable level. Therefore, the responses gathered are processed as they are sufficient for addressing the research problem.

3.5 Validity and Reliability of Instrument

Validity is related to the appropriateness of the research methods and techniques selected for the collection of the data while reliability is the appropriateness of the research tool for the collection of the facts from the respondents (Andres 2012). Validity and reliability of the instrument are required for determining the appropriateness of the research data collected to address the research problem. It is very important to ensure that the methods and techniques selected for addressing the research problem are relevant and appropriate. Based on the methods and techniques selected, it is observed that the previous studies have been conducted using the same type of methodology. Furthermore, the methods and techniques are selected in a manner, which is according to the nature of the study (Andres 2012).

To determine the validity of the instrument of the study, it is developed by using the facts from the literature. The statements are developed according to the nature and purpose of the study. The same statements have been used in past studies for addressing the research problem. Followed by it, the reliability of the instrument is determined by measuring the reliability of the data. The reliability of the instrument is measured by determining Cronbach's alpha value. The findings are shown in the next chapter under the sub-chapter titled reliability test results. Overall, the researcher has managed to address the reliability and validity of the instrument by selecting the appropriate methods and techniques for conducting the analysis (Andres 2012).

4 DATA FINDINGS AND ANALYSIS

This chapter presents the findings of the research, which are gathered from the respondents who are engaged in using Amazon for different purposes. The analysis is carried out by the researcher by gathering the opinions of respondents against different statements related to three dimensions of green marketing, which include environmental concerns, willingness to green purchase, and green perceived benefits. Moreover, the respondents' profile is analysed for understanding the group of respondents who have shared their valuable opinion. Along with it, a reliability test is conducted against the mean of each variable and its dimensions. Also, the discussion is made on the findings by linking them with the facts revealed in the literature review in each section.

4.1 Respondents' profile

Respondents were asked three basic question about them to understand the background of the respondents who have participated in the research. 90 responses were gathered in totalled, which provided their valuable opinions, which are used for addressing the research problem. The first question asked the respondents about their gender, then age, and the income level of the respondents. Gender is important as it shows that the study's findings are not gendered-biased. Moreover, the age is required to be determined for understanding who has participated in the research. It also reveals their experience and understanding of different things based on their years of experience. Lastly, the income level was inquired about as it shows the buying potential of the consumers and whether they can buy the expensive products or not.

The gender of the respondents is determined by using the Pivot Table, where the gender responses were counted. The results produced are presented in figure 11 below.

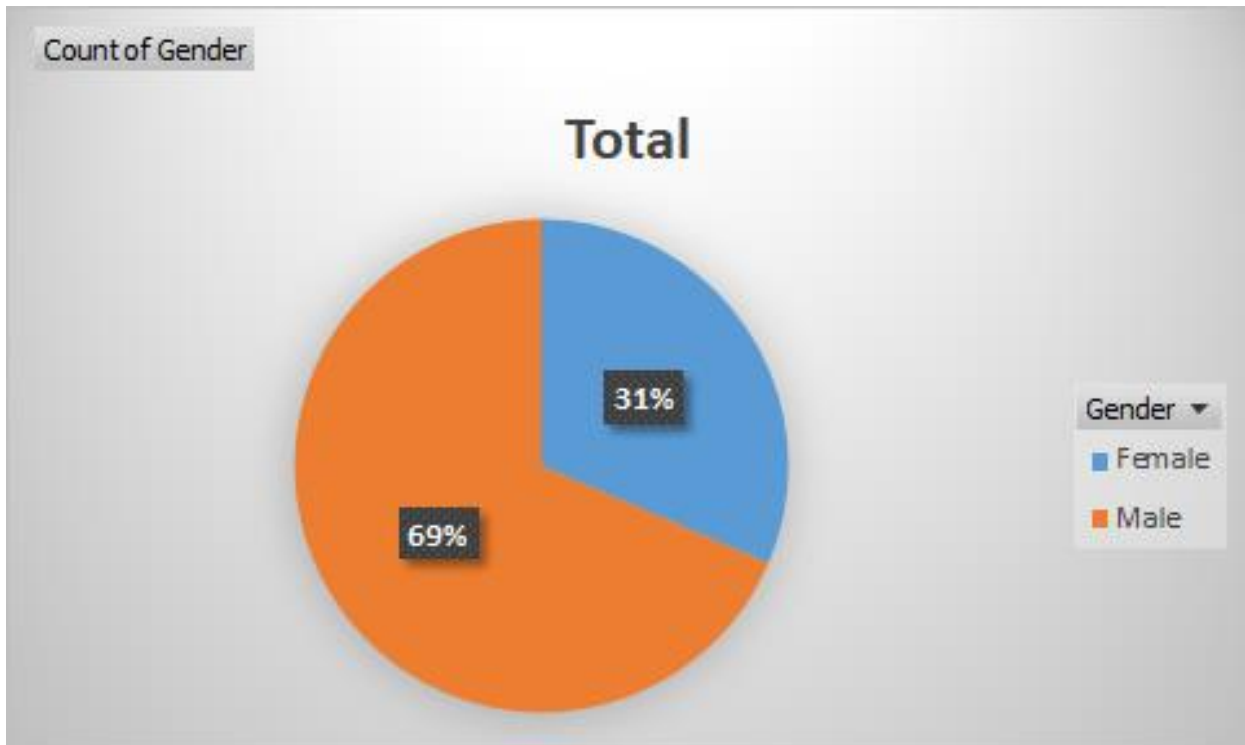


FIGURE 11. Respondent's Gender

From figure 11, it can be stated that 69% of the research respondents were males while 31% of the respondents were females. It shows that overall both gender have participated in the research and the findings are not biased and neither based on the opinion of any specific group of the gender.

