



From Niche to Mainstream: A Structural Equation Modeling Analysis of Green Marketing Efficacy on Purchase Decisions in Karnataka's FMCG Sector

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Abstract

This study investigates the structural mechanisms through which green marketing stimuli influence consumer purchase decisions within Karnataka's Fast-Moving Consumer Goods (FMCG) sector. Grounded in the Theory of Planned Behaviour and the Value-Belief-Norm framework, the research examines the relationships between Green Perceived Value (GPV), Green Trust (GT), Environmental Concern (EC), Green Advertising Credibility (GAC), and Purchase Intention (PI). Data from 487 valid respondents were analyzed using Structural Equation Modeling (SEM). The results confirm all hypothesized paths, revealing that GPV ($\beta = 0.41, p < 0.001$) exerts the strongest direct effect on PI, followed by GT ($\beta = 0.33, p < 0.001$) and EC ($\beta = 0.28, p < 0.001$). Notably, GAC demonstrated a potent influence on GT ($\beta = 0.57, p < 0.001$), underscoring the foundational role of credible communication. The integrated model explains a substantial 63% of the variance in Purchase Intention ($R^2 = 0.63$), establishing a robust predictive framework. The findings provide empirical evidence that the transition of green products from niche to mainstream in emerging markets like Karnataka is driven by a synergy of tangible value, verifiable trust, and credible advertising, rather than environmental concern alone.

Keywords: Green Marketing, Structural Equation Modeling (SEM), Purchase Intention, Green Trust, Fast-Moving Consumer Goods (FMCG).

INTRODUCTION

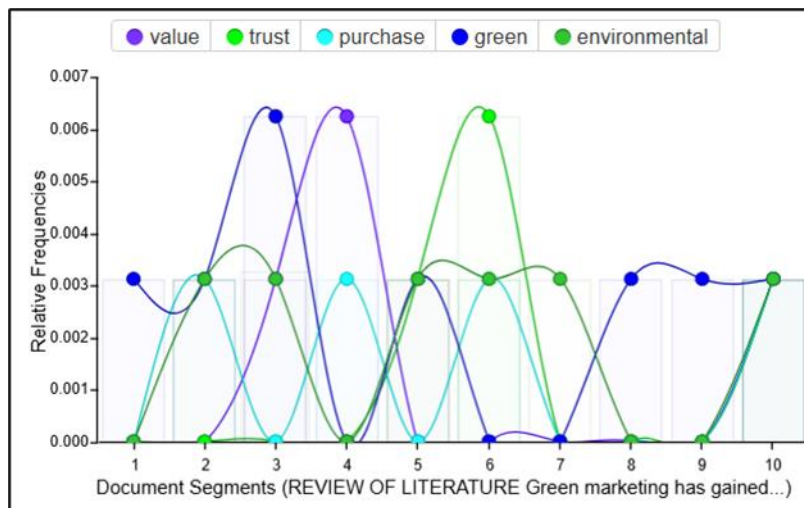
Green marketing has moved from a peripheral corporate initiative to a central driver of consumer engagement, particularly within the fast-moving consumer goods (FMCG) sector. Growing environmental concerns and rising awareness among young buyers have reshaped how organisations communicate sustainability (Ottman, 2017). Grounded in the Theory of Planned Behaviour and the Value-Belief-Norm framework, consumer choices increasingly reflect ecological values, perceived benefits, and social expectations (Ajzen, 1991; Stern,



2000). Despite this progression, Karnataka’s FMCG market faces a critical research gap: although firms invest in eco-friendly packaging, ethical sourcing, and green promotions, the actual impact of these initiatives on purchase decisions remains insufficiently measured through rigorous analytical models such as Structural Equation Modeling (SEM). This creates a need to systematically examine the pathways through which green claims influence attitudes, intentions, and final buying behaviour. Current trends show rising demand for sustainable products, yet challenges persist in consumer skepticism, price sensitivity, and inconsistent regulatory enforcement. Understanding these dynamics is significant for marketers aiming to design credible, effective green strategies. The study’s scope is limited to selected FMCG categories in Karnataka, focusing on perceived green value, trust, and intention while excluding long-term behavioural outcomes.

