
Effect of Green Marketing Tools on Consumer's Buying Behavior in Kathmandu

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Abstract:

Environmental degradation has driven businesses globally to adopt green marketing for sustainability. While validated internationally, the specific impact of these strategies on Nepalese consumers remains distinct. This study examines the influence of green marketing tools—specifically Environmental Beliefs, Eco-labeling, Eco-branding, Environmental Advertising, and Green Packaging—on consumer buying behavior in Kathmandu. Using a descriptive and explanatory research design, a valid sample of 310 Kathmandu residents was surveyed via convenience sampling. Primary data was collected using a 5-point Likert scale questionnaire. Data analysis utilizing SPSS employed Cronbach's Alpha for reliability, alongside Pearson correlation and multiple regression to test the hypotheses. Results indicate that green marketing tools significantly explain consumer buying behavior ($R^2 = 0.462, p < 0.001$). Eco-branding ($\beta = 0.268$) and Green Packaging ($\beta = 0.197$) were the strongest predictors, followed by Eco-labeling and Environmental Beliefs. Conversely, Environmental Advertising showed an insignificant negative impact ($\beta = -0.024, p = 0.710$), indicating it does not independently drive purchase decisions. The study concludes that while consumers in Kathmandu are environmentally conscious and responsive to tangible green indicators like trusted brands and packaging, they exhibit skepticism toward promotional advertising. Thus, the effectiveness of green marketing relies more on product credibility than on promotional claims.

Keywords: *green marketing, consumer buying behavior, eco-branding, green packaging, environmental advertising, Kathmandu*

1. Introduction:

Green marketing has emerged as a pivotal strategy for businesses aiming to align commercial objectives with environmental responsibility, fundamentally altering how products are developed and consumed (Polonsky, 1994). In developing markets like Nepal, the transition towards eco-friendly practices is gaining momentum, yet the specific influence of green marketing tools on consumer decision-making remains complex. As consumers in Kathmandu become

increasingly conscious of environmental degradation, understanding how specific marketing stimuli—such as eco-labeling, eco-branding, and green packaging—shape their preferences is vital for organizational success.

Many companies are adopting green marketing as part of their broader social responsibility. The concept of social responsibility dictates that companies recognize social, cultural, and environmental issues and act in a sensitive manner (Nagaraju & Thejaswini, 2014). Green marketing

enables companies to enter new market segments by changing their manufacturing processes, replacing materials with eco-friendly alternatives, and using eco-friendly packaging (Bhasin, 2019). The growing awareness of environmental issues has led consumers to demand green alternatives and express willingness to pay a premium price (Charter & Polonsky, 2017), resulting in a trend of green consumption for environmental sustainability (Mendleson & Polonsky, 1995).

Over-consumption and over-exploitation of natural resources are causing environmental depletion (Chen & Chai, 2010). Some environmental problems have been directly connected to human consumption, bringing environmental awareness to an individual level and translating into attitudes towards purchasing green products (Pagiaslis & Krontalis, 2014). It was reported that 40% of environmental issues have been attributed to the consumption activities of private households (Grunert, 1993). These environmental issues are now shared not only by environmental groups but also by different stakeholders such as consumers, governments, local communities, suppliers, and firms (Bubna-Litic & De Leeuw, 1999).

Green marketing concepts have been successful in developed countries but are yet to see their full effect in the context of Nepal. The Nepali customer base is evolving rapidly, and global trends are hitting Nepal much faster due to the democratization of the media. The demand for organic products has increased, especially in Kathmandu, Chitwan, and Pokhara, with consumers expressing willingness to pay premium prices (Aryal et al., 2009). However, market features of organic products in Nepal show that it is still in the formative stage of the product life cycle (Bhatta et al., 2008). There has been an emergence of green initiatives supported by various organizations—for example, Laxmi Bank installing solar lights on the Bagmati Bridge, the Green Angel project creating green jobs for rural women, and Dabur Nepal initiating eco-packaging—though the effect of these initiatives on brand image and customer preference is not fully known.

Although well-established theoretical frameworks such as the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and the Theory of Planned Behavior (Ajzen, 1991) provide strong foundations for understanding consumer purchase intentions, there remains a critical gap in integrating these models to explain the specific effect of tangible marketing stimuli in the context of Kathmandu. Existing studies have not sufficiently examined how specific green marketing dimensions such as eco-labeling, Eco-branding, Environmental Advertising, and Green Packaging interact to influence consumer choice in Nepal. Prior Nepal-based research (Shrestha, 2018; Ghimire, 2019) has confirmed that environmental awareness influences consumer preference, yet these studies tend to address green marketing's impact in broad terms without isolating which specific marketing tool has the strongest effect on buying behavior. Moreover, there is a lack of evidence on how these tools can strategically overcome consumer skepticism toward greenwashing in the Nepalese market.