The next question was about the age of the respondents. It was observed that from the given options, only three age group ranges participated in the research. There could be different reasons behind the random selection of these respondents such as the higher presence of this age group on the social media, which was the main source of data collection and various other factors could be a potential reasons behind it. However, the findings on the age of the respondents are shown in figure 12 below.

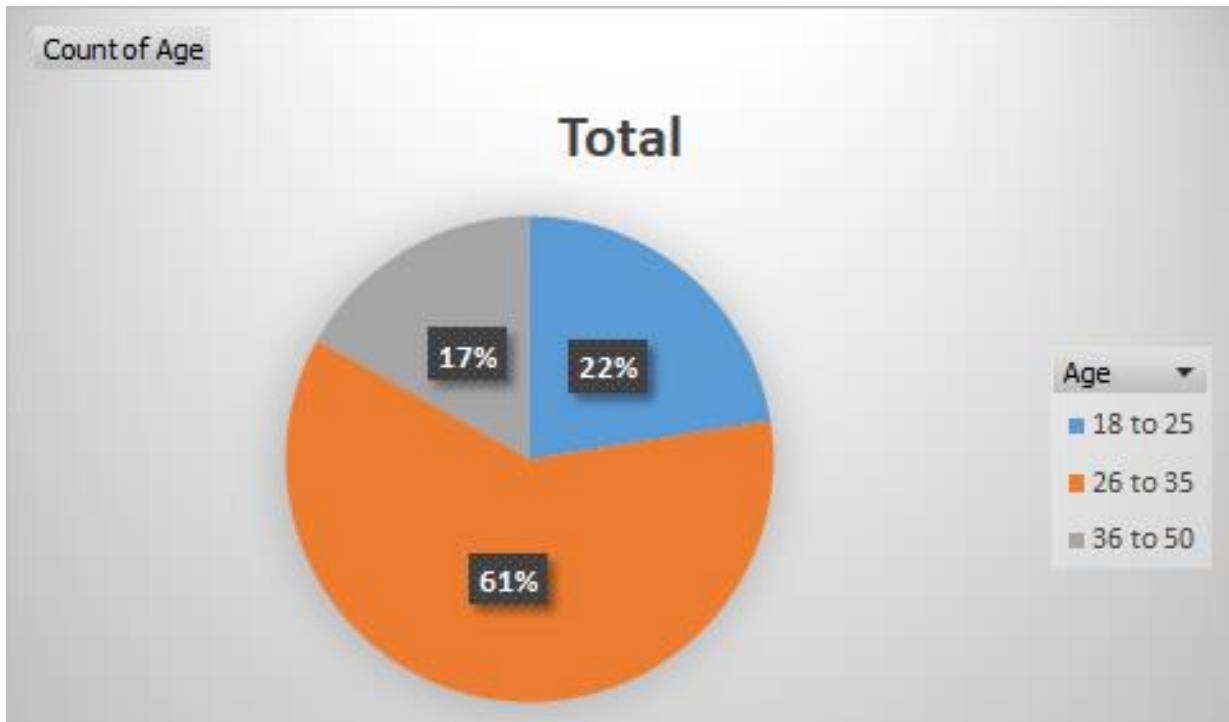


FIGURE 12. Respondent's Age

Figure 12 shows that 22% of the respondents were aged between 18 to 25 years, while the majority of the respondents were aged between 26 to 35 years making up to 61% of the total respondents. Also, 17% representation was made by the group of respondents aged between 36 to 50 years. It shows that the findings are acquired from the respondents of three different age groups.

The next question was related to the income level of the respondents. The findings shown in figure 13 show that respondents from different incomes level were randomly approached by the research. This is an important element as it represents the buying power of the consumers.

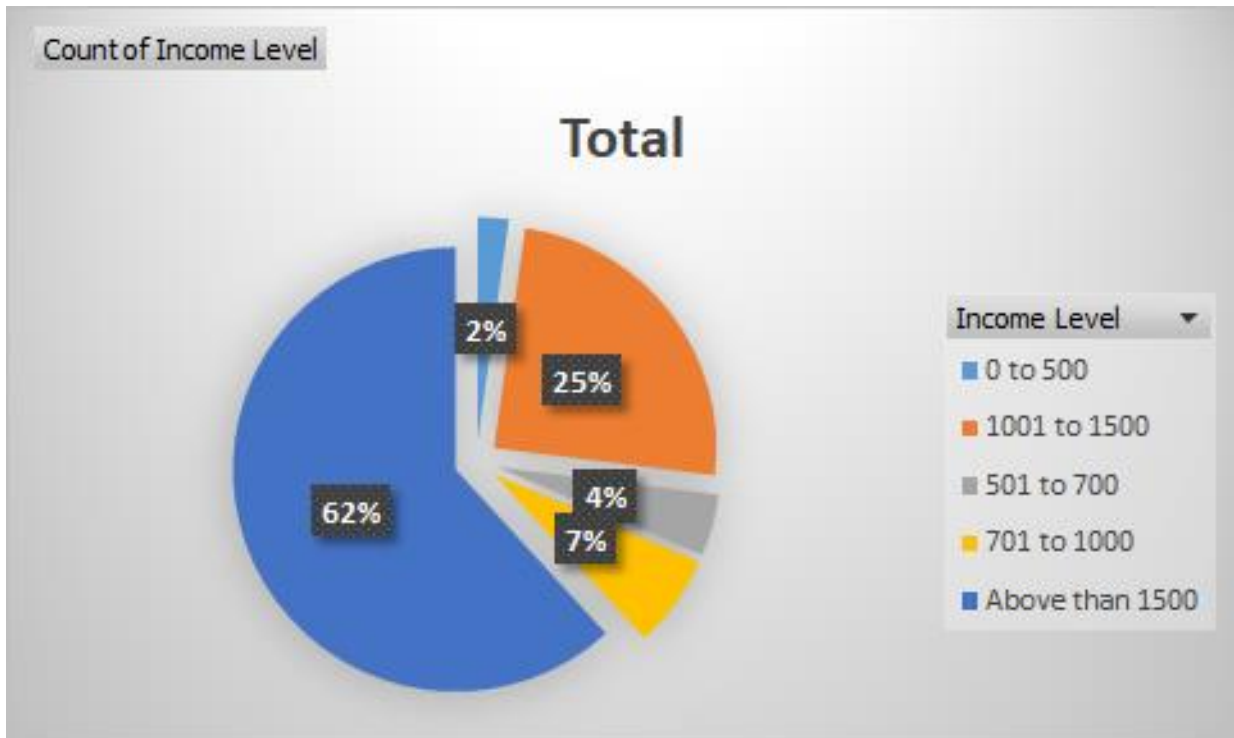


FIGURE 13. Income Level of Respondents

Figure 13 reveals that the majority of the respondents almost 62% of the total groups of the respondents have an income above 1500 euros. 25% of the respondents have an income between 1001 to 1500 euros, 7% have 701 to 1000 euros, and 4% have an income between 501 to 700 euros. Additionally, 2% of the respondents were those who have an income level between 0 to 500 euros. This shows that the respondents from different income levels have provided their valuable opinion, which will also reveal their interest in green marketing based on their buying power.

4.2 Reliability Test Result

The reliability of the research instrument was measured in the Microsoft Excel and by using the Cronbach's alpha formula, which is as below:

$$\alpha = k / 1 - k (1 - \sum S^2 (X_i) / S^2 (Y))$$

- Here, k stands for the number of items
- $\sum S^2 (X_i)$ stands for the sum of the variance associated with the item
- $S^2 (Y)$ stands for variance associated with the observed total score (Lavarkas 2008).

This formula was used for determining the Cronbach's alpha value for each of the research variables and its items. The findings from the formula testing provided the results that are shown in table 2 below.

TABLE 2. Reliability Test Results

Variables	Cronbach's Alpha Value
Environmental Concerns	0.81
Willingness to Green Purchase	0.77
Perceived Green Benefits	0.85
Consumer Purchase Intention	0.91

According to Lavarkas (2008), the Cronbach's alpha value higher than 0.7 is the acceptable range of the reliability, which by increasing presents a good and excellent instrument. From the facts revealed in table 2, it is observed that all of the four variables of the research have Cronbach's alpha values greater than the acceptable level. Willingness to green purchase has a Cronbach's alpha value of 0.77, which is acceptable. Further, environmental concerns and perceived green benefits have Cronbach's alpha values of 0.81 and 0.85, which shows a good value. In the end, consumer purchase intention has an alpha value of 0.91, which is an excellent value. This shows that overall this research instrument has provided reliable facts and figures to carry out the analysis.

4.3 Environmental Concerns Impact on Consumer Purchase Intention

Environmental concerns as discussed in the literature refer to the consciousness of the individual towards the environment through one's acts or activities. The purpose of considering it from a green marketing perspective is because the consumers who show concerns toward protecting the environment will also be willing to change their buying behaviour according to the perception. The data was collected about the environmental concerns by developing 7 different items. The statements and their responses are presented in table 3 below.

TABLE 3. Respondent's Opinion against Environmental Concerns Items

Statement	CODE	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<i>I am a strong believer in the preservation of nature and wildlife</i>	EC1	50	82	7	0	0
<i>I am pleased to purchase green products</i>	EC2	37	76	13	0	0
<i>I consider the potential environmental impact of my purchase when making many of my decisions</i>	EC3	23	62	27	6	2
<i>I would describe myself as an environmentally responsible person</i>	EC4	30	67	22	4	2
<i>I believe that I as a customer should purchase green products to reduce the harm to the environment.</i>	EC5	33	77	12	2	0
<i>You believe that by buying green products you can protect the environment.</i>	EC6	37	80	9	6	0
<i>You prefer the products that are manufactured in a manner to protect the environment like products in recyclable packaging</i>	EC7	29	80	9	0	0

From the responses collected, it is observed that the majority of the respondents have agreed with the statements. These statements have developed in a positive context, where the respondents are believed to show awareness of the environment and how they are willing to play their part to promote green marketing. Lin et al. (2017) added that green marketing is based on the opinions of the consumers, which further determines whether the consumers are willing to purchase the products promoted through green marketing practices or not. Based on the analysis conducted, a graph is developed, which is presented in figure 14 below. It shows the overall trend of the responses gathered by the researcher.

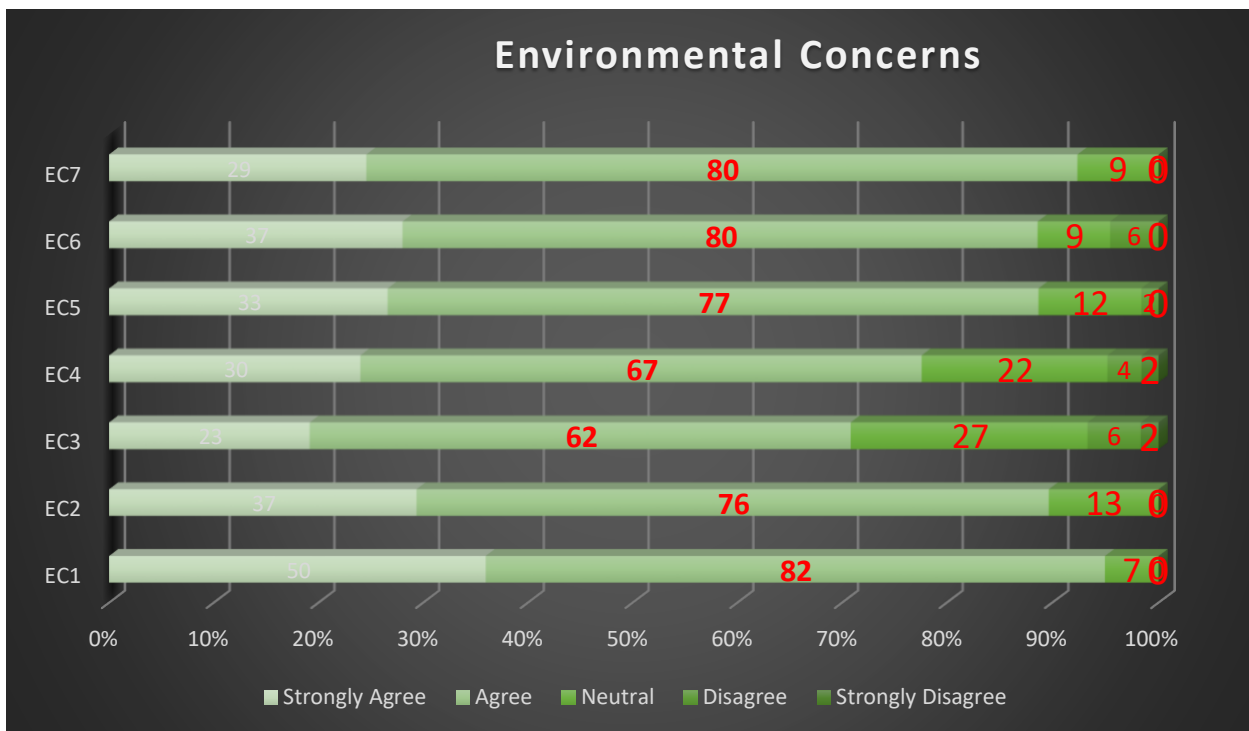


FIGURE 14. Summary of Environmental Concerns Items

Figure 14 shows that 7 items of the environmental concerns have the majority of the responses as the strongly agree and agree. Less than 10 respondents have shown disagreement with the statements developed related to environmental concerns. It shows that the overall majority of the respondents have shown concern for the environment. Furthermore, based on the nature of the statements being developed, it shows that majority of the respondents have agreed that they show concern towards the environment and are willing to take the measures that could protect the environment in every possible way.

4.4 Willingness to Green Purchase Impact on Consumer Purchase Intention

Another dimension of green marketing was the willingness to green purchase. Studies in the literature have provided evidence to understand that the consumer's intention to purchase green products is important. Arvola et al. (2008) stated that the action of the individual provides an understanding of the intention of the consumers. Based on the data collected by the researcher, table 4 presents the different items being developed for determining the willingness to green purchase by consumers.

TABLE 4. Respondent's Opinion against Willingness to Green Purchase Items

Statement	CODE	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<i>I am interested in purchasing a green product if these will be available in Finland</i>	WGP1	27	76	13	0	0
<i>I'm willing to pay more for environmentally friendly products</i>	WGP 2	20	62	27	6	2
<i>I prefer green products over non-green products.</i>	WGP 3	25	71	18	0	0
<i>I prefer to buy green products as I'm interested to protect the environment.</i>	WGP 4	25	68	21	0	0

Table 4 presented 4 items, where the majority of the respondents have agreed with the statement. The point to ponder is that out of 90 only 10 respondents disagree with the fact that they are willing to pay more for environmentally friendly products. The graphical representation of the above data is shown in figure 15 below.

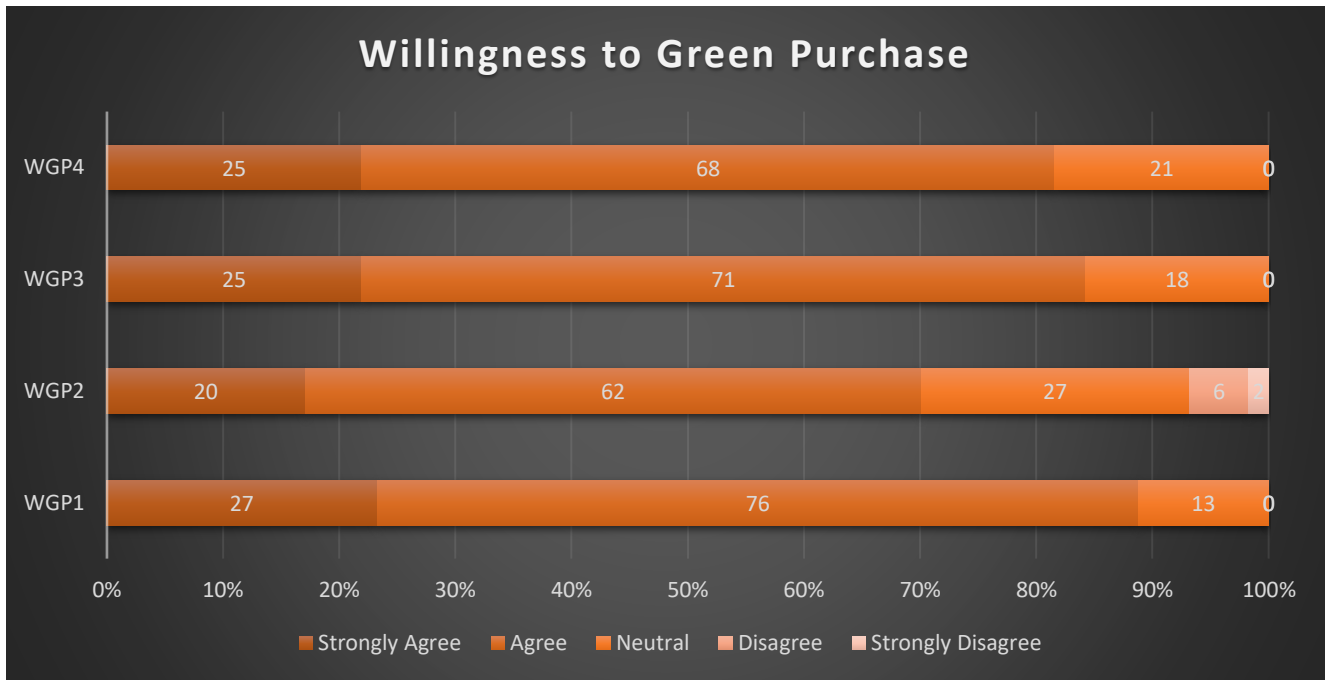


FIGURE 15. Summary of Willingness to Green Purchase Items

From the data collected by the research, different important facts have been revealed. It is observed that the statements were developed in a way, which will help in understanding whether the individuals are willing to take such actions that reflect that one will consider the green products over the non-green products. The evidence has shown that the majority of the respondents agree with the statements. As referred to in the literature, Groening, et al. (2017) different factors include the willingness of consumers to buy a specific product from the market. Based on the analysis conducted, it is revealed that the majority of the respondents are willing to consider green purchasing.

4.5 Green Perceived Benefits Impact on Consumer Purchase Intention

Green perceived benefits refer to the perception developed by the consumers toward green marketing. This is important to understand as it reveals the value developed in the mind of individuals related to green practices. This variable was measured by using 6 different items, where each statement was focusing on different possible benefits of considering green marketing. The results acquired are presented in table 5 below.

TABLE 5. Respondent's Opinion against Green Perceived Benefits Items

Statement	CODE	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<i>I think green products are good for health</i>	GPB1	29	72	17	2	0
<i>Green products have well to test and flavour</i>	GPB2	20	60	29	6	2
<i>Green products offer better quality than non-green products.</i>	GPB3	13	44	45	6	0
<i>I prefer green products as they have more benefits than non-green products.</i>	GPB4	15	60	29	4	0
<i>Green products help in protecting the environment and health.</i>	GPB5	27	74	15	2	0
<i>I'm willing to pay a higher price for green products because they offer more benefits.</i>	GPB6	8	51	38	10	4

The table 5 facts are graphically processed and shown in figure 16 below.

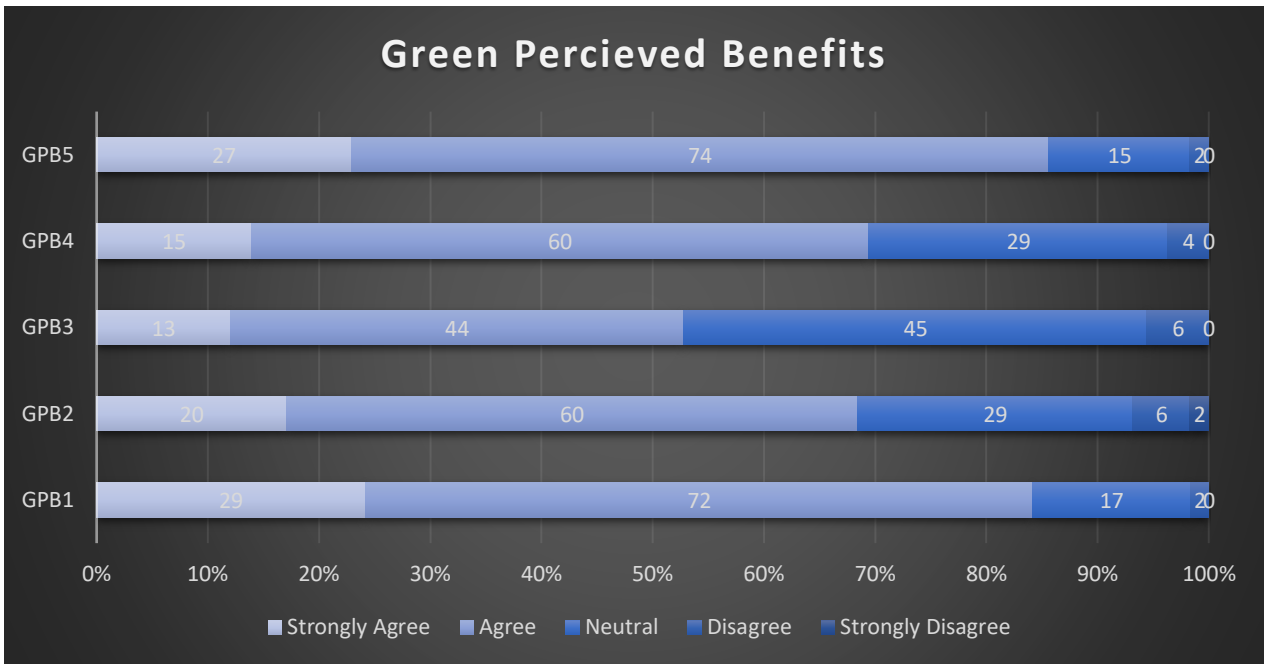


FIGURE 16. Summary of Green Perceived Benefits Items

From the analysis conducted, it is again observed that the majority of the respondents have agreed that they perceive that the green benefits are higher in value as compared to non-green outcomes. Based on the statements, it is observed that the majority of the respondents are showing a positive attitude toward green marketing and strategies. However, the monetary factor has the highest level of disagreement against any other statement. This shows that the majority of the respondents are willing to pay the higher price, but there are significant numbers of respondents who disagreed to pay the higher amount just because of the green nature of the product or service.

4.6 Green Marketing Impact on Consumer Purchase Intention

This is the last section of this chapter, which includes the overall understanding of the consumers of green marketing. The consumer purchase intention is determined to be affected by different factors as discussed under the theory of planned behaviour. The findings of the current study are shown in table 6 against 5 items of the consumer purchase intention.

TABLE 6. Respondent's Opinion against Consumer Purchase Intention Items

Statement	CODE	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

<i>I prefer to buy environmentally friendly products over non-green products</i>	CPI1	23	75	14	7	0
<i>I would like to increase the purchase/use of green products for me</i>	CPI2	25	73	16	0	0
<i>I buy green products even if they are more expensive than non-green ones.</i>	CPI3	27	69	18	2	0
<i>I believe green products can help me to contribute to the protection of the environment.</i>	CPI4	36	79	10	0	0
<i>I would recommend the green products to my friends and others</i>	CPI5	35	77	12	0	0

From the observation made, it is observed that the majority of the respondents have agreed to consider green products. Each statement is related to the environmentally friendly nature of the products and whether one is willing to consider it over the others or not. The graphical representation of the facts gathered by the researcher is shown in figure 17 below.

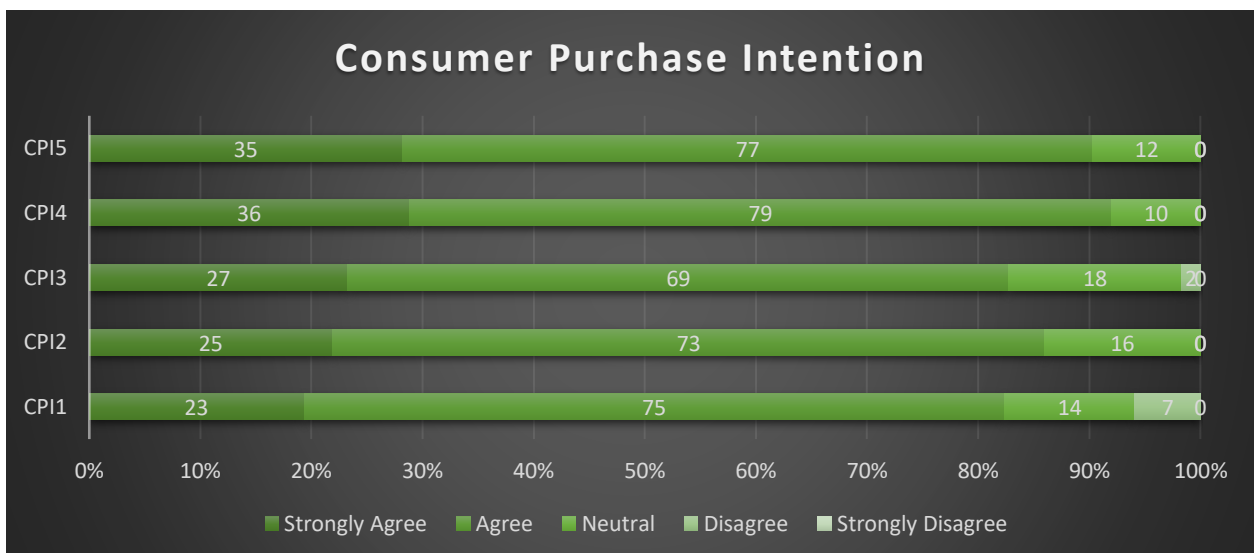


FIGURE 17. Summary of Consumer Purchase Intention Items

The responses gathered have provided evidence that the consumers are aware of environmentally friendly products. Followed by the information gathered from the respondents, it is revealed that the consumers are not only willing to consider the green products for their impact on the environment, but also willing to recommend them to others. This shows that the consumers are willing to adopt green practices over non-green ones.

The findings of the study provided significant facts related to green marketing and consumer purchase intention. The study on the company from the ecommerce industry reveals that this newly emerging industry also has educated and well-aware target consumers who are willing to contribute their efforts for bringing positive changes within the global environment by adopting green marketing practices.

5 CONCLUSION AND RECOMMENDATIONS

This chapter is the final chapter of the thesis, which concludes the research by addressing the research objectives and reveals the findings drawn from the data analysis. The chapter is distributed into different sections, which reveal different information regarding the relationship between the variable and the link between them. The summary of the study presents the overall strategy for conducting the research and findings to the objectives of the study. The implications of the finding are discussed to provide the practical usability of the research findings. Furthermore, the limitations of the findings are discussed from the context of the scope of the study. The recommendations are drawn for the future study and a conclusion is made at the end.

5.1 Summary of Study

This study is carried out to understand the impact of green marketing on consumer purchase intention. A critical review was conducted of the literature review, which was used for developing an understanding of the available facts about green marketing and studies conducted for determining the level of awareness of people related to it. Followed by it, the literature review also helped in providing facts that are used for developing the statements for collecting the opinions of the respondents related to green marketing. The research methodology was developed by using the explanatory research design and quantitative method. It helped in collecting the data from the large group of respondents, which was later processed for understanding the perception of the consumers related to green marketing. The data collected is processed by using Microsoft Excel and using the frequency distribution test. Also, the reliability of the instrument was determined by using the data. Overall, the study was conducted for understanding the impact of green marketing on consumer purchase intention.

There were four objectives of the study, which were developed to give the direction to the conduction of the research. First, the impact of the environmental concern on the consumer reveals that the majority of the consumers have agreed to its impact. Followed by, the consumers also revealed to show a willingness to consider a green purchase. This was also determined based on the statements developed for determining the consumer purchase intention for green purchases. Moreover, the consumers also revealed that they perceive to have the higher benefits in the green products, which is also observed to

impact the consumer purchase intention. Furthermore, the findings of the study are used to provide the implications of the findings. It is provided in the next section.

5.2 Implications of Findings

This study has strong practical implications for the findings. From the observation conducted, it is observed that the consumers of Amazon are aware of the concept of green marketing. The company can use this terminology and position itself in the market in better ways. Followed by it, green marketing provides an opportunity to reach out to the potential groups of consumers, which are conservative toward the environment and willing to play their role in the protection of the environment. Therefore, the company can also position itself in the market by being an environmentally concerned company.

Another important contribution of the study is related to the monetary factor. It is observed from the analysis conducted that the majority of the respondents are willing to pay off the required amount even if it's higher than the price of the non-green products. The problem is that despite having the awareness and agreeing with the fact that green products have the better quality and value, a number of respondents showed resistance toward the payment of higher prices. Therefore, efforts are required to be at the corporate level for reducing the cost and also increase the efforts for motivating people to prefer green by further highlighting the negative consequences people are facing due to the usage of non-green products and services.

5.3 Limitations of Findings

This study has certain limitations due to the nature of the study and the context in which it is conducted. First, this study is conducted with a limited budget and time. This is fundamental research, which is conducted for fulfilling the academic degree requirement. Therefore, the scope of the study was selected accordingly. The study is conducted on a sample group composed of 100 respondents. It is believed to represent the population, which may or may not be true. Followed by it, the study is conducted on the customers of Amazon only, while there are many other ecommerce companies. Therefore, the perception of the consumers might differ from one company to another.

This study is conducted on the Finish customers. Therefore, the findings of the study are geographically limited. Followed by it, there are numerous other industries, which can also consider the green marketing strategies, but did not. Also, the broader concept of green marketing was narrowed down by selecting a few selective aspects to address by the researcher. There are numerous other ways of developing an understanding of the impact of green marketing on consumer purchase intention. Furthermore, the study is also limited in terms of the industry selected for gathering the data. The findings cannot be universalized based on these limitations.

5.4 Recommendations

During the carrying out of the research, different potential aspects of the research were identified. These recommendations are for the conduction of future research, which is also related to the limitations of the current research. First, the concept of green marketing is a broader term, which includes all kinds of aspects including the medium or platform used for the promotion and marketing of the goods. It is recommended that future studies should be conducted by collecting data related to the impact of green marketing on the performance of the company. The reason is that as green products are relatively more expensive than normal products, similarly, green marketing practices will be relatively expensive. Therefore, it is important to assess the impact of green marketing on the financial performance of the company.

It is recommended to carry out the research, where the impact of green marketing on the consumers could be assessed among different industries. This is important as each industry has its consumers and their demands and needs. Therefore, assessing green marketing across different industries, will help in understanding the perception of customers and determine whether green marketing can be effectively implemented across the global industries or not.

5.5 Conclusion

It is concluded from the observations made by the researcher that the consumers are nowadays well aware of the concept of green marketing. Different facts and information shared by the respondents reveal that they are willing to contribute on their behalf in form of financial resources to consume the products that are marketed by using eco-friendly practices and ways. Furthermore, it is also observed

that over years efforts are being made at the academician level to increase the level of awareness of the people related to the green practices and how organizations could indulge in it. It is concluded from the literature review conducted.

Keeping the limitations in consideration, the study has concluded the willingness of consumers to purchase green products by highlighting the green practices related to them. The consumer purchase intention is revealed to be affected by the green practices as the majority of the respondents have agreed to different statements being developed for measuring and determining the nature of the impact of the green marketing concept on their buying behaviour.

The study's findings also presented strong and significant implications. As ecommerce industry is one of the rapidly growing industries and is enjoying significant returns from the customers. Based on the growing market size of the ecommerce industry, by focusing on green marketing a significant change can be made from the eco-friendly perspective. The study's findings provide the scope and opportunity for the implication of green marketing within the industry.

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APPENDIX 1: STRUCTURED QUESTIONNAIRE

Demographic Profile

Choose the option based on a personal profile.

Items	Options
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Not Identified
Age	<input type="checkbox"/> 18 – 25 <input type="checkbox"/> 26 – 35 <input type="checkbox"/> 36 – 50 <input type="checkbox"/> 51 – 65 <input type="checkbox"/> Above than 65
Income (Monthly)	<input type="checkbox"/> 0-500 <input type="checkbox"/> 501-700 <input type="checkbox"/> 701-1000 <input type="checkbox"/> 1001-1500 <input type="checkbox"/> Above 1500

Tick the box based on your degree of agreeing with the statement.

1 → 5

Strongly Agree → Strongly disagree

Statements	1	2	3	4	5
ENVIRONMENTAL CONCERNS					
I am a strong believer in the preservation of nature and wildlife					
I am pleased to purchase green products					
I consider the potential environmental impact of my purchase when making many of my decisions					
I would describe myself as an environmentally responsible person					
I believe that I as a customer should purchase the green products to reduce the harm to the environment.					
You believe that by buying the green products you can protect the environment.					

You prefer the products that are manufactured in a manner to protect the environment like products in recyclable packaging					
WILLINGNESS TO GREEN PURCHASE					
I am interested in purchasing a green product if these will be available in Finland					
I'm willing to pay more for environmentally friendly products					
I prefer green products over non-green products.					
I prefer to buy green products as I'm interested to protect the environment.					
GREEN PERCEIVED BENEFITS					
I think green products are good for health					
Green products have well to test and flavour					
Green products offer better quality than non-green products.					
I prefer green products as they have more benefits than non-green products.					
Green products help in protecting the environment and health.					
I'm willing to pay higher price of green products because they offer more benefits.					
CONSUMER PURCHASE INTENTION					
I prefer to buy environmentally friendly products than non-green products					
I would like to increase the purchase/use of green products for me					
I buy green products even if they are more expensive than the non-green ones.					
I believe the green products can help me to contribute in the protection of the environment.					
I would recommend the green products to my friends and others					