Effect of Green Marketing, Green Consumption Values and Green Marketing Approaches on Organic Purchase Intention: Evidence from the Manipur

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ABSTRACT

Using three theoretical lenses-the theory of consumption values (TCV), the stimulus-organism-response (SOR) model, and the theory of planned behavior (TPB) - this research intends to investigate the effect of green marketing (green advertisement and green word of mouth), green consumption values (functional value, social value and emotional value), and green marketing approaches (green organic product and eco-labeling) on organic purchase intention. A sample of 285 Manipur consumers was used to test the hypothesized relationship. The data were critically analyzed using SEM-based multivariate approach SPSS 26, AMOS 21, and conditional process modeling (Model 4). The findings suggest that green advertisement (GA), green word of mouth (GWOM), functional value (FV), emotional value (EV), green organic product (GOP), and eco-labeling (EL) influence organic purchase intentions significantly and positively. The data further reveal that consumer product attachment (CPA) and environmental consciousness (EC) have a significant influence on the relationship between green marketing (GA and GWOM), green consumption value (FV, SV, and EV), green marketing approaches (GOP and EL), and organic purchase intention. This study provides theoretical insight to researchers and academicians on organic purchasing. Also, it offers guidelines and suggestions to devise green marketing strategies for producers/retailers/marketers dealing with organic food products.

Keywords: Green Marketing, Green Consumption Values, Green Marketing Approaches, TPB Model, SOR Model, Theory of Consumption Value
JEL Classifications: M31, Q56, D12

1. INTRODUCTION

The main aim of the UN Sustainable Development Goal (SDG) 12 is to "ensure sustainable consumption and production patterns," which implies that consumers should move to nutritious and safe diets with a minimal ecological impact (Kowalska et al., 2021). These changes to healthy and sustainable diets imply that multiple stakeholders, including consumers, are necessary to achieve the UN SDGs (Willett et al., 2019). The use of organic food products is crucial approach that demonstrates the positive aspects of their production and consumption in natural setting besides human health (Hansmann et al., 2020). Thus, the demand for and consumption of organic food products are crucial to saving

our environment and promoting a healthy life (O'Donovan and McCarthy, 2002). Consequently, it is vital to comprehend the underlying determinants that encourage consumers to buy organic food products (Hansmann et al., 2020).

Green consumption is a pro-environmental behavior in which consumers pay attention to protecting the environment while using, purchasing, and disposing of products. It also considers the needs of the contemporary generation and the requirements of the coming generations (Shen and Wang, 2022). Green marketing stimulates greener consumption by encouraging consumers to buy green products, reducing pollution (Tsai et al., 2020). Currently, marketers are adopting the green marketing concept given the

increasing environmental concern of customers, thereby gaining a competitive advantage in today's competitive era (Walia et al., 2019; Lee and Park, 2013). Green marketing is essential for switching the eco-friendly behavior of consumers (Tan et al., 2022). The green marketing of organic food is considered safe to some extent toward the environment, health, and social responsibilities (Hasan and Ali, 2015). It is considered the best tool because it diverts the consumer's perspectives toward the organic food identity rather than having a food that has a harmful impact on the environment. The primary role of green marketing is to differentiate the product in the customer's mind to boost revenue from the existing product (Zhang et al., 2023).

Green marketing involves advertisements, sales promotions, and marketing strategies that can significantly influence customers' green purchasing (Arora and Manchanda, 2022; Agarwal and Kasliwal, 2019). In addition to green advertising, green word of mouth can be used by green marketing as an informal and additional tool to increase the customers' trust in green products and their consumption (Chen et al., 2015; Keller and Fay, 2012; Ahmed et al., 2022). Nevertheless, they did not specify green products. To fill this gap, we used green advertisement and green word of mouth as green marketing factors that direct consumers to purchase organic food products.

Another influencing factor we employed in our research is green marketing approaches. According to Tan et al. (2022), green marketing approaches have a beneficial effect on purchase intentions. The green marketing approach includes eco-labeling, green packaging and branding, green products, premiums, and price which affect the consumer purchase intentions. The application of these tools plays a vital role in changing consumer purchasing behavior to opt for sustainable products, consequently reducing the harmful effect of conventional products on the environment (Delafrooz et al., 2014). Previous research has shown that eco-labeling significantly influences consumer green purchase intention (Sammer and Wüstenhagen, 2006; Majeed et al., 2022). Green marketing approaches such as green packaging and green products also have a significant impact on consumer green purchase intention (Majeed et al., 2022). However, as there is a wide variety of eco-friendly products on the market, it can be challenging to foresee how green marketing strategies or products fitting those strategies were considered (Zhang et al., 2023). Therefore, to fill this research gap, we analyze the effect of green marketing approaches on organic purchase intention.

To enhance our research, we integrate the concept of green consumption values as an independent construct that affects consumer organic purchase intention. This integration will deepen our understanding of how consumers perceive organic food products. According to (Haws et al., 2014), the green consumption value is when consumers strive to reduce pollution from their purchases by changing their habits. Previous studies by Amin and Tarun. (2021) and Kayani et al. (2023) recognized the impact of green consumption value on consumer purchase intention. However, in the case of organic food products, few studies have investigated the effect of green consumption values on consumer behavior (Kayani et al., 2023). Our study fills this theoretical gap

by researching the effect of green consumption value on organic purchase intentions. Moreover, to the best of our knowledge is concerned, no studies integrate the three factors, of green marketing, green marketing approaches, and green consumption value, as factors that influence organic purchase intention. This research also incorporates the SOR (stimulus-organism-response) model to better understand and analyze the mediating role of consumer product attachment and consumer environmental consciousness between green marketing approaches, organic consumption value, green marketing, and organic purchase intention for Manipur's customers, which can be achieved by using theory of planned behavior, stimulus-organism-response model, and theory of consumption values. This conceptual framework comprehensively explains the effect of green marketing approaches, organic consumption value, and green marketing on organic purchase intention. The new conceptual framework also incorporates consumer product attachment and environmental consciousness as mediators.