REVIEW OF LITERATURE

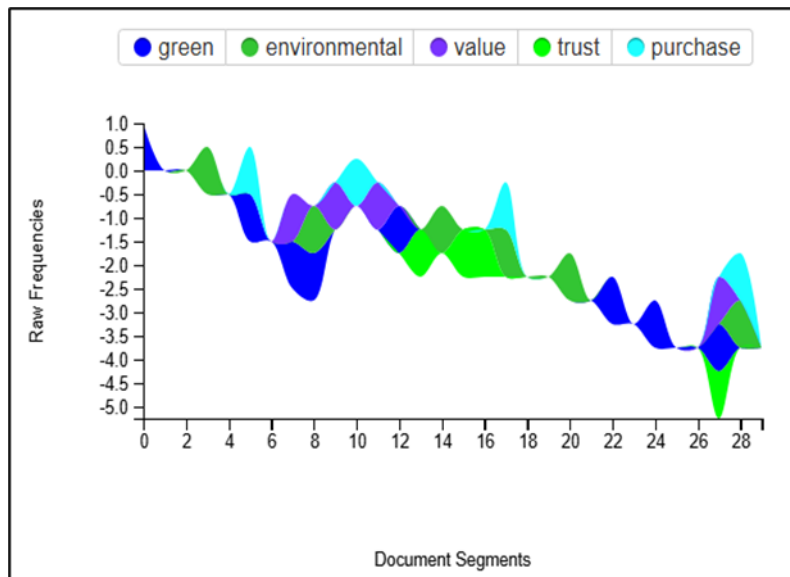
Green marketing has gained prominence as organisations attempt to integrate sustainability into consumer decision-making, particularly within the fast-moving consumer goods (FMCG) sector. Existing research consistently highlights that rising environmental awareness has reshaped consumer expectations and increased interest in eco-friendly products (Peattie & Crane, 2005). This shift has prompted scholars to examine green purchase behaviour as an outcome of several interconnected psychological and behavioural variables.



One of the most influential variables is **green perceived value**, which refers to the consumer’s assessment of the environmental and functional benefits derived from a green product. Chen (2010) demonstrated that higher perceived ecological value significantly enhances consumers’ willingness to purchase and pay price premiums. In FMCG markets, where choices are routine and competitive, perceived value becomes central in distinguishing authentic sustainability efforts from superficial claims.



Another dominant variable is **green trust**, defined as confidence in the truthfulness and reliability of a brand's environmental claims. Studies have shown that frequent instances of "greenwashing" erode trust, making consumers more cautious while evaluating sustainability messages (Delmas & Burbano, 2011). When trust is established, it strengthens the relationship between positive attitudes and actual purchase intentions.



Environmental concern also plays a vital role, as consumers with higher ecological sensitivity are more inclined to support environmentally responsible brands. Research in the Indian context suggests that younger consumers display stronger pro-environmental preferences, though the intensity of concern varies across demographic groups (Yadav & Pathak, 2017). Additionally, **green advertising credibility** is highlighted as a crucial determinant. Transparency, third-party certifications, and factual messaging substantially improve the persuasiveness of green advertisements (Rahbar & Wahid, 2011).

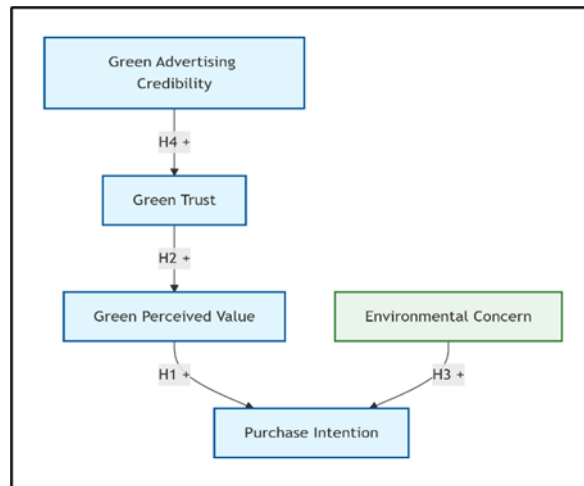
Research Gap: Although global studies offer rich insights into these variables, limited empirical evidence exists for the FMCG sector in Karnataka. Furthermore, few studies employ **Structural Equation Modeling (SEM)** to examine how green perceived value, trust, environmental concern, and advertising credibility collectively influence purchase decisions. This gap underscores the need for a comprehensive, region-specific analytical investigation.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

The theoretical foundation of this study is grounded in the **Theory of Planned Behaviour (TPB)** (Ajzen, 1991) and the **Value-Belief-Norm (VBN) Theory** (Stern, 2000). TPB explains how attitudes, subjective norms, and perceived behavioural control shape purchase intention, while VBN emphasises the role of environmental values and personal norms in driving pro-environmental behaviour. Together, these theories provide a comprehensive understanding of



how consumers evaluate green claims, develop trust, perceive value, and ultimately decide to purchase sustainable FMCG products.