Accordingly, this study examines the impact of five green marketing tools—namely Environmental Beliefs, Eco-labeling, Eco-branding, Environmental Advertising, and Green Packaging—on consumer buying behavior in Kathmandu. The specific objectives of this study are: (a) to assess the influence of each green marketing tool on consumer buying behavior; (b) to determine which tool has the strongest predictive effect; and (c) to evaluate the role of socio-demographic factors in moderating these relationships. The study hypothesizes that each of the five green marketing tools has a significant positive effect on consumer buying behavior (H1–H5).

2. Materials and Methods:

Research Design

This study adopted a quantitative research approach using both descriptive and causal research designs. The descriptive design was applied to summarize respondents' demographic characteristics and to describe the distribution of green marketing tool

variables. The causal research design was used to examine cause-and-effect relationships between the five independent variables—namely Environmental Beliefs, Eco-labeling, Eco-branding, Environmental Advertising, and Green Packaging—and the dependent variable Consumer Buying Behavior.

Population and Sample

The population of this study comprises general consumers residing in the Kathmandu district who are potential purchasers of green products. A non-probability convenience sampling technique was employed to select respondents based on accessibility and availability. A total of 350 questionnaires were distributed, out of which 310 valid responses were collected and used for the final analysis.

Data Collection

Primary data were collected through a structured questionnaire administered electronically via Google Forms. The questionnaire was adapted from established measurement tools found in previous green marketing literature and modified to suit the Nepalese context. All items were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire consisted of three sections:

demographic information (gender, age, education, occupation, income), specific questions related to the five green marketing tools (5 items each), and items measuring consumer buying behavior (5 items). Secondary data sources including journals, articles, and previous thesis reports were also reviewed.

Conceptual Framework

Based on the literature review and identified research gaps, this study proposes a framework linking five independent variables (Environmental Beliefs, Eco-labeling, Eco-Branding, Environmental Advertising, and Green Packaging) to the dependent variable (Consumer Buying Decision), with socio-demographic factors (age, gender, income, education, and occupation) as moderating variables. The framework draws on the Theory of Planned Behavior (Ajzen, 1991), where Environmental Beliefs represent personal attitudes, while Eco-labeling and Eco-branding increase perceived behavioral control by making it easier for consumers to identify green products. Environmental Advertising communicates green values, and Green Packaging provides tangible point-of-sale evidence of sustainability (adapted from Charter & Polonsky, 2017).

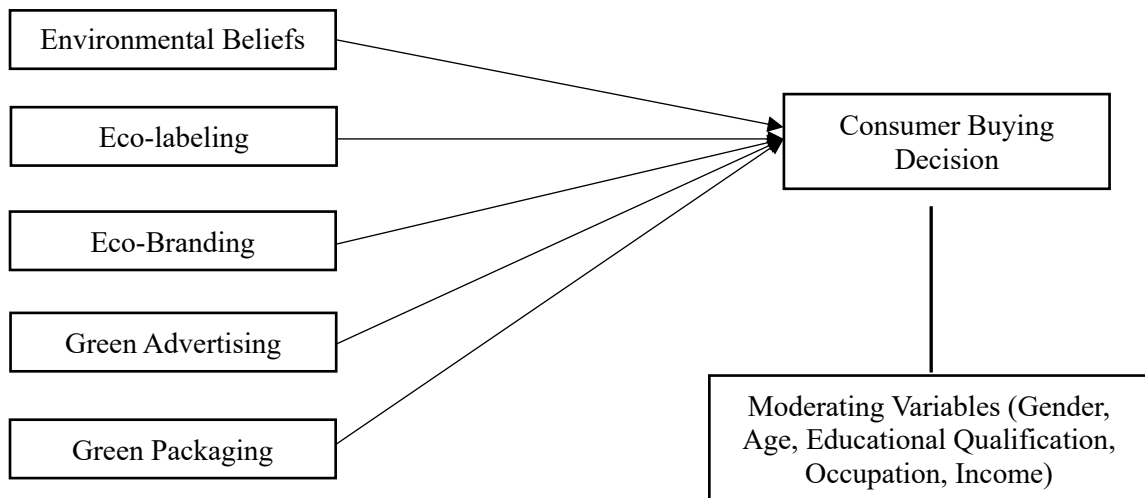


Figure 1. Conceptual Framework

(Source: Adapted from Charter & Polonsky, 2017)

Hypotheses

H1: Environmental Beliefs have a significant positive effect on consumer buying behavior.