2. THEORETICAL FRAMEWORK OF THE STUDY

The study's conceptual framework is framed within the three consumer behavior theories. We integrated the Theory of Planned Behavior, the Theory of Consumer Values, and the Stimulus Organism Response Model for this study.

2.1. Theory of Consumption Values

The theory of consumption values was proposed by (Sheth et al., 1991). This theory clarifies the motivation for consumption behavior - predicting, describing, and explaining choice behavior - by focusing on consumption values (Tanrikulu, 2021). At its core, the theory of consumption values posits that an individual's final choice is influenced by five values: functional, emotional, social, epistemic, and conditional values (Sheth et al., 1991). The theory of consumption value explains how these five consumption values predict consumer preferences to buy a product or service (Mason et al., 2023). Although there are five values, Sweeney and Soutar (2001) claimed that epistemic and conditional values are considered less significant in the context of good purchase intention and behavior. Therefore, we propose including only the three values in our study, i.e., functional, social, and emotional values. Based on this theoretical approach, functional value, social value, and emotional value are the utilities derived from the physical characteristics of the product, product association with social groups, and provoke feelings or affection association with a product, which eventually influences the organic purchase intention.

2.2. Stimulus-Organism-Response Model

The theoretical frameworks of this study include the essence of the SOR model. Albert Mehrabian and James Russell initiated the SOR model in 1974 to replicate consumer behavior. According to Albert Mehrabian and James Russell, the SOR framework assumes that the environment contains stimuli (S) that cause changes to people's internal or organism states (O), which in turn cause approach or avoidance responses (Mehrabian and Russell,

1974**).** According to (Bagozzi, 1986), when consumer behavior is depicted as an SOR system, the stimuli consist of external variables such as marketing mix variables and other environmental factors that influence the person.

The organism can be understood as the internal process that manifests the individual's emotional or internal state evaluation, which becomes the stimulus factor's outcome (Emir et al., 2016). The organism represents the area in which we unconsciously interpret eternal impulses, internal stimuli, or both (Jacoby, 2002). The ultimate result in the SOR paradigm is behavior that is influenced by the state and may be categorized as either approach or avoidance (Mehrabian and Russell, 1974). Thus, this SOR framework was applied to uncover consumer behavior regarding organic purchase intention. In this study, stimuli include green advertising, green word of mouth, functional value, emotional value, social value, eco-labeling, and green organic products. This further triggers consumer product attachment and environmental consciousness that generates organic purchase intention.

2.3. Theory of Planned Behavior

The theory of planned behavior was developed by (Ajzen, 1991). According to him, the theory of planned behavior postulates three conceptually independent determinants of intention. Several studies have applied this theory in many fields, such as energy-efficient products, eco-friendly products, and green restaurants, to understand the psychology behind consumer purchases (Al Zubaidi, 2020). It is cited as the most commonly cited explanation (Sussman and Gifford, 2019). The TPB considers the relationship between the individuals as well as the social and environmental aspects to explain consumer behavior. (Ahmmadi et al., 2021) Several studies have confirmed that attitudes, perceived behavior control, and subject norms indirectly affect intention but influence behavior directly (Abadi et al., 2021; Bozorgparvar et al., 2018). These studies include all the factors of the theory of planned behavior to examine human behavior and better understand consumers' purchase intention in the case of organic food products. As stated by (Arvola et al., 2008), the TPB is suitable for predicting organic food purchase intention across different cultures.

Thus, this study integrates various items from the lens of the theory of consumption values, stimulus-organism-response model, and theory of planned behavior. It includes values such as functional, social, and emotional value from the lens of the theory of consumption value, which ultimately shapes consumer purchase intention. However, TCV does not explain the internal psychology and decision-making process; it only explains that consumer choice is a function of multiple consumption values (Turel et al., 2010). With this respect, we integrate the SOR model into our study. We adopt green advertisements, green word of mouth, functional value, emotional value, social value, eco-labeling, and green organic products as stimuli that trigger the consumer product attachment and environmental consciousness that generate approved or avoidance behavior (i.e., organic purchase intention). Although the theory of consumption value and the SOR model ultimately explain the causal relationship between the independent and dependent variable by integrating TBP with TCV and the SOR model, this study achieves a greater comprehensive understanding of consumer behavior. TPB comprehensively explains how attitude, subjective norm, and perceived behavioral control could influence consumer organic purchase intention (Kayani et al., 2023). Together, this research seeks to address the following research question:

1. How green marketing (e.g., green advertisement and green word of mouth) Influence consumers' organic purchase intention?
2. How green consumption values (e.g., functional, social, and emotional value) influence consumers' organic purchase intention?
3. How green marketing approaches (e.g., green organic products and eco-labeling) influence consumers' organic purchase intention?
4. How consumer product attachments influence the exogenous variables and organic purchase intention as mediating variables?
5. How environmental consciousness influence exogenous variables and organic purchase intention as a mediating variable?

2.4. Green (Organic) Purchase Intention

Green purchase intentions can be understood as individuals' willingness to carry out organic purchasing behavior, mainly demonstrating the contemplation of less pollution (Chen and Deng, 2016). According to Rashid (2009), "Green purchase intention is conceptualized as the probability and willingness of a person to give preference to products having eco-friendly features over other traditional products in their purchase considerations." Therefore, purchase intention is paramount for anticipating consumer behavior (Fishbein and Ajzen, 1975). Moreover, green purchase intention coordinates with behavioral intention, which means that if consumers intend to purchase green products, they go for it, and this purchasing behavior can be called pro-environmental behavior (Ahmed et al., 2022). Meier et al. (2015) stated that pro-environmental behavior means people adopt the lifestyle of consuming a product that has less harmful effects on the environment. Such efforts are reflected in the consumption of green products (Kalsi and Singh, 2019).