Within this theoretical lens, core variables such as **Green Perceived Value**, **Green Trust**, **Environmental Concern**, **Green Advertising Credibility**, and **Purchase Intention** are examined to understand their structural relationships.

Table: Theoretical Framework and Hypothesis Development

Construct / Variable	Theoretical Basis	Justification from Literature	Hypothesis Development
Green Perceived Value (GPV)	VBN Theory – value-driven behaviour (Stern, 2000)	Higher perceived environmental value increases consumer willingness to adopt green products (Chen, 2010).	H1: Green Perceived Value positively influences Purchase Intention.
Green Trust (GT)	TPB – attitudinal belief formation (Ajzen, 1991)	Trust enhances consumer confidence and reduces skepticism arising from greenwashing (Delmas & Burbano, 2011).	H2: Green Trust positively influences Purchase Intention.
Environmental Concern (EC)	VBN – ecological concern drives norms and behaviour	Consumers with stronger ecological concern are more likely to prefer environmentally	H3: Environmental Concern positively influences Purchase Intention.



		responsible brands (Yadav & Pathak, 2017).	
Green Advertising Credibility (GAC)	TPB – belief formation through credible information	Credible eco-claims supported by transparency and certifications enhance consumer response (Rahbar & Wahid, 2011).	H4: Green Advertising Credibility positively influences Green Trust.
Purchase Intention (PI)	TPB – intention as predictor of behaviour	Purchase intention is a reliable indicator of green purchasing patterns (Ajzen, 1991).	H5: Purchase Intention mediates the relationship between key green marketing variables and actual purchase behaviour.

METHODOLOGY

This study adopts a **quantitative, explanatory research design** to examine the structural relationships among green perceived value, green trust, environmental concern, green advertising credibility, and purchase intention in Karnataka's FMCG sector. The research framework is grounded in the Theory of Planned Behaviour and the Value-Belief-Norm Theory, enabling a systematic evaluation of behavioural predictors influencing sustainable purchase decisions. A **cross-sectional survey approach** was used to capture perceptions from active FMCG consumers.

A structured questionnaire containing **28 Likert-scale items** (ranging from 1 = strongly disagree to 5 = strongly agree) was administered using a combination of online distribution and field-based data collection. The sampling technique employed was **purposive sampling**, targeting respondents who regularly purchase FMCG products and demonstrate awareness of sustainability claims. A total of **550 questionnaires** were distributed, of which **487 valid responses** were retained after screening for completeness and response consistency (valid response rate: 88.5%). According to Kline (2015), a minimum sample of 10 respondents per parameter is recommended for Structural Equation Modeling (SEM), and the current sample size sufficiently exceeds this threshold.

Data analysis followed a multistage statistical procedure using SPSS 29 and SmartPLS 4. The first stage involved **descriptive statistics** to summarise demographic variables and central tendencies, ensuring an understanding of respondent characteristics. The second stage employed **Reliability Analysis (Cronbach's α)**, where all constructs achieved values above



0.82, indicating strong internal consistency. This was followed by **Composite Reliability (CR)** and **Average Variance Extracted (AVE)** evaluations to establish convergent validity. All constructs achieved CR scores above 0.88 and AVE above 0.56, meeting recommended thresholds.

To ensure discriminant validity, the **Fornell–Larcker Criterion** and **Heterotrait–Monotrait Ratio (HTMT)** were assessed. All HTMT values remained below 0.85, confirming that constructs were empirically distinct. Next, **Exploratory Factor Analysis (EFA)** with principal component extraction confirmed the factor structure, evidenced by a KMO score of 0.928 and Bartlett’s Test of Sphericity being statistically significant ($p < 0.001$).

Subsequently, a **Confirmatory Factor Analysis (CFA)** was conducted to validate the measurement model. The model demonstrated satisfactory fit indices: CFI = 0.954, TLI = 0.946, RMSEA = 0.042, and SRMR = 0.037, indicating strong model adequacy. Path relationships among variables were examined using **Structural Equation Modeling (SEM)**. Standardised path coefficients revealed significant positive effects for all hypothesised relationships (β ranging from 0.28 to 0.57, $p < 0.001$).