H2: Eco-labeling has a significant positive effect on consumer buying behavior.

H3: Eco-branding has a significant positive effect on consumer buying behavior.

H4: Environmental Advertising has a significant positive effect on consumer buying behavior.

H5: Green Packaging has a significant positive effect on consumer buying behavior.

Data Analysis

Data were coded and analyzed using SPSS. Descriptive statistics (frequency, percentage, mean, standard deviation) were used to summarize demographic variables and responses. Reliability was assessed using Cronbach's Alpha, with a threshold of 0.70 considered acceptable. The overall Cronbach's Alpha was found to be 0.900, indicating high internal consistency. Pearson's correlation analysis was used to examine bivariate relationships, and multiple linear regression analysis was applied to determine the predictive influence of the green marketing

tools on consumer buying behavior. All hypotheses were tested at a 5% significance level ($p < 0.05$).

Ethical Considerations

Respondents were informed about the purpose of the study, and participation was voluntary. Confidentiality and privacy of responses were assured. No personally identifiable information was collected beyond basic demographic data required for the study.

3. Results and Discussion:

Demographic Profile

The sample comprised 310 respondents, with 162 males (52.3%) and 148 females (47.7%). The majority of respondents belonged to the 15–25 years age group (42.6%), followed by the 26–35 years group (37.1%). Most respondents held at least a Bachelor's degree (46.8%) or Master's degree (29.7%). In terms of occupation, students comprised the largest group (33.9%), followed by service holders (31.6%) and business persons (21.0%). Regarding income, the largest group earned NPR 20,000–40,000 (36.1%), followed by those earning below NPR 20,000 (30.6%).

Table 1. Demographic Profile of Respondents (N = 310)

Variable	Category	Frequency	Percent (%)
Gender	Male	162	52.3
	Female	148	47.7
Age Group	15–25 Years	132	42.6
	26–35 Years	115	37.1
	36–45 Years	45	14.5
	46 Years and Above	18	5.8
Education	SEE	15	4.8
	+2/Intermediate	58	18.7
	Bachelor's Degree	145	46.8
	Master's Degree	92	29.7
Occupation	Student	105	33.9
	Service Holder	98	31.6
	Business Person	65	21.0
	Others	42	13.5
Monthly Income (NPR)	Below 20,000	95	30.6
	20,000–40,000	112	36.1
	40,000–60,000	68	21.9
	Above 60,000	35	11.3

Descriptive Statistics of Variables

The descriptive analysis of the major study variables revealed that Environmental Beliefs (EB) had the highest mean score ($M = 4.07$, $SD = 0.605$), suggesting that respondents held strong internal convictions regarding environmental protection. This was followed by Environmental Advertising (EA; $M = 3.98$, $SD = 0.637$) and Eco-branding (EBr; $M =$

3.87 , $SD = 0.687$). Green Packaging (GP) showed a moderate mean of 3.65 ($SD = 0.762$), while Eco-labeling (EL) had the lowest mean among independent variables at 3.37 ($SD = 0.746$). The dependent variable, Consumer Buying Decision (CBB), had a mean of 3.75 ($SD = 0.665$), indicating a generally positive inclination towards purchasing green products.

Table 2. Descriptive Statistics of Study Variables

Variable	Mean	Std. Deviation
Environmental Beliefs (EB)	4.07	0.605
Eco-labeling (EL)	3.37	0.746
Eco-branding (EBr)	3.87	0.687
Environmental Advertising (EA)	3.98	0.637
Green Packaging (GP)	3.65	0.762
Consumer Buying Decision (CBB)	3.75	0.665

Reliability Analysis

The reliability of all measurement scales was assessed using Cronbach's Alpha. All six constructs demonstrated acceptable levels of reliability, with alpha values exceeding the recommended threshold of 0.70: Green Packaging ($\alpha = 0.852$), Environmental

Advertising ($\alpha = 0.790$), Eco-branding ($\alpha = 0.777$), Eco-labeling ($\alpha = 0.746$), Environmental Beliefs ($\alpha = 0.743$), and Consumer Buying Decision ($\alpha = 0.738$). The overall Cronbach's Alpha was 0.900, confirming strong internal consistency and suitability for further statistical analysis.