2.5. Green Marketing and Organic Purchase Intention

Green marketing, which exaggerates the importance of protecting the environment, has recently become a crucial research area. Green marketing generally focuses on the persuasive strategy efficiency of the cognitive aspect and believes that a high level of consumer involvement in environmental issues is influenced by a better understanding of environmental problems (Hartmann and Apaolaza Ibáñez, 2006). According to Ahmed et al. (2022), green marketing consists of environmental advertising and green word of mouth, which are the dire need of firms today. Green advertising affects consumers in terms of intuitive responses, so consumers assume essential preservation of the environment and will bring the intention to purchase sustainable products (Pratiwi et al., 2018; Delafrooz et al., 2014). According to Baldwin, "Sustainable advertisements assist in building a consumer's values and transcribe these values into the buying of green products." Convincing advertising messages accelerate the effect of customer value and customer attitudes on green purchase intention

(Liao et al., 2020). Thus, green advertisements positively and significantly influence green purchase intention (Kim and Cha, 2021; Nguyen-Viet, 2023).

Green word of mouth is adopted by many firms today as it is considered an essential element in customers' decision-making (Chen et al., 2021). Kotler et al. (2014) suggested that GWOM is a powerful marketing tool that conventionally provides consumers information about firms and products. Consumers are more prone to rely on their surroundings' word of mouth, which can change their attitudes toward green products and enhance their purchasing decisions. GWOM is an effective tool because consumers' decision-making heavily depends on others' direct recommendations (Ahmed et al., 2022). Thus, from the above discussion, we formulate the following hypothesis:

H1: Green marketing, including (a) green advertisement and (b) green word of mouth, has a positive and significant relationship with organic purchase intention.

2.6. Green Consumption Values and Green Purchase Intention

To assess customers' perceived value of durable commodities and brands (Sweeney and Soutar, 2001) adopted only functional, emotional, and social value among all five consumption values. Epistemic and conditional values are considered less significant in the context of good purchase intention and behavior (Sweeney and Soutar, 2001). Previous research (Lin and Huang, 2012; Biswas and Roy, 2015; Amin and Tarun, 2020) has explored and validated the role of consumption value in the context of sustainable consumption in determining the behavioral attention, attitudes, and consumption behavior of the customers. This study explored the three consumption values recommended by Sweeney and Soutor (2001).

According to Sheth et al. (1991), "Functional value is associated with the perceived utility acquired from an alternative capacity for functional, Unitarian or physical performance and was thought to be generated by a product salient attributes." The functional value consists of the product price, product quality, applied value, and perceived scale for durable brander commodities (Sweeney and Soutor, 2001). Previous study like Mohd Suki et al. (2022), Qasim et al., (2019) and Cao et al., (2022) asserted in their study that functional value have a positive impact on consumers' organic purchase intention. Thus, this asserted that consumer are highly concerned about the quality, healthy and nutrition aspects of organic foods (Mohd Suki et al. (2022).

According to Sheth et al. (1991), "Social value is explained as the perceived utility acquired from an alternatives association with one or more specific social groups was defined as social value and it was measured through the product association with various reference groups of customers." Previous research identified that social groups, peer opinion, the pressure of social recognition, and other related social variables have a powerful effect on customers' purchase and repurchase decisions regarding the consumption of sustainable products (Biswas and Roy, 2015). According to Mohd Suki et al. (2022), social value has a positive link to consumer purchases of organic food influenced by green environmental

concerns. Consumers are keen to opt for organic food for their daily needs as per the rationale that purchasing in this way would help them to be better accepted by their family members (Mohd Suki et al., 2022; Mohd Suki, 2015).

According to Sheth et al. (1991), "Emotional value means the perceived utility derived from an alternative capacity to arouse feelings or affective state." Previous research has shown that consumers are inclined to buy organic food, believing this would help to improve life and that it is a good personal contribution to society (Lin and Huang, 2012; Qasim et al., 2019; Rex and Baumann, 2007). Emotional value diverges based on individual experiences (i.e., positive, negative, or natural) and according to different consumption situations, which can be translated into future consumption behavior (Holbrook, 2006).

H2: Green consumption values including (a) functional value, (b) social value, and (c) emotional values have a positive and significant relationship with organic purchase intention.

2.7. Green Marketing Approaches and Green Purchase Intention

The key to green marketing initiatives is a consciousness of ethical accountability and a readiness to align marketing efforts with the expectations of existing stakeholders and those who may emerge in the future (Majeed et al., 2022). Therefore, green marketing requires an integrated set of activities (Taghian et al., 2016). Thus, green marketing approaches integrate strategies and tactics that are used to promote sustainable products. Shabbir et al. (2020), in their studies used green approaches such as eco-labeling, eco-friendly packaging and branding, green products, premium, and pricing, and they confirmed that various green marketing approaches positively and significantly influence consumer intention toward green products. This finding was also supported by Majeed et al. (2022). Therefore, we adopted their study approach and implemented this research on specific green products, i.e., organic food products, to fill their research gap. However, we adopted only two green marketing approaches for our study: Eco-labeling and green organic products.

Green means organic and is promoted as chemical-free (Kumar, 2023). Thus, organic foods are green products that are conventionally safe, produced ecologically and environmentally safe, produced without using any artificial inputs such as pesticides and chemical fertilizers, do not contain genetically modified organisms (GMOs), and do not process with irradiation, industrial solvents, or chemical food additives (Paul and Rana, 2012). Recently, with growing concerns about the environment, there has been a growing demand for organic food on the market. The trend towards purchasing organic food is growing among people (Basha et al., 2015).

