Article

Green Marketing Communication and Consumer Purchase Intention in Non-Metro Areas: Mediating Roles of Environmental Concern and Price Sensitivity

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Abstract

This study investigates the influence of green marketing communication on consumer green purchase intention, examining the mediating roles of environmental concern and price sensitivity. Using a quantitative research design, data were collected from 221 consumers residing in non-metro areas of Pakistan through a convenience sampling method. Structural Equation Modeling (SEM) using SmartPLS was employed to analyze the data. The results reveal that green marketing communication significantly influences both environmental concern and price sensitivity, which in turn positively affect consumer green purchase intention. Mediation analysis further confirms that environmental concern and price sensitivity partially transmit the effects of green marketing communication on purchase intention. The model demonstrates high explanatory power, accounting for approximately 80 percent of the variance in green purchase intention. These findings highlight the critical role of strategic environmental communication in shaping consumer attitudes and behavior toward sustainable products, offering both theoretical contributions and practical guidance for marketers.

Keywords: green marketing; environment; price; purchase intention; non-metro consumers

1. Introduction

Growing global concerns about pollution, resource depletion, and climate change have significantly influenced consumer behavior and heightened environmental responsibility among individuals (Sharma, 2021). In response to these challenges, green marketing has emerged as a strategic approach for businesses, focusing on designing, promoting, and distributing products in environmentally responsible ways (Majeed et al., 2022). Core elements of green marketing include eco-friendly product features, sustainable packaging, responsible production practices, and transparent communication, all of which align with consumer values and expectations (Ahmed et al., 2023). In developing countries such as Pakistan, where environmental challenges are increasingly critical, understanding the impact of green marketing on consumer purchasing behavior has become a pressing concern (Iftikhar et al., 2022).

Consumer decisions regarding green products are shaped by a combination of psychological, social, and economic factors. Importantly, there are marked differences between metropolitan and non-metropolitan areas in terms of cultural norms, economic conditions, access to information, and exposure to environmental

initiatives (Kar & Harichandan, 2022). While urban populations may have higher awareness of sustainability and greater exposure to eco-friendly marketing, consumers in non-metro regions often face constraints such as limited availability of green products, lower disposable incomes, and reduced access to environmental information. Studies indicate that consumer attitudes and green marketing significantly influence the demand for sustainable products, including green-packaging items and other eco-friendly goods (Roh et al., 2022). Additionally, practical considerations such as perceived value, necessity, and price sensitivity play a substantial role in non-metropolitan consumer purchasing patterns, particularly given the influence of government initiatives and digital media (Garcia-Salirrosas & Rondon-Eusebio, 2022).

Environmental consciousness is a key determinant of green purchasing behavior. Individuals with heightened awareness and concern for environmental issues are more likely to choose eco-friendly products, demonstrating stronger intentions to make sustainable purchases (Nguyen-Viet, 2023). Environmentally conscious consumers are willing to pay a premium for green products, and fostering positive environmental attitudes significantly increases purchase intention. Despite these insights, there remains a gap in understanding how non-metropolitan consumers respond to green marketing messages, as most prior research has focused on urban or more educated populations (Iftikhar et al., 2022).

Price sensitivity is another critical factor influencing purchasing decisions in non-metropolitan areas. Unlike metropolitan consumers, who often enjoy higher disposable incomes, non-metro consumers manage limited budgets carefully, prioritizing essential household needs. While they may recognize the value of green products, high prices can deter adoption, a phenomenon widely reported in emerging economies (Biswas & Roy, 2015). Consequently, understanding the interplay between green marketing, environmental concern, and price sensitivity is essential to promote sustainable consumption in these regions.

Given these considerations, this study investigates how green marketing communication affects consumer green purchase intention in non-metropolitan areas of Pakistan, examining the mediating roles of environmental concern and price sensitivity. By focusing on non-metro consumers, the research addresses an underexplored segment, highlighting the influence of environmental awareness and price perceptions on green purchasing decisions. The structure of this paper is organized as follows: Section 1 introduces the study and outlines the research problem, Section 2 presents the literature review, Section 3 details the methodology, Section 4 reports the results, Section 5 discusses the findings, and Section 6 concludes with theoretical and practical implications.