Table 3. Internal Consistency Reliability of Study Variables

Construct / Variable	Cronbach's Alpha (α)	Decision
Environmental Beliefs (EB)	0.743	Acceptable
Eco-labeling (EL)	0.746	Acceptable
Eco-branding (EBr)	0.777	Acceptable
Environmental Advertising (EA)	0.790	Acceptable
Green Packaging (GP)	0.852	Acceptable
Consumer Buying Decision (CBB)	0.738	Acceptable

Correlation Analysis

Pearson's correlation analysis was conducted to examine the relationships between consumer buying behavior and the five green

marketing variables. The results indicated that all five green marketing variables were positively and significantly associated with consumer buying behavior.

Table 4. Correlation Matrix for Buying Behavior and Green Marketing Variables

	CBB	EB	EL	EBr	EA	GP
CBB	1					
EB	.535**	1				
EL	.547**	.519**	1			
EBr	.610**	.632**	.594**	1		
EA	.465**	.564**	.411**	.679**	1	

GP	.573**	.544**	.597**	.687**	.663**	1
**. Correlation is significant at the 0.01 level (2-tailed).						

As shown in Table 4, Eco-branding demonstrated the strongest positive correlation with Consumer Buying Behavior ($r = .610, p < .001$), followed by Green Packaging ($r = .573, p < .001$), Eco-labeling ($r = .547, p < .001$), Environmental Beliefs ($r = .535, p < .001$), and Environmental Advertising ($r = .465, p < .001$). These findings suggest that higher levels of green marketing practices are associated with greater consumer buying behavior. All

correlation coefficients were statistically significant, providing preliminary support for the proposed relationships between the independent variables and consumer buying behavior.

Multiple Linear Regression Analysis

Multiple linear regression was conducted to examine the collective and individual predictive effects of the five green marketing tools on consumer buying decisions.

Table 5. Model Summary for Predicting Consumer Buying Decisions

R	R²	Adjusted R²	Std. Error of Estimate
0.680	0.462	0.453	0.492
<i>Predictors: (Constant), Green Packaging, Environmental Beliefs, Eco-labeling, Environmental Advertising, Eco-Branding</i>			

The R value of 0.680 indicates a strong correlation between the predicted and actual buying decision scores (Table 5). The model explained 46.2% of the variance in consumer

buying decisions ($R^2 = 0.462$), with an adjusted R^2 of 0.453, indicating a moderate explanatory power of the five green marketing tools.

Table 6. ANOVA for the Multiple Regression Model Predicting Buying Decision

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	63.126	5	12.625	52.157	<.001
Residual	73.586	304	0.242		
Total	136.712	309			

Table 6 presents the results of the ANOVA test for the multiple regression model. The model was found to be statistically significant, $F(5, 304) = 52.157, p < .001$, indicating that the five green marketing variables jointly predict Consumer Buying Decision significantly

better than a model with no predictors. This result confirms the overall fitness of the regression model and suggests that at least one of the independent variables contributes significantly to explaining variations in Consumer Buying Decision.

Table 7. Regression Coefficients of Green Marketing Variables

Variable	B	Std. Error	β	t	Sig.
(Constant)	0.873	0.209	—	4.170	<.001
Environmental Beliefs	0.190	0.063	0.173	3.006	.003
Eco-labeling	0.200	0.052	0.190	3.846	.001
Eco-Branding	0.218	0.061	0.268	3.573	<.001
Environmental Advertising	-0.024	0.057	-0.024	-0.421	.710
Green Packaging	0.182	0.065	0.197	2.8	.003

Dependent Variable: Consumer Buying Decision

As shown in Table 7, the regression coefficients indicate that Eco-branding had the strongest positive effect on Consumer Buying Decision ($\beta = .268$, $p < .001$), followed by Green Packaging ($\beta = .197$, $p = .003$), Eco-labeling ($\beta = .190$, $p = .001$), and Environmental Beliefs ($\beta = .173$, $p = .003$). These results suggest that these variables are statistically significant positive predictors of Consumer Buying Decision when controlling for other variables in the model. However, Environmental Advertising exhibited a small negative and non-significant effect ($\beta = -.024$, $p = .710$), indicating that it does not contribute significantly to predicting Consumer Buying Decision in the presence of the other predictors. Therefore, based on the results presented in Table 7, hypotheses H1, H2, H3, and H5 are supported, while H4 is not supported in the multiple regression model.

This study examined the influence of five green marketing tools on consumer buying decisions in Kathmandu. The findings indicate that green marketing tools play a meaningful role in shaping consumer behavior; however, four dimensions showed strong and statistically significant effects, while Environmental Advertising was not significant.

Environmental beliefs showed a significant positive relationship with consumer buying decisions, suggesting that consumers in Kathmandu are increasingly driven by a sense of moral obligation and environmental consciousness. When consumers believe that their individual actions can mitigate environmental damage, they are more likely to engage in eco-friendly purchasing. This result supports the Theory of Planned Behavior (Ajzen, 1991), which posits that personal attitudes significantly predict behavioral intention. It also aligns with the findings of Pagiaslis and Krontalis (2014), who reported that environmental concern and knowledge directly influence green consumption behavior.