Eco-labeling refers to any identifiable sign associated with a product or its packaging, indicating that a company or a product's performance is environmental friendliness (Gosselt et al., 2019). It significantly influences the behavior of consumers toward products as it conveys information about consumers' environmental concerns and the characteristics of the product (Brécard, 2017). Therefore, eco-labels provide consumers with

valuable information about the green attributes of products, which they can embrace in their purchasing decision-making (Rex and Baumann, 2007). Recent studies found that consumers' buying behavior is likely to be guided by eco-labels shown on products, as they may assist consumers in identifying environmentally friendly products and making the least environmentally damaging purchase decisions (Song et al., 2019). There is growing empirical evidence that using eco-labels influences consumers' purchasing intentions (Nguyen-Viet, 2022; Cai et al., 2017; Chi, 2021; De Canio et al., 2021; Song et al., 2019; Feuß et al., 2022). Thus, based on previous studies and the above discussion, we formulated the following hypothesis:

H3: Green marketing approaches, including (a) green organic products and (b) eco-labeling, have a positive and significant relationship with organic purchase intention.

2.8. Consumer Product Attachments

Consumer-product attachment implies the existence of an emotional tie between a person and an object (Schifferstein and Zwartkruis-Pelgrim, 2008). As people strive to maintain strong attachments, the strength of the emotional bond with a product is reflected in specific thoughts, feelings, and behaviors toward this object (Shultz et al., 1989). Kleine and Baker (2014) suggested that product attachment is a conceptual distraction from materialism, involvement, brand attachment, and attitude or affect toward the object. As McAlexander et al., (2003) stated, product attachment is the subject experience of the product. Product experience occurs when individuals interact with, use, and consume products (Brakus et al., 2009; McAlexander et al., 2003). As (Hoch, 2002) stated, because product experience is personal and not necessarily reproduced in the same way for anyone else, it exerts a strong influence on individual purchasing choices because of the absence of a self-interested outside party. Attachment should vary across the population with respect to the kind of object (Dwayne Ball and Tasaki, 1992). Product attachment is usually concerned with a specific object or product variant (Wallendorf and Arnould, 1988). When a person feels an attachment to a product, he/she tends to manage the product with care, repair it when it breaks down, and postpone its replacement (Mugge et al., 2010). According to Mugge et al. (2008), product attachment stimulates sustainable consumption. Product attachment is directly related to memories. The attachment to a product may be transferred to the brand, resulting in brand attachment. This can affect consumers' future purchases because consumers will be keener to purchase other products bearing the same brand. Moreover, attachment consumers are likely to be more vocal in recommending the same products or brands to them (Mugge, 2018). Past research has suggested that the experience of attachment to a product affects how the owner behaves towards the product. Thus, we formulate the following hypothesis based on the above discussion:

H4: Consumer product attachment mediates between green advertisement, green word of mouth, functional value, social value, emotional value, green organic product, eco-labeling and organic purchase intention.

2.9. Environmental Consciousness

Environmental consciousness refers to a tendency to mentally reflect on the environment (Roberts and Bacon, 1997).

Environmental consciousness refers to "psychological factors that determine consumers' propensity towards pro-environmental behaviors" (Mishal et al., 2017). Environment consciousness manifests the levels to which consumer cares about environmental problems (Wang et al., 2019). Consumers who hold a high degree of environmental consciousness are more concerned about protecting the environment and its negative effect on human health and society (Wang et al., 2019). Environmental consciousness is a multidimensional construct that influences a person's knowledge, attitude, behavior, intentions, and actions (Mishal et al., 2017). According to (Lin and Chang, 2012), the more environmentally conscious a consumer is, the greater the difference will be between his or her usage amounts of green and regular products. Environmentally conscious consumers recognize environmental problems in day-to-day life, take an obligation to maintain and improve environmental integrity, and consider how these improvements culminate in broad-scale social welfare and benefit themselves as individuals (Cho and Jung, 2023). Further, in the previous literature, environmental consciousness was found to have a positive influence on organic food purchase intention (Wang et al., 2019). Furthermore, environmental consciousness was also found to positively influence the relationship between antecedent influencing factors and green purchase intention. Hence, based on the above discussion, we develop the following hypothesis:

H5: Environmental consciousness mediates between green advertisement, green word of mouth, functional value, social value, emotional value, green organic product, eco-labeling and organic purchase intention.

3. THEORETICAL AND CONCEPTUAL FRAMEWORK

The research conceptual frameworks were evolved by combining the theory of planned behavior, the stimulus-organism-response model, and the theory of consumption value (Figure 1). From the previous literature, we critically analyze and take Green marketing, green consumption value, and green marketing approaches as independent variables and organic purchase intentions as dependent variables. In addition, we also employed consumer product attachment and environmental consciousness as mediators in the relationship between exogenous variables and endogenous variables. At first, we test the direct relationship between the exogenous variable and endogenous variable to determine whether there is a perfect direct relationship between them. Besides, we also test the mediating role of consumer product attachment and environmental consciousness. Thus, this conceptual framework of the study has a comprehensive objective and is novel.

4. METHOD AND PROCEDURE

This research is cross-sectional and descriptive and quantitative, exploratory, and causative in nature, and it examines the influences of green marketing, green marketing approaches, and green consumption value on organic purchase intention. The data were collected from the prevailing organic food consumers from 1 May to 20 May 2024 using five 5-point Likert-scale standardized questionnaires. An online mode using Google Forms was adopted.