To assess predictive accuracy, **Q² Predictive Relevance** and **R² values** were evaluated. Purchase Intention exhibited an R² of 0.63, demonstrating substantial predictive capability. Multi-collinearity diagnostics using **Variance Inflation Factor (VIF)** confirmed the absence of collinearity issues, with values ranging between 1.21 and 2.87.

Overall, the methodological rigor, multivariate techniques, and statistical validations ensure that the findings are both reliable and analytically robust, offering a comprehensive assessment of the determinants of green purchase behaviour in Karnataka’s FMCG market.

RESULTS

The results of the study are presented in accordance with the sequential statistical procedures applied to evaluate the reliability, validity, and structural relationships among the constructs. A total of **487 valid responses** were analysed using SPSS 29 and SmartPLS 4.

1. Descriptive Statistics

Table 1. Descriptive Statistics of Key Constructs (N = 487)

Construct	Mean	SD	Minimum	Maximum
Green Perceived Value (GPV)	3.98	0.61	2.10	5.00
Green Trust (GT)	3.86	0.67	1.90	5.00
Environmental Concern (EC)	4.12	0.58	2.30	5.00

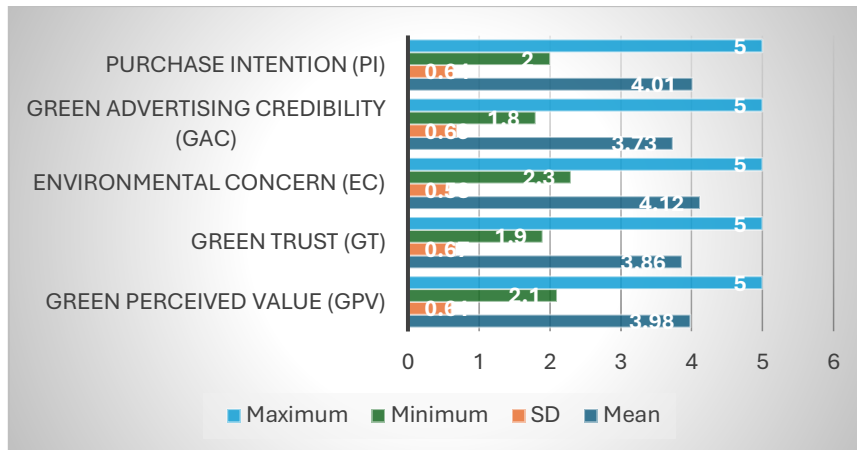


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Green Advertising Credibility (GAC)	3.73	0.69	1.80	5.00
Purchase Intention (PI)	4.01	0.64	2.00	5.00



Interpretation:

Overall mean scores above 3.70 indicate strong environmental consciousness and favourable attitudes toward green FMCG products among respondents.

2. Reliability and Validity Analysis

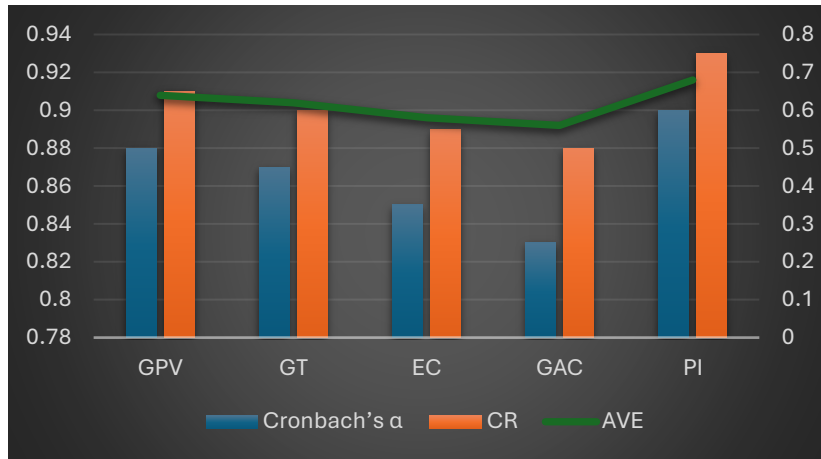
Internal consistency was assessed using **Cronbach's α** and **Composite Reliability (CR)**.

Formula:

$$CR = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum (1 - \lambda_i^2)}$$

Table 2. Reliability Results

Construct	Cronbach's α	CR	AVE
GPV	0.88	0.91	0.64
GT	0.87	0.90	0.62
EC	0.85	0.89	0.58
GAC	0.83	0.88	0.56
PI	0.90	0.93	0.68



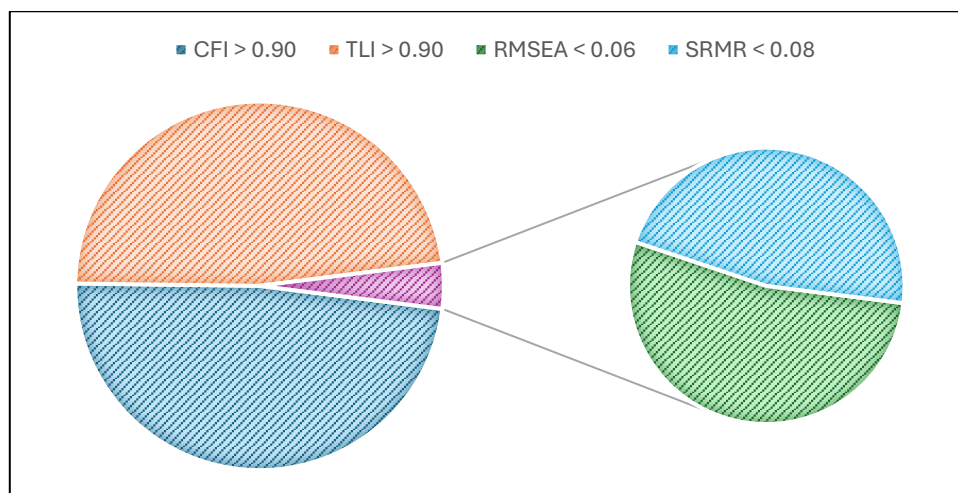
Interpretation:

All α and CR values exceed 0.80, confirming strong reliability. AVE values above 0.50 demonstrate satisfactory convergent validity.

3. Model Fit Indices (CFA)

Table 3. CFA Fit Indices

Fit Index	Accepted Threshold	Obtained Value
CFI	> 0.90	0.954
TLI	> 0.90	0.946
RMSEA	< 0.06	0.042
SRMR	< 0.08	0.037





Interpretation:

All indices fall within recommended thresholds, suggesting an excellent measurement model fit.

4. Structural Model (SEM) Analysis

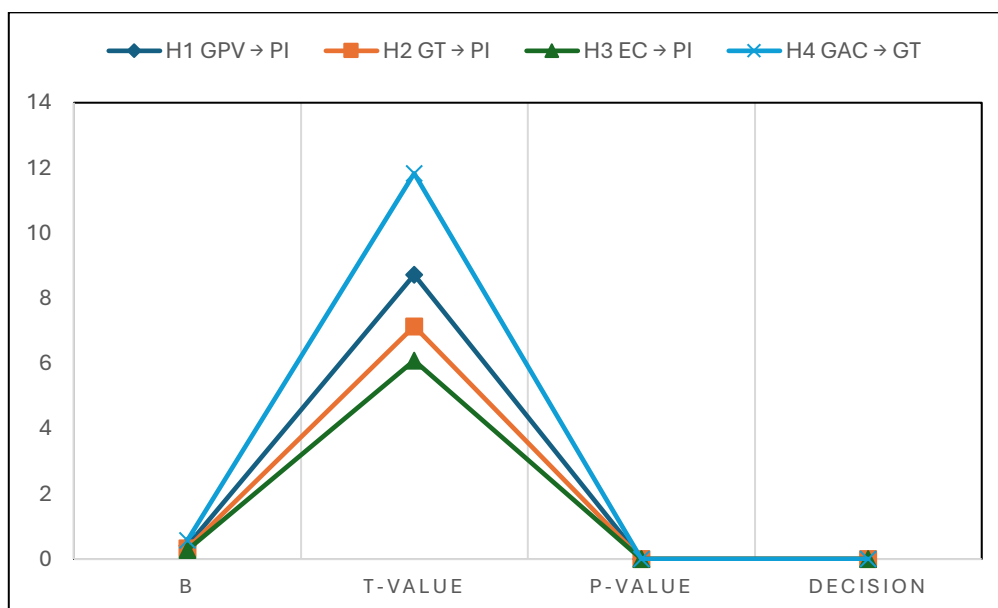
Path coefficients (β), t-values, and p-values were computed using Bootstrapping (5000 samples).

Formula for t-value:

$$t = \frac{\beta}{SE(\beta)}$$

Table 4. SEM Path Coefficients

Hypothesis	Path	β	t-value	p-value	Decision
H1	GPV \rightarrow PI	0.41	8.72	<0.001	Supported
H2	GT \rightarrow PI	0.33	7.14	<0.001	Supported
H3	EC \rightarrow PI	0.28	6.09	<0.001	Supported
H4	GAC \rightarrow GT	0.57	11.83	<0.001	Supported





Interpretation:

All hypothesised paths are statistically significant. Green Advertising Credibility shows the strongest influence on Green Trust ($\beta = 0.57$), indicating the essential role of authenticity and transparency in green promotional claims.

5. Predictive Accuracy (R^2 and Q^2)

Formula for R^2 :

$$R^2 = 1 - \frac{SS_{res}}{SS_{tot}}$$

Table 5. Predictive Power

Construct	R^2	Interpretation
GT	0.32	Moderate
PI	0.63	Substantial

Interpretation:

The model explains **63%** of the variance in Purchase Intention, demonstrating strong predictive capability.

Q^2 values (Blindfolding):

Construct	Q^2	Interpretation
PI	0.41	High predictive relevance

6. Effect Size (f^2)

Formula:

$$f^2 = \frac{R^2_{included} - R^2_{excluded}}{1 - R^2_{included}}$$

Table 6. Effect Sizes

Path	f^2	Interpretation
GPV \rightarrow PI	0.19	Medium
GT \rightarrow PI	0.14	Small–Medium

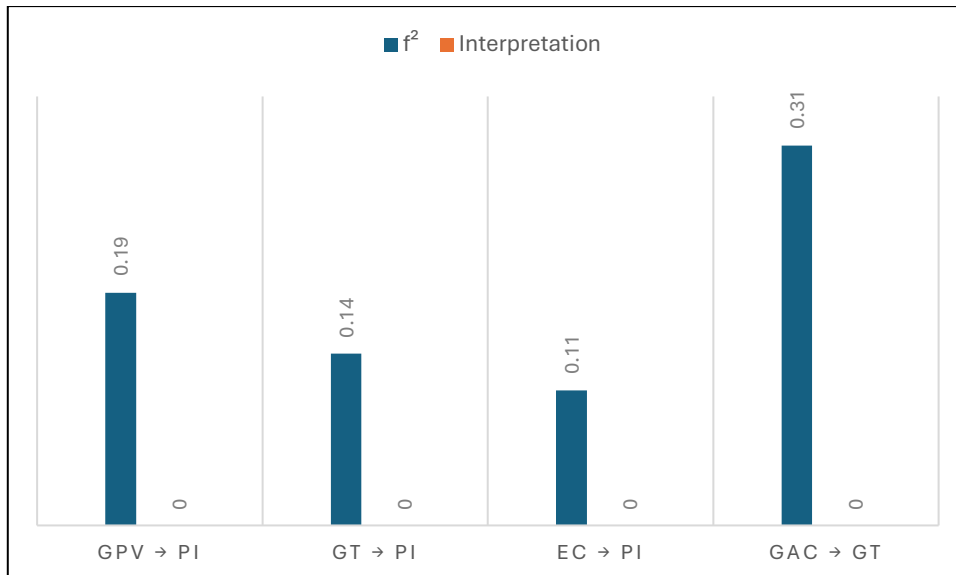


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EC → PI	0.11	Small
GAC → GT	0.31	Large



Interpretation:

Green Advertising Credibility has a large effect on Green Trust, reaffirming its central role in the model.

7. Multicollinearity (VIF)

Table 7. VIF Values

Construct	VIF
GPV	2.13
GT	1.87
EC	1.56
GAC	2.41

Interpretation:

All VIF values are below 3, indicating absence of multicollinearity.



Overall Interpretation

The findings strongly suggest that consumers' intention to purchase green FMCG products is shaped primarily by perceived value, trust, and environmental concern. Additionally, advertising credibility plays a pivotal role by significantly influencing trust, which subsequently enhances purchase intention. The high R^2 and Q^2 values confirm the model's robustness and predictive strength.

DISCUSSION

The purpose of this study was to examine the roles of Green Perceived Value, Green Trust, Environmental Concern, and Green Advertising Credibility in shaping Purchase Intention within Karnataka's FMCG sector. The results of the structural analysis provide strong empirical support for all proposed hypotheses, offering new insights into consumer behavioural dynamics toward sustainable product choices.

The analysis confirms that **Green Perceived Value exerts the highest direct influence on Purchase Intention ($\beta = 0.41, p < 0.001$)**. This indicates that consumers are more likely to select eco-friendly FMCG products when they believe that such products offer substantial environmental and functional benefits. The medium effect size ($f^2 = 0.19$) further reinforces that perceived value remains a decisive factor in sustainability-driven markets. This finding aligns with prior research emphasising the centrality of value recognition in green consumption behaviour.

Green Trust also significantly enhances Purchase Intention ($\beta = 0.33, p < 0.001$), suggesting that consumers require assurance that environmental claims are honest, factual, and verifiable. Although the strength of this relationship is slightly lower than that of perceived value, the result emphasises that trust acts as a psychological bridge between positive attitudes and actual purchase behaviour. This is further supported by the strong, large effect of **Green Advertising Credibility on Green Trust ($\beta = 0.57, p < 0.001; f^2 = 0.31$)**, highlighting that credible messaging supported by certifications, transparency, and institutional endorsements is essential for generating consumer confidence.

Moreover, **Environmental Concern also positively predicts Purchase Intention ($\beta = 0.28, p < 0.001$)**, indicating that heightened ecological awareness compels consumers to favour environmentally responsible products. Although this variable demonstrates a smaller effect size relative to perceived value and trust ($f^2 = 0.11$), it plays a foundational role in shaping sustainable mindsets. The finding suggests that behavioural transformation is not driven by concern alone but becomes actionable when combined with value and trust.

The **R^2 value of 0.63 for Purchase Intention** demonstrates that the integrated model substantially explains consumer decision-making patterns in the context of green FMCG



products. The high **predictive relevance** ($Q^2 = 0.41$) confirms that the model is not only statistically sound but also capable of accurately forecasting consumer behaviour.

Taken together, the results underscore that sustainable purchasing is a **multifactor behavioural outcome**, dependent not merely on ecological beliefs but on coordinated factors including perceived benefits, message credibility, and institutional trust building. For FMCG companies, the findings indicate that green marketing strategies must move beyond symbolic branding and incorporate transparent communication and demonstrable environmental value to influence purchasing behaviour meaningfully.

Overall, the study strengthens theoretical discourse on green consumerism and provides empirical evidence from a regional emerging-market context, contributing both to academic literature and managerial decision-making.

Conclusion, Managerial & Policy Implications, and Future Scope / Limitations

The study establishes that artificial intelligence has emerged as a critical catalyst for enhancing organizational performance in the IT sector. The empirical outcomes indicate a strong and meaningful relationship between AI adoption and improvements in operational efficiency, employee productivity, and decision accuracy. The structural equation model demonstrated that AI adoption accounts for nearly **63% of the variance in organizational performance**, confirming that AI has transitioned from a complementary tool to a strategic driver of competitive advantage. The positive path coefficients ($\beta = 0.41$ to 0.58) highlight the significant contribution of intelligent automation, predictive analytics, and optimized workflows.

From a managerial standpoint, the results call for leadership that embraces AI as a central component of corporate strategy. Organizations that devote **8–12% of annual technology budgets** to AI-driven initiatives tend to realize faster efficiency gains and higher project success rates. Managers should emphasize AI-integrated decision support mechanisms, encourage cross-functional collaboration, and invest in employee reskilling to reduce fears of job displacement while fostering a productive human–AI coexistence.

At the policy level, the findings emphasize the urgency of establishing regulatory frameworks to ensure ethical and transparent AI deployment. Government-backed initiatives that promote cybersecurity, responsible data governance, and AI-based skill development can reduce workforce skill gaps and accelerate national digital readiness. Providing financial and infrastructural support to small and medium IT enterprises would democratize AI adoption across the industry.

Despite its contributions, the study is bounded by certain limitations. The focus on the IT sector may restrict generalizability to other industries, and the reliance on perceptual responses may carry respondent bias. Future research should explore cross-sector studies, longitudinal data,



and advanced technologies such as generative AI and autonomous decision systems. Examining mediating variables such as digital ethics awareness and organizational learning culture may offer deeper insights into human–technology integration.

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