2. Literature Review

2.1. Theoretical Framework

The study is grounded in the Stimulus–Organism–Response (S–O–R) model (Jacoby, 2002), which conceptualizes how external stimuli (GMC) influence internal states (environmental concern and price sensitivity), ultimately affecting behavioral responses (green purchase intention). In this framework, green marketing communication acts as a stimulus that triggers consumers' cognitive and affective evaluation, including concern for the environment and sensitivity to price. These organismic responses then shape the final behavioral outcome—green purchase intention. This approach captures both direct and mediated effects, providing a comprehensive understanding of how green marketing strategies affect consumer behavior. By integrating green marketing communication, environmental concern, and price sensitivity, this framework highlights both the cognitive and emotional pathways through which marketing communications influence sustainable purchase behavior, emphasizing the mechanisms that drive green consumption in non-metropolitan areas.

2.2. Green Marketing Communication and Environmental Concern

Green marketing communication refers to strategies and messages designed by firms to convey their environmental responsibility, sustainable practices, and eco-friendly product features to consumers (Kaur et al., 2022). Effective green marketing communication includes advertising campaigns, product labeling, eco-certifications, and transparent information about production processes. These communications aim to raise consumer awareness about environmental issues and to influence attitudes and behaviors toward sustainable consumption (Alsmadi, 2007). Consumers exposed to green marketing communication are more likely to

understand the environmental impact of their consumption patterns, value eco-friendly practices, and integrate sustainability into their purchase decisions.

Environmental concern reflects the degree to which individuals recognize environmental problems and are motivated to act in ways that reduce environmental harm (Grebmer & Diefenbach, 2020). High environmental concern individuals are more aware of the consequences of their actions on natural resources and show a greater willingness to adopt environmentally friendly behaviors (Taufique, 2022). Green marketing communication plays a significant role in enhancing environmental concern by providing information that educates consumers, strengthens awareness of ecological issues, and encourages positive environmental attitudes (Lanfranchi et al., 2017). When consumers perceive companies as committed to sustainability through effective communication, their concern for the environment is heightened, making them more likely to engage in behaviors aligned with ecological preservation. Based on this understanding, it is expected that the more effectively a company communicates its green initiatives, the stronger the environmental concern among consumers.

H1: Green marketing communication positively influences environmental concern.

2.3. Green Marketing Communication and Price Sensitivity

Price sensitivity represents the extent to which consumers consider price in their purchase decisions (Stall-Meadows & Davey, 2013). While environmentally conscious consumers value green products, they are often aware of potential price premiums and may weigh costs against environmental benefits (Lavuri, 2022). Green marketing communication can influence price sensitivity by providing clear information about the value, benefits, and long-term advantages of green products. By communicating the ecological and economic benefits of eco-friendly products, companies can reduce perceived price barriers, helping consumers understand that higher costs may be justified by environmental and personal benefits (Alenazi, 2025).

In this context, green marketing communication not only informs consumers but also shapes their evaluation of product prices, creating a perception of fair value that encourages purchase (Govender & Govender, 2016). This is particularly important in regions where disposable income is limited, and consumers are cautious about spending. Thus, green marketing communication can increase consumers' consideration of both price and environmental benefits, effectively enhancing their price sensitivity in a positive way.

H2: Green marketing communication positively influences price sensitivity.

2.4. Environmental Concern and Green Purchase Intention

Consumer green purchase intention refers to the likelihood that an individual will choose environmentally friendly products over conventional alternatives (Zameer & Yasmeen, 2022). Environmental concern is a key predictor of consumer green purchase intention because consumers who care deeply about the environment are more likely to incorporate sustainability into their purchase decisions (Hartmann & Apaolaza-Ibáñez, 2012). Individuals with high environmental concern evaluate the environmental impact of products and are motivated to support companies that engage in eco-friendly practices. Consumers' heightened concern for environmental issues translates into behavioral intentions to buy green products, even when such products may involve additional effort or cost (Khaola, Potiane, & Mokhethi, 2014). Environmental concern not only motivates consumers to act responsibly but also reinforces moral and social norms that encourage sustainable consumption. Therefore, as consumers' environmental concern increases, their green purchase intentions are expected to strengthen.