Figure 1: Conceptual framework of the study
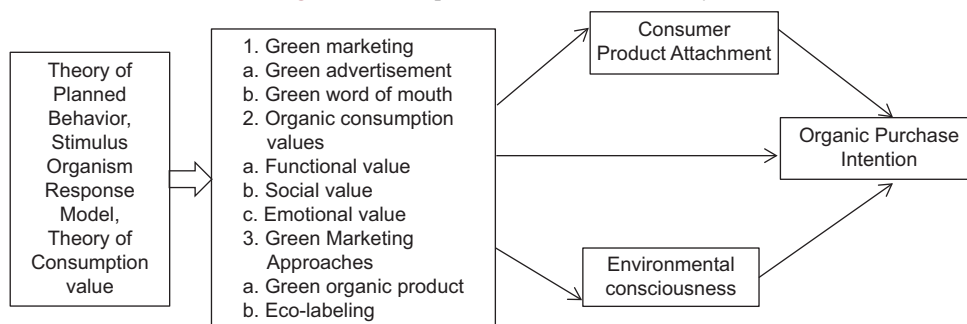
Google Forms links were distributed across WhatsApp, Facebook, LinkedIn, Instagram, and personal emails. Informed consent was obtained from the respondents, and their participation was voluntary. The target population of the study was individuals from Manipur. We employed probability sampling techniques. i.e., a random sampling method was used and responses were collected from consumers who were accustomed to organic food products. We employed a quantitative, structural equation modeling (SEM) – based multivariate approach (Dash et al., 2021).

4.1. Measuring Scale and Questionnaire Development

The research consists of ten constructs and measures from different scales adopted from different research papers. The items of the first three independent constructs, green marketing (green advertising and green word of mouth), were adopted from Ahmed et al. (2022), green consumption value (functional value, social value, and emotional value) from Amin and Tarun (2020), green marketing approaches (organic product & eco-labeling) were adopted from Misra and Singh (2016), Sarabia-Andreu et al. (2020), Shabbir et al. (2020), Panopoulos et al. (2023), and Kim and Leo (2023). The scale of the mediating variables of consumer product attachment was adopted from Schifferstein and Zwartkruis-Pelgrim (2008) and the scale of environment consciousness from Huang et al. (2014). Finally, for the dependent construct. i.e., For organic purchase intention, we adopted the items from Amin and Tarun (2020) and Singh and Verma (2017). Some modifications were made to make the questionnaire more relevant and easier for organic consumers to understand. The questionnaire was pilot-tested among 37 respondents, scholars, students (from a business studies background), and experts; based on the recommendations and suggestions, some amendments were made.

4.2. Statistical Analysis

We employed IBM SPSS 26, AMOS 21, and conditional process modeling software for the critical data analysis. Descriptive statistics such as mean, standard deviation, skewness, and kurtosis were applied. We also employed an SEM-based multivariate approach for inferential statistical analyses, such as exploratory factor analysis, confirmatory factor analysis, and conditional process modeling (Dash et al., 2021). We used factor analyses through SPSS 26 (factor loading, Cronbach's alpha, KMO and Bartlett's, and total variance extracted methods) for the hypothesized measurement model analyses. Furthermore, we assess the model's overall goodness of fit in accordance with Hu and Bentler (1999). We also performed composite reliability (CR), average variance extraction (AVE), and discriminant validity

tests in accordance with Fornell and Larcker (1981). Finally, we used model fit indices through AMOS 21 software to examine the structural model and for direct and indirect (mediating) relationships between the variables through conditional process modeling model 4.

4.3. Demographic Analysis

This research has considered the prevailing organic consumers, who are well acquainted with basic knowledge about the benefits and impact of organic food on the environment and human life. Initially, we sent the questionnaire through the Google Form Link and received 311 respondents, 26 of whom were found to be outliers. We received 49.8% (142) responses from males and 50.2% (143) from females. The demographic profile of the respondent is shown in Table 1.

4.4. Descriptive Analysis

To demonstrate the characteristics of the data, we adopted descriptive statistics such as the mean, standard deviation, skewness, and kurtosis. For this purpose, we convert the raw data into a Z score. These statistical results show that the mean values of the data are >3.50, which is significance, and the standard deviation and skewness values are between ±1.5. In addition, the kurtosis values are observed between ±3.0, which means that there is a normality pattern in the data (Ahmed et al., 2022). Therefore, the normality of the data fulfills the requirements for other statistical techniques, enabling researchers to develop an SEM-based multivariate approach using SPSS 26, AMOS 21, and conditional process modeling software. The findings of the descriptive analyses are presented in Table 2.

4.5. Exploratory Factor Analysis

In order to assess the correlation of the items within the construct and validate the construct, we performed an EFA (exploratory factor analysis) using principal component analysis (PCA) and varimax rotation. The minimum factor loading criterion was set to .50. The results showed that all factor loadings were above 0.50 (Table 3). All the factor had a Cronbach's alpha (α) higher than the threshold value of .70, ensuring scale reliability (Nunnally, 1978).

4.6. KMO and Bartlett's Analysis

The data suitability was tested using Kasier-Mayer-Olin (KMO) and Bartlett's sphericity tests (Table 4). KMO's measure of sampling adequacy is 0.917, which exceeds the suggested cutoff value of 0.60 (Tabachnick and Fidell, 2001). Bartlett's test of sphericity was significant ($x^2 = 4919.646$ df = 300 P = 0.000),

showing that the inter-items correlations were sufficiently significant for PCA. Thus, these statistical measures support the factorability of the data (Tabachnick and Fidell, 2001).

4.7. Total Variance Explained
The total variance explained shows that the cumulative of 10 variables is 75.64, which demonstrates the perfect reading for the analysis, as it is more than the cutoff value of 0.50 (50%) (Ahmed et al., 2022). Furthermore, the analysis revealed that the eigenvalues of each construct were greater than one (Table 3).

4.8. Confirmatory Factor Analysis (CFA)
CFA is considered the most suitable instrument for measuring and validating the factors that have been fully developed and

structured (Byrne, 2010). The legitimacy of CFA use is tied to its conceptual rationale as a hypothesis-testing approach to data analysis. The fully developed model consists of three independent variables: Green marketing (green advertisement and green Word of Mouth), green consumption value (functional value, social value, emotional value), and green marketing approaches (green organic products and eco-labeling). Each of the latent constructs (OPI, GOP, and EV) has three items, while (GWOM) has four items in the construct, and (EL, FV, SV, and GA) have 5 and 6 items respectively. Moreover, the model also incorporates two mediating constructs, consumer product attachment, and environment consciousness, with three and four items each. Finally, the model consists of one dependent construct known as organic purchase intentions, which includes three items. Hence, the overall developed model consists of ten constructs with forty-one items. Model fit measures such as the CMIN/df, RMSEA, CFI, and SRMR were used to assess the model's overall goodness of fit, and the values were within their respective common acceptance levels (Hu and Bentler, 1999),as shown in Table 5.