Eco-labeling demonstrated a significant positive effect, indicating that third-party certifications and clear eco-labels serve as vital trust signals. In a market where green claims can be vague, labels provide the necessary assurance of authenticity. This finding is consistent with D'Souza et al. (2006), who found that consumers were willing to purchase green products even when perceiving lower quality, provided label information was credible. It also supports Rashid (2009), who reported a positive correlation between eco-label awareness and purchase intention.

Eco-branding showed the strongest significant influence on consumer buying decisions, suggesting that a brand's overall reputation for sustainability is the most critical driver. Consumers appear to prefer associating themselves with brands that project a responsible and ethical image. This reflects the concept of brand equity and is consistent with Rahbar and Wahid (2011), who asserted that Eco-branding builds trust and signals safety. It also aligns with Mourad and Ahmed (2012), who identified green brand image and trust as stronger predictors of brand preference than mere awareness.

Environmental Advertising showed a weak and non-significant effect on consumer buying decisions. Although descriptive statistics showed that consumers agree advertisements are necessary for awareness ($M = 4.16$), the regression analysis reveals that these advertisements do not strongly influence actual buying action. One possible explanation is the rising skepticism towards greenwashing, where consumers distrust exaggerated promotional claims. This finding supports Richards (2013), who observed that environmental enthusiasts were often more skeptical of green advertising. It contrasts with traditional marketing theories where advertising is a primary sales driver, but is consistent with recent green marketing literature suggesting educated consumers rely

more on concrete attributes than promotional claims.

Green Packaging also showed a significant positive relationship, indicating that tangible product attributes strongly influence purchase behavior. Packaging serves as the 'silent salesman,' and in the context of green marketing, recyclable or minimal packaging functions as immediate visual proof of eco-friendliness. This result is consistent with Shrestha (2018), who found that Nepalese consumers responded positively to sustainable packaging, and with Isa and Yao (2013), who reported that eco-labels and sustainable design significantly influenced consumer choice.

The finding that consumers are environmentally aware (high mean scores on beliefs and advertising awareness) yet not persuaded by advertising to make actual purchases highlights an important attitude–behavior gap. The gap suggests that in the Nepalese context, product credibility—conveyed through branding, labeling, and packaging—is more influential than promotional visibility in converting environmental concern into buying behavior.

4. Conclusion:

This study examined the effect of five green marketing tools—Environmental Beliefs, Eco-labeling, Eco-branding, Environmental Advertising, and Green Packaging—on consumer buying decisions among 310 respondents in Kathmandu. The findings confirm that green marketing tools collectively explain 46.2% of the variance in consumer buying behavior. Eco-branding emerged as the strongest predictor, followed by Green Packaging, Eco-labeling, and Environmental Beliefs. Environmental Advertising, however, did not significantly influence the final buying decision in the presence of other variables.

These findings demonstrate that consumers in Kathmandu are environmentally conscious and responsive to tangible green indicators—such as trusted brands, credible labels, and sustainable packaging—but exhibit skepticism toward promotional advertising.

The effectiveness of green marketing in this context relies more on product credibility than on promotional claims. The study validates the relevance of green marketing strategies in the Nepalese context and highlights the prevalence of advertising skepticism.

Several limitations should be acknowledged. First, the study was restricted to consumers in Kathmandu and did not include consumers from other regions of Nepal, limiting geographic generalizability. Second, the use of convenience sampling may introduce selection bias. Third, the study addressed green marketing broadly and did not focus on any particular product or brand category. Fourth, the cross-sectional design captured only a snapshot of consumer behavior at a single point in time, precluding causal inferences about long-term trends.

Future research should extend the geographic scope to other cities in Nepal, employ probability sampling methods, and adopt longitudinal designs to track changes in consumer behavior over time. Studies could also examine the moderating effects of specific product categories and price sensitivity on green purchasing behavior. Additionally, qualitative approaches could provide deeper understanding of the reasons behind advertising skepticism in the Nepalese market.

From a practical standpoint, businesses in Nepal should prioritize investment in robust Eco-branding and sustainable packaging over heavy environmental advertising. Marketers should focus on building genuine trust through transparent eco-labeling and aligning product messaging with consumers' internal environmental values. The government should implement standardized regulations for eco-labels and green claims to prevent greenwashing and increase overall consumer trust. These strategies would collectively strengthen the adoption of green products in the Nepalese market.

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