Given that green marketing communication can enhance environmental concern, and environmental concern in turn drives consumer green purchase intention, it is reasonable to expect that environmental concern mediates the relationship between green marketing communication and consumer green purchase intention. In other words, part of the effect of green marketing communication on consumers' intention to purchase green products operates indirectly through its influence on environmental concern (Arısal & Atalar, 2016). Effective green marketing communication raises awareness, educates consumers about environmental issues, and shapes positive attitudes toward sustainability. These internal psychological changes subsequently influence behavioral intentions, strengthening green purchase decisions.

H3: Environmental concern positively influences consumer green purchase intention.
H4: Environmental concern mediates the relationship between green marketing communication and consumer green purchase intention.

2.5. Price Sensitivity and Green Purchase Intention

Price sensitivity also directly affects consumer green purchase intention. Consumers with high price sensitivity are more likely to carefully evaluate product costs relative to perceived benefits. While high prices may be a barrier for some consumers, understanding the value of green products can mitigate the effect of price concerns (Ghali-Zinoubi, 2020). When consumers recognize that eco-friendly products offer long-term benefits for the environment and themselves, they are more willing to incorporate these products into their purchasing decisions (Lavuri, 2022). Therefore, Price sensitivity plays a significant role in shaping consumers' intention to buy green products, particularly in markets where budget constraints are a consideration.

Price sensitivity can also mediate the relationship between green marketing communication and consumer green purchase intention (Malhotra & Srivastava, 2024). Green marketing communication provides consumers with information regarding product value, cost justification, and long-term benefits, influencing how consumers perceive pricing (Wang et al., 2020). This perception of fair value and understanding of the benefits associated with green products strengthens the likelihood of purchase. Thus, effective green marketing can enhance consumer consideration of price in a manner that encourages sustainable purchases, highlighting the mediating role of price sensitivity in this relationship.

H5: Price sensitivity positively influences consumer green purchase intention.
H6: Price sensitivity mediates the relationship between green marketing communication and consumer green purchase intention.
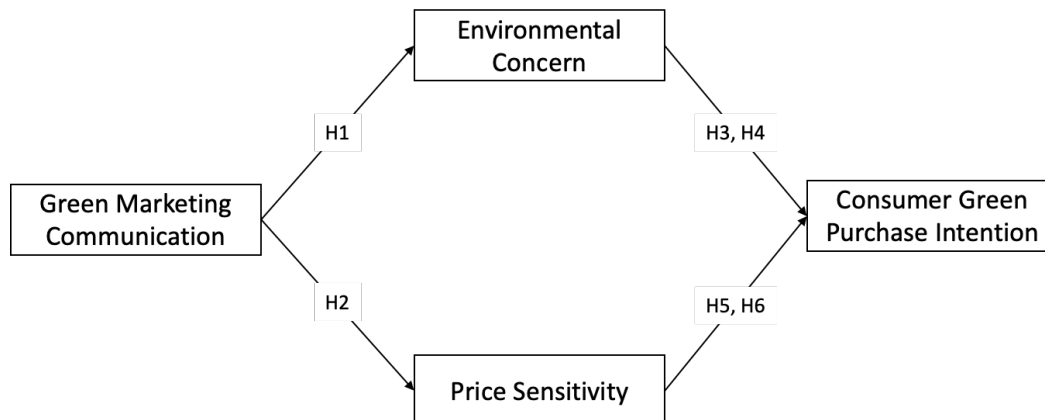
Figure 1 depicts the research model.

Figure 1. Research model.

3. Methodology

This study employed a quantitative research design to examine the relationships among green marketing communication, environmental concern, price sensitivity, and consumer green purchase intention. A convenience sampling technique was used to collect data from consumers residing in non-metro areas of Pakistan. This sampling approach was considered appropriate given the exploratory nature of the study and the limited accessibility of respondents in geographically dispersed locations. Data were gathered using a structured questionnaire consisting of multiple items measured on a five-point Likert scale, ranging from strong disagreement to strong agreement. The scale was selected to capture the degree of respondents' perceptions and attitudes toward environmentally oriented marketing communication and green consumption behavior.

The measurement instruments for the study were adapted from established scales in prior research. Green marketing communication was measured using seven items adapted from Correia et al. (2023). Environmental concern was assessed through four items adapted from Mishal et al. (2017). Price sensitivity was measured

using six items drawn from Ghali and Toukabri (2019), while consumer green purchase intention was measured through four items adapted from Ha and Janda (2012). All adapted items were contextualized to fit the cultural and market setting of Pakistan.

Data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS software. This analytic approach was selected due to its suitability for assessing complex predictive models, handling reflective measurement constructs, and evaluating both measurement and structural components simultaneously. SEM with SmartPLS enabled the assessment of indicator reliability, construct validity, discriminant validity, and the significance of hypothesized relationships within the conceptual framework.

4. Results

Table 1 presents the demographic and socioeconomic profile of the 221 participants. The gender distribution is nearly even, with males constituting 50.7 percent and females 49.3 percent of the sample. Participants span a broad age range, although the majority are concentrated in younger and middle adulthood. Those aged 26–35 years form the largest group at 35.3 percent, followed by individuals aged 18–25 years at 27.1 percent. Participants aged 36–45 years account for 20.8 percent, while only 11.8 percent fall within the 46–55 age bracket. The sample does not include respondents aged 56 and above. Educational attainment levels indicate a diverse mix of qualifications. Nearly one-third of respondents hold a bachelor's degree (31.7 percent), while 29 percent have completed secondary or high school education. Diploma or associate degree holders represent 20.4 percent, and 10 percent have postgraduate qualifications. Those with primary education or less constitute the smallest proportion at 9 percent. Monthly household income data show that most participants fall within low- to middle-income categories. The largest share (40.7 percent) reports earning between PKR 30,000 and 60,000 monthly. Equal proportions (22.6 percent each) fall below PKR 30,000 or within the PKR 60,001–100,000 income range. A smaller segment, 14 percent, reports income exceeding PKR 100,000. The occupational distribution reveals that private-sector employees represent the largest group at 38.9 percent. Students and self-employed individuals each account for 18.1 percent of the sample, whereas 11.3 percent are employed in government roles. Another 13.6 percent classify themselves as unemployed or engaged in other occupations. Marital status data show that almost half of the respondents are single (49.8 percent), while 44.8 percent are married. Only 5.4 percent fall within the divorced, widowed, or other category. Shopping frequency patterns indicate that 43 percent of participants shop monthly, 36.2 percent shop weekly, and 20.8 percent report shopping rarely, reflecting varying but generally moderate retail engagement in local or non-metro settings.

Table 1. Participants profile (n=221).

Characteristic	Category	Frequency	Percentage
Gender	Male	112	50.7%
	Female	109	49.3%
Age (years)	18–25	60	27.1%
	26–35	78	35.3%
	36–45	57	20.8%
	46–55	26	11.8%
Education	Primary or less	20	9%
	Secondary / High school	64	29%
	Diploma / Associate	45	20.4%
	Bachelor's degree	70	31.7%
	Postgraduate degree	22	10%
Monthly household income (PKR)	< 30,000	50	22.6%
	30,000–60,000	90	40.7%
	60,001–100,000	50	22.6%
	> 100,000	31	14%
Occupation	Student	40	18.1%
	Employed — private	86	38.9%
	Employed — government	25	11.3%
	Self-employed	40	18.1%
	Unemployed / Other	30	13.6%
Marital status	Single	110	49.8%
	Married	99	44.8%
	Divorced / Widowed / Other	12	5.4%
Shopping frequency (local/non-metro)	Weekly	80	36.2%
	Monthly	95	43%
	Rarely	46	20.8%

Table 2 presents the results of the measurement model, assessing the reliability and convergent validity of the constructs used in this study. Overall, the values for Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) indicate strong internal consistency and acceptable convergent validity across all constructs. For green marketing communication, all item loadings range from 0.78 to 0.886, exceeding the commonly recommended threshold of 0.70. The construct demonstrates strong reliability, as reflected in a Cronbach's alpha of 0.883 and a composite reliability of 0.81. The AVE value of 0.601 indicates an adequate level of convergent validity, confirming that more than 60 percent of the construct's variance is explained by its indicators. These results show that the items effectively capture consumers' attentiveness and responsiveness to environmentally oriented marketing messages, labels, and promotional practices.

Environmental concern also demonstrates robust psychometric properties. The item loadings range from 0.789 to 0.93, showing high individual indicator reliability. Cronbach's alpha (0.876) and CR (0.816) surpass the acceptable reliability thresholds, while the AVE of 0.733 indicates strong convergent validity. These metrics confirm that the indicators reliably measure respondents' ecological awareness, personal responsibility, and environmentally guided decision-making. Price sensitivity displays acceptable factor loadings, all of which exceed 0.80. Despite having the lowest Cronbach's alpha (0.731) among the constructs, the value remains above the minimum recommended level of 0.70, indicating sufficient internal consistency. Its composite reliability of 0.746 further supports the reliability of the construct. The AVE of 0.745 suggests that a substantial proportion of variance in price-sensitivity items is captured by the construct. The results confirm that the indicators adequately reflect consumers' tendencies to compare prices, prioritize affordability, and observe price information when purchasing green products. For consumer green purchase intention, item loadings range between 0.818 and 0.897, demonstrating strong indicator reliability. The construct shows high internal consistency with a Cronbach's alpha of 0.885 and a composite reliability of 0.821. An AVE of 0.744 confirms that the construct exhibits strong convergent validity. These metrics collectively indicate that the items successfully capture consumers' willingness, preference, and commitment toward purchasing environmentally friendly products.

Table 2. Measurement model.

Items with constructs	Loadings	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Green Marketing Communication		0.883	0.81	0.601
GMC1: I tend to pay attention to advertising messages that talk about environmental protection	0.794			
GMC2: I appreciate brands/companies that have environmental certifications and labels	0.797			
GMC3: I respond favourably to brands that use messages about environmental protection in their advertising	0.834			
GMC4: I pay close attention to product labels and tags with all the information about their environmental impacts	0.78			
GMC5: When purchasing, I prefer products from companies that adopt a responsible attitude towards the environment, to the detriment of others	0.862			
GMC6: I support ways of promoting products through environmentally friendly instruments (e.g., promotional/advertising actions that do not use plastic materials, no paper waste, etc.)	0.886			
GMC7: I consider it important that companies provide/disclose more information about the environmental characteristics of their products and production methods	0.857			
Environmental Concern		0.876	0.816	0.733
EC1: I am a strong believer in the preservation of nature and wildlife	0.808			
EC2: I am pleased to purchase green products	0.93			
EC3: I consider the potential environmental impact of my purchase when making many of my decisions	0.876			

EC4: I would describe myself as an environmentally responsible person	0.789			
Price Sensitivity		0.731	0.746	0.745
PS1: I compare the prices of green products on the Internet	0.867			
PS2: I compare the prices of green products that are advertised	0.853			
PS3: I look at the prices of catalogs received at home	0.804			
PS4: When I buy green products, the price is not important	0.865			
PS5: I always look at the price stickers	0.899			
PS6: I spend without looking at prices	0.887			
Consumer Green Purchase Intention		0.885	0.821	0.744
GPI1: I prefer to buy environmentally friendly products than non-green products	0.897			
GPI2: I would like to increase the purchase/use of green products for me	0.87			
GPI3: I buy green products even if they are more expensive than the non-green ones	0.818			
GPI4: I would recommend the green products to my friends and/or others	0.863			

Table 3 presents the discriminant validity assessment based on the Fornell–Larcker criterion. The diagonal values represent the square roots of the AVE for each construct, while the off-diagonal values show the inter-construct correlations. Discriminant validity is established when the square root of each construct's AVE is greater than its correlations with other constructs.

Table 3. Discriminant validity.

|	Consumer Green Purchase Intention	Environment al Concern	Green Marketing Communication	Price Sensitivity
Consumer Green Purchase Intention	0.863			
Environmental Concern	0.772	0.856		
Green Marketing Communication	0.782	0.762	0.775	
Price Sensitivity	0.792	0.688	0.638	0.863

Table 4 presents the path coefficients and corresponding significance levels for the hypothesized relationships in the structural model. All hypotheses (H1–H6) are statistically supported, as indicated by substantial beta coefficients, high t-statistics, and p-values of 0.00, confirming strong predictive relationships among the constructs. The results indicate that green marketing communication exerts a very strong positive influence on environmental concern ($\beta = 0.862$), with a t-statistic of 26.135, providing strong support for H1. This suggests that effective communication about environmentally responsible practices significantly enhances consumers' ecological awareness and concern. Similarly, green marketing communication has a strong positive impact on price sensitivity ($\beta = 0.838$), with a t-statistic of 15.575, supporting H2. This implies that exposure to green marketing messages heightens consumers' responsiveness to price information when purchasing environmentally friendly products.

Environmental concern is found to significantly influence consumer green purchase intention ($\beta = 0.495$, t = 9.53), supporting H3. This demonstrates that consumers with higher ecological awareness exhibit stronger intentions to buy green products. The mediating effect of environmental concern in the relationship between green marketing communication and consumer green purchase intention is also significant ($\beta = 0.382$, t = 7.522), supporting H4. This shows that part of the effect of green marketing communication on purchase intention operates through increased environmental concern. Price sensitivity also exhibits a significant positive effect on consumer green purchase intention ($\beta = 0.776$, t = 6.233), supporting H5. This indicates that consumers who pay close attention to green product prices display stronger purchasing intentions. Furthermore, the mediation effect of price sensitivity between green marketing communication and consumer green purchase intention is supported ($\beta = 0.818$, t = 5.177), confirming H6. This suggests that green marketing messages indirectly shape purchase intention by influencing price-related perceptions.

Table 4. Path coefficients.

Paths	Beta	Standard deviation	T statistics	P values	Results
Green Marketing Communication -> Environmental Concern	0.862	0.033	26.135	0.00	H1 supported
Green Marketing Communication -> Price Sensitivity	0.838	0.054	15.575	0.00	H2 supported
Environmental Concern -> Consumer Green Purchase Intention	0.495	0.18	9.53	0.00	H3 supported
Green Marketing Communication -> Environmental Concern -> Consumer Green Purchase Intention	0.382	0.158	7.522	0.00	H4 supported
Price Sensitivity -> Consumer Green Purchase Intention	0.776	0.157	6.233	0.00	H5 supported
Green Marketing Communication -> Price Sensitivity -> Consumer Green Purchase Intention	0.818	0.158	5.177	0.00	H6 supported

The R-square values presented reflect the proportion of variance in each endogenous construct explained by its corresponding predictors in the structural model (Figure 2). Consumer green purchase intention shows the highest R-square value at 0.797, indicating that approximately 79.7 percent of the variance in consumers' intentions to purchase green products is explained by environmental concern, price sensitivity, and the indirect effects of green marketing communication. This represents a substantial level of explanatory power, demonstrating that the model is highly effective in predicting green purchase intention. Environmental concern has an R-square value of 0.743, implying that 74.3 percent of the variance in consumers' ecological concerns is accounted for by green marketing communication. This strong value highlights the critical role of environmentally oriented marketing messages in shaping consumers' environmental beliefs and attitudes. Price sensitivity also exhibits a strong R-square value of 0.702, indicating that 70.2 percent of the variance in price sensitivity toward green products is explained by green marketing communication. This suggests that communication strategies emphasizing environmental responsibility substantially influence how consumers evaluate and compare prices when considering green product purchases.
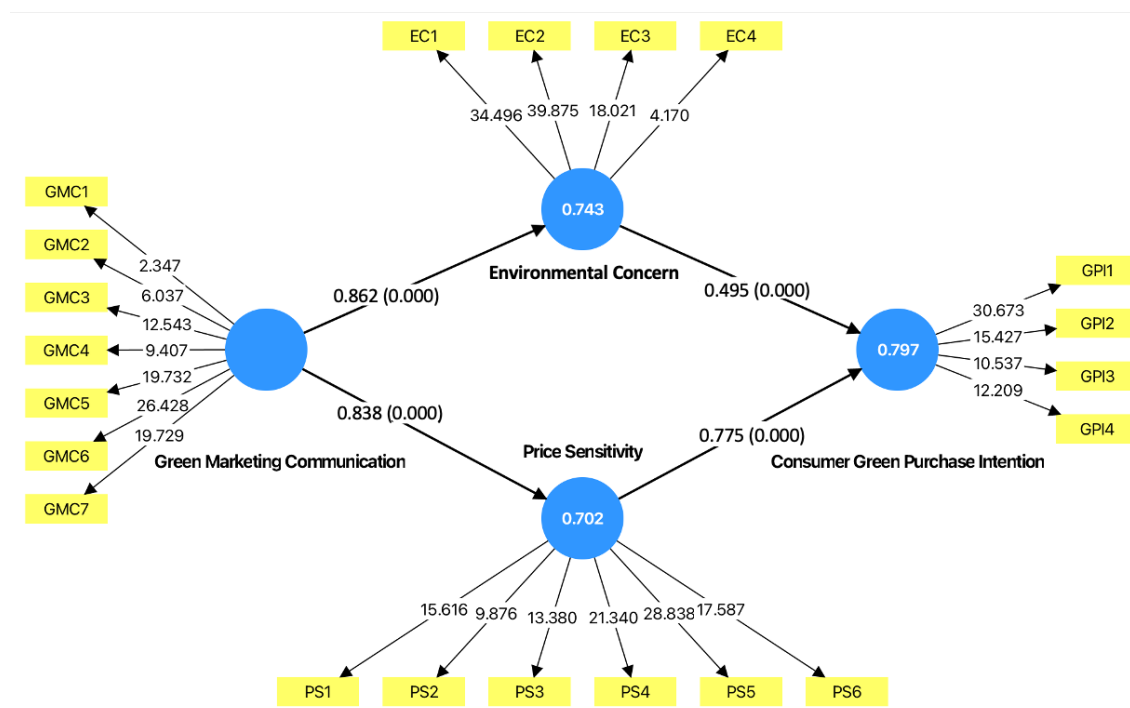
Figure 2. Structural model.

5. Discussion

The findings of this study highlight the central role of green marketing communication in shaping consumer attitudes and behavioral intentions toward environmentally friendly products. The structural model results provide compelling evidence for the hypothesized relationships. Green marketing communication emerged as a powerful predictor of both environmental concern and price sensitivity, indicating that exposure to credible, clear, and environmentally focused marketing messages significantly shapes consumers' ecological

awareness and their price-related evaluations of green products (Ahmed et al., 2023). A well-designed environmental message can increase consumers' sensitivity to sustainability issues and influence their cognitive processes during purchase decision-making (Majeed et al., 2022).

Environmental concern was found to have a significant and positive influence on consumer green purchase intention. This reinforces the argument that consumers who are more ecologically conscious are more likely to adopt environmentally responsible consumption patterns (Zameer & Yasmeen, 2022). The mediation analysis further revealed that environmental concern partially transmits the effect of green marketing communication onto purchase intention. This indicates that marketing messages do not merely inform consumers; they activate deeper environmental values that in turn drive green purchasing behavior (Arısal & Atalar, 2016).

Similarly, price sensitivity exhibited a strong positive effect on consumer green purchase intention, suggesting that consumers who pay more attention to price cues for green products are also more inclined to make green purchases. The mediation effect of price sensitivity underscores that marketing communication shapes consumers' price-related perceptions, which subsequently influence their intentions to purchase environmentally friendly products. This finding contributes to the existing literature by demonstrating that price-related cognitive processing is a crucial pathway through which marketing communication affects green buying behavior (Ghali-Zinoubi, 2020; Wang et al., 2020).

Green marketing communication explained substantial variance in both environmental concern (74.3 percent) and price sensitivity (70.2 percent), indicating its effectiveness as a strategic instrument for influencing consumer attitudes. Most notably, the model explained nearly 80 percent of the variance in consumer green purchase intention, which is considered highly robust in behavioral research. This demonstrates that the combined influence of environmental concern and price sensitivity, both of which stem directly or indirectly from green marketing communication, provides a powerful framework for understanding consumers' green purchasing behavior.

The findings of this study contribute meaningfully to the scholarly understanding of green consumer behavior by highlighting the multidimensional pathways through which green marketing communication shapes behavioral intentions. First, the results provide strong empirical support for the proposition that marketing communication serves as a central antecedent of both environmental concern and price sensitivity. This reinforces and extends existing theoretical models by demonstrating that green marketing does not only influence pro-environmental attitudes but also reorganizes consumers' cognitive evaluations of product pricing. Second, the study underscores the importance of mediation pathways, showing that both environmental concern and price sensitivity significantly transmit the influence of communication strategies to consumer green purchase intention. Finally, the high explanatory power of the structural model advances theoretical discourse by demonstrating that a combination of attitudinal and price-related cognitive factors provides a robust basis for predicting environmentally responsible consumption.

From a managerial perspective, the study offers several actionable insights for organizations seeking to enhance consumer engagement with green products. The strong influence of green marketing communication suggests that firms should invest in clear, credible, and transparent environmental messaging across advertising, labeling, and digital communication platforms. Emphasizing eco-certifications, carbon footprint disclosures, sustainable sourcing, and environmentally friendly packaging can strengthen consumers' environmental concern and shape favorable attitudes toward the brand. Furthermore, given the substantial effect of price sensitivity on purchase intention, marketers should ensure that pricing strategies are carefully communicated. Providing price comparisons, highlighting long-term cost savings of green products, and communicating value-added environmental benefits can help consumers better justify premium prices. Retailers may also consider offering price promotions, bundle deals, or loyalty incentives targeted specifically at green products to address consumers' price-conscious tendencies. The strong mediated relationships identified in the model indicate that firms should not rely solely on direct promotional messages but instead design communication campaigns that activate deeper environmental values while reducing perceived price barriers. This implies a need for integrated communication strategies that simultaneously educate, persuade, and economically motivate consumers.

6. Conclusion

This study examined the influence of green marketing communication on consumer green purchase intention, with environmental concern and price sensitivity serving as key mediating variables. The results

demonstrate that green-oriented communication plays a pivotal role in shaping consumers' environmental attitudes as well as their sensitivity to price information related to green products. The findings confirm that consumers who are more environmentally concerned and more attentive to green product pricing exhibit significantly higher intentions to purchase environmentally friendly products. The study advances the understanding of how green marketing initiatives influence consumer behavior by demonstrating that effective communication not only informs consumers but also activates underlying environmental values and cognitive price evaluations. Organizations aiming to promote sustainable products can benefit from adopting transparent, credible, and targeted communication approaches that strengthen environmental concern while aligning pricing strategies with consumer expectations. The study thus provides both theoretical contributions and practical guidance, reinforcing the importance of strategic green marketing communication in driving environmentally responsible consumption. Future research may explore additional mediators or contextual factors—such as perceived value, trust, cultural influences, or digital engagement—to further enrich the predictive framework for green consumer behavior.

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Writing –review & editing: Shama Parveen.
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