4.9. Measurement Model
We also performed Composite Reliability (CR) and average variance extraction (AVE) to check the internal consistency within the latent construct and how much of the variance in indicators of all composite reliability was higher than .7, which validated the convergent validities of the items and constructs. Similarly, the values of AVE are <0.50. Thus, discriminant validity is also met (Fornell and Larcker, 1981) as shown in Table 6.

4.10. Structural Equation Modeling
According to Ahmed et al. (2022), the SEM approach is employed to examine the hypothesized structural model based on previous literature's adapted models and theories. The hypothesized structural model consists of organic purchase intention as a dependent variable and green marketing (GA and GWOM), green consumption value (FV, SV and EV), and green marketing approaches (GOP and EL) as independent variables. Moreover, we integrate two mediating variables: Consumer product attachment and environmental consciousness. After a rigorous data screening,

Table 1: Demographic profile of the respondents

Demographic	Particular	Frequency	Percentage
Gender	Male	142	49.8
	Female	143	50.2
Ages	18-27	214	75.1
	28-37	67	23.5
	38-47	4	1.4
Marital Status	Unmarried	265	93
	Married	20	7
Qualification	High school or below	2	0.7
	Higher Secondary	25	8.8
	Graduate	128	44.9
	Postgraduate	123	43.5
	Other (CA, Doctor, PhD, etc.)	7	2.5
Occupation	Government employee	11	3.3
	Private employee	56	19.6
	Businessman/woman	4	1.0
	Student	158	56.1
	Unemployed	53	18.9
	Housewife	3	1.0
Income (monthly) ₹	<10,000	204	71.58
	10,001-30,000	46	16.14
	30,001-50,000	25	8.77
	50,001 and above	10	3.51

Source: Primary source

Table 2: Descriptive analysis

Variables	N	Mean	SD	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	SE	Statistic	SE
Green Marketing							
GOP	285	4.435	0.61966	0.473	0.144	−1.025	0.288
EL	285	3.7277	0.62706	−0.314	0.144	0.509	0.288
Green consumption value							
FV	285	3.8088	0.61475	−0.114	0.144	−0.45	0.288
SV	285	3.5621	0.75859	−0.416	0.144	0.528	0.288
EV	285	3.8257	0.74249	−0.386	0.144	−0.107	0.288
Environmental consciousness							
EC	285	3.8640	0.77179	−0.456	0.144	−0.017	0.288
Consumer Product attachment							
PA	285	3.5860	0.79175	−0.098	0.144	0.153	0.288
Green marketing							
GWOM	285	3.7743	0.62543	−0.410	0.144	0.828	0.288
GA	285	3.8658	0.80394	−0.651	0.144	0.375	0.288
Organic Purchase intention							
OPI	285	4.0608	0.70835	−0.651	0.144	0.816	0.288

Source: Primary source

Table 3: Exploratory factor analysis

Factor	Items	Factor loadings	Cronbach (α)	Eigenvalues	Variance
Green marketing a. Green advertisement	GA1	0.631	0.889	14.634	35.693
	GA2	0.639			
	GA3	0.668			
	GA4	0.637			
	GA5	0.734			
	GA6	0.716			
b. Green word of mouth	GWOM1	0.814	0.921	3.575	8.720
	GWOM2	0.860			
	GWOM3	0.829			
	GWOM4	0.847			
Green Marketing Approaches a. Organic product	GOP1	0.850	0.836	2.524	6.156
	GOP2	0.754			
	GOP3	0.790			
b. Eco-labeling	EL1	0.763	0.892	2.261	5.515
	EL2	0.799			
	EL3	0.758			
	EL4	0.731			
	EL5	0.588			
Green consumption value a. Functional value	FV1	0.671	0.878	1.655	4.037
	FV2	0.670			
	FV3	0.726			
	FV4	0.747			
	FV5	0.640			
b. Social value	SV1	0.677	0.913	1.588	3.873
	SV2	0.793			
	SV3	0.802			
	SV4	0.757			
	SV5	0.712			
c. Emotional value	EV1	0.783	0.888	1.423	3.470
	EV2	0.712			
	EV3	0.761			
Consumer product Attachment	CPA1	0.802	0.920	1.235	3.012
	CPA2	0.836			
	CPA3	0.780			
Environmental Consciousness	EC1	0.768	0.872	1.112	2.712
	EC2	0.835			
	EC3	0.865			
	EC4	0.740			
Organic purchase intention	OPI1	0.808	0.877	1.008	2.457
	OPI2	0.850			
	OPI3	0.711			

Source: Primary source

Table 4: KMO and Bartlett's analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.917
Bartlett's Test of Sphericity	Approx. Chi-square	8706.671
	Df	820
	Sig.	0.000

the dependent variable OPI was reduced to only three observable items: independents such as GOP, EV, and mediator PA to three observable variables. The independent variables, like GWOM and mediator EC, were reduced to four items, and independent variables, such as EL, FV, and SV, were reduced to 5 items and GA to 6 items. CMIN/df = 1.828, RMSEA = 0.054, CFI = 0.927, SRMR = 0.050 and PClose = 0.076.

4.11. Hypotheses Direct Relationship
To test the direct relationship between independent variables and dependent variables, we employ conditional process modeling (Ahmed et al., 2022). Table 7 shows the direct relationship between the independent variables and the dependent variable. Table 7 shows that green advertisement, green word of mouth, functional value, emotional value, green organic products, and eco-labeling have a positive and significant relationship with organic purchase intention. However, social values fail to exhibit a positive and significant relationship with organic purchase intention, i.e., $T < \pm 1.96$ and $P > 0.05$. Considering the impact of each independent variable, green advertisement (GA) has the greatest impact on green purchase intention, followed by green organic products, eco-labeling, emotional value, green word of mouth, and functional value (0.5497, 0.3714, 0.3515, 0.2526, 0.2411, and 0.1930). Thus, hypotheses H1a, H1b, H2a, H2c, H3a, and H3b are accepted with 5% significance levels, i.e., $T > \pm 1.96$ and $P < 0.05$. Hence, we conclude that Manipur consumers are friendly toward organic food products, and moreover, they are conscious of their actions toward the environment.

Table 5: Model fit indices

Measure	Threshold	Obtained value	Interpretation
CMIN/df	Between 1 and 3	1.828	Excellent
RMSEA	<0.06	0.054	Excellent
CFI	>0.95 (>0.90 acceptable)	0.927	Acceptable
SRMR	<0.08	0.050	Excellent
PClose	0.076	>0.05	Excellent

Source: Primary Source

4.12. Mediation Analysis

The mediating effect of consumer product attachment and environmental consciousness in the relationship between independent and dependent variables was tested using conditional process modeling. Tables 8 and 9 show the mediating effect of consumer product attachment and environmental consciousness using the bootstrapping method and the normal theory method. The result shows no zero between Boot LLCI and Boot ULCI, meaning

Table 6: Measurement model

	CV	AVE	MSV	PA	GWOM	FV	SV	EL	EC	GA	OP	OPI	EV
CPA	0.923	0.800	0.376	0.894									
GWOM	0.921	0.745	0.423	0.346	0.863								
FV	0.880	0.596	0.497	0.563	0.309	0.772							
SV	0.902	0.648	0.497	0.613	0.318	0.705	0.805						
EL	0.883	0.603	0.447	0.500	0.362	0.668	0.522	0.776					
EC	0.877	0.642	0.235	0.387	0.301	0.324	0.419	0.325	0.801				
GA	0.889	0.573	0.423	0.521	0.650	0.510	0.537	0.497	0.485	0.757			
OP	0.838	0.634	0.247	0.388	0.273	0.490	0.317	0.498	0.286	0.432	0.796		
OPI	0.885	0.721	0.371	0.308	0.434	0.335	0.240	0.460	0.330	0.609	0.477	0.849	
EV	0.890	0.730	0.468-	0.479	0.358	0.628	0.684	0.535	0.422	0.551	0.387	0.428	0.854

Source: Primary source

Table 7: Hypothesized direct relationships between independent variables and dependent variable

Hypotheses	Independent variables	Dependents variables	Regression path analysis	Standardized regression Weight (β)	SE	T	P-value	Remarks
a.	Green advertisement	Organic Purchase intention	GA-OPI	0.5675	0.0667	8.238	0.0000	Accepted
b.	Green Word of Mouth	Organic Purchase intention	GWOM-OPI	0.3909	0.0560	4.9455	0.0000	Accepted
c.	Functional Value	Organic Purchase intention	FV-OPI	0.3303	0.0689	2.8493	0.0047	Accepted
d.	Social value	Organic Purchase intention	SV-OPI	0.2389	0.0693	0.2777	0.7814	Rejected
e.	Emotional value	Organic Purchase intention	EV-OPI	0.4069	0.0601	4.4134	0.0000	Accepted
f..	Green Organic product	Organic Purchase intention	GOP-OPI	0.4183	0.0574	5.5941	0.0000	Accepted
g.	Eco-labeling	Organic Purchase intention	EL-OPI	0.4320	0.0648	5.2821	0.0000	Accepted

Source: Primary source. Exogenous variable: Green advertisement (GA), green word of mouth (GWOM), Functional value (FV), Social value (SV), Emotional value (EV), Green organic product (GOP), Eco-labeling (EL); Endogenous variable- organic purchase intention

Table 8: Mediating analysis: Indirect relationship between exogenous variable and endogenous variable through consumer product attachment

	Mediation	Bootstrapping Method				Normal theory method				Decision
		Indirect	Boot SE	Boot LLCI	Boot ULCI	Indirect	SE	Z	P-value	
a.	GA-CPA-OPI	0.0373	0.0358	−0.0281	0.1146	0.0373	0.0306	1.3453	0.178505	Not supported
b.	GWOM-CPA-OPI	0.0729	0.0304	0.0232	0.1405	0.0729	0.0199	3.2931	0.000990	Supported
c.	FV-CPA-OPI	0.1182	0.0441	0.0377	0.0377	0.1182	0.0377	3.2347	0.001217	Supported
d.	SV-CPA-OPI	0.1603	0.0511	0.0648	0.2660	0.1603	0.0370	3.9552	0.000076	Supported
e.	EV-CPA-OPI	0.0794	0.0330	0.0173	0.1479	0.0794	0.0262	2.9664	0.003012	Supported
f.	GOP-CPA-OPI	0.0506	0.0266	0.0024	0.1080	0.0506	0.0407	4.4855	0.000007	Supported
g.	EL-CPA-OPI	0.0808	0.0374	0.0102	0.1328	0.0808	0.0474	4.9451	0.0000007	Supported

Exogenous variable: Green advertisement (GA), green word of mouth (GWOM), Functional value (FV), Social value (SV), Emotional value (EV), Green organic product (GOP), Eco-labeling (EL); Mediating variable: consumer product attachment (CPA); Endogenous variable-organic purchase intention

Table 9: Mediating analysis: Indirect relationship between exogenous variable and endogenous variable through environmental consciousness

Hypothesis	Mediation	Bootstrapping method				Normal theory method				Decision
		Indirect	Boot SE	Boot LLCI	Boot ULCI	Indirect	SE	Z	P-value	
a.	GA-EC-OPI	0.0637	0.0332	0.0052	0.1353	0.0637	0.02879856	2.34268637	0.01914547	Supported
b.	GWOM-EC-OPI	0.0730	0.0234	0.0337	0.1236	0.0730	0.01903686	3.45498125	0.00055033	Supported
c.	FV-EC-OPI	0.0918	0.0278	0.0422	0.1511	0.0918	0.0287143	3.34443078	0.00082452	Supported
d.	SV-EC-OPI	0.1144	0.0349	0.0545	0.1913	0.1144	0.02543967	4.07831575	0.00004536	Supported
e.	EV-EC-OPI	0.0891	0.0293	0.0372	0.1508	0.0891	0.0247564	3.55754507	0.00037434	Supported
f.	GOP-EC-OPI	0.0608	0.0229	0.0213	0.1102	0.0608	0.023569	3.31600832	0.00091313	Supported
g.	EL-EC-OPI	0.0836	0.0253	0.0384	0.1370	0.0836	0.02501596	3.54541641	0.00039199	Supported

Exogenous Variable: Green advertisement (GA), Green word of mouth (GWOM), Functional value (FV), Social value (SV), Emotional value (EV), Green organic product (GOP), Eco-labeling (EL); Mediating variable: environmental consciousness (EC); Endogenous variable- organic purchase intention

that there is perfect mediation (Hayes and Rockwood, 2020). Similarly, the normal theory method yields value of $Z > \pm 1.96$ and $P < .05$ (Ahmed et al., 2022). Thus, the results show the perfect mediation of product attachment and environmental consciousness in the relationship between exogenous (GA, GWOM, FV, SV, EV, GOP, EL) and endogenous variables. However, consumer product attachment fails to mediate the relationship between green advertisements and organic purchase intentions (the results show zero between Boot LLCI and ULCI, and similarly, the normal theory shows the values of $Z < \pm 1.96$ and $P > 0.05$). Therefore, hypotheses H4b to H4g and H5a to H5g are accepted.

5. DISCUSSION AND CONCLUSION

This research depicted the effect of green marketing, green consumption values, and green marketing approaches on organic purchase intention. The findings of the study reveal that the relationships between green advertisement, green word of mouth, functional value, social value, emotional value, green organic product, eco-labeling and organic purchase intention are significant.

The current findings demonstrate that green advertising has a positive and significant impact on consumer organic purchase intention. This means that a pro-environmental campaign will increase consumer awareness about the benefits of green (organic) products. Previous literature, such as Khandelwal and Bajpai (2011), Solekah et al. (2020), and Chekima et al. (2016), clearly show the link and precise influence of green advertisement on organic purchase intention.

The current research also shows that green word of mouth has a positive impact on organic purchase intention. This shows that consumers are often influenced by the views of other consumers when choosing a particular product. This finding is supported by previous research, demonstrating that electronic word of mouth significantly affects consumer purchase intention (Chang, 2015; Rahim et al., 2016; Nguyen et al., 2024).

The current research also explores the effect of green consumption value, such as functional value, social value, and emotional value, on organic purchase intention. The study findings reveal that functional value and emotional value have a significant impact on organic purchase intention. These findings concur with those of Suki and Suki (2015), Qasim et al. (2019), and Janssen (2018). However, our findings indicate that social value struggles to positively influence consumer's organic purchase intention. This finding contradicts the findings of previous literature such as Suki and Suki (2015), Qasim et al. (2019), and Lin and Huang (2012).

Furthermore, the statistical results of the study reveal that green marketing approaches such as green organic products and eco-labeling have a positive impact on organic purchase intention (Paul and Rana` 2012; Majeed et al., 2022; Sammer and Wustenhagen, 2006). The study shows that consumers have a positive relationship with organic food products because of their healthy content, safety, and high quality (Misra and Singh, 2016). The results show that Manipur consumers trust the producers of organic food products with eco-labels.

Moreover, the study also reveals that consumer product attachment significantly and positively mediates the relationships between green word of mouth, green consumption value, green marketing approaches, and organic purchase intention. This finding highlights that consumers who have emotional ties with a product stimulate sustainable consumption. Surprisingly, social value, which does not have a direct impact on organic purchase intention, is found to influence organic purchase intention through the mediating effect of consumer product attachment. However, consumer product attachments fail to mediate the relationship between green advertisements and organic purchase intention.

In addition, the findings of the study reveal that environmental consciousness also significantly and positively mediates the relationship between exogenous and endogenous variables. The more environmentally conscious a consumer is, the greater the difference between his or her usage amounts of green and regular products Lin and Chang (2012).

5.1. Theoretical Implication

This research provides critical theoretical implications for the extant literature, particularly on green marketing, consumer behavior, and sustainability. First, using three theoretical lenses, namely TPB, SOR model, and TCV, this research explores the effect of green marketing stimuli (GA and GWOM), green marketing approaches (GOP and EL), and green consumption value (FV, EV and SV) on consumer responses (organic purchase intentions). This study deepened the understanding of green consumer behavior toward organic food products through the influence of various green marketing stimuli, approaches and consumption values. In addition, previous studies on green marketing have examined how green marketing approaches, effort, and consumption value influence consumer buying decisions. However, the impact of green marketing efforts, approaches, and consumption values has not been investigated through the lens of combining three consumer theories: the TPB, SOR model, and TCV. The study's findings verified that the modified conceptual framework is feasible and proposed a new framework of different green marketing effort, green consumption value, and green marketing approaches in compliance with consumer product attachment and environmental consciousness. Second, this study combines the ideas of consumer product attachment and environmental consciousness to extend the research on green marketing and to build organic purchase intention from the influences of green advertisement, green word of mouth, functional value, emotional value, social value, and eco-labeling, and from the mediating effect of consumer product attachment and environmental consciousness. Thirdly, no prior research has discussed the effect of green marketing, green consumption value, and green marketing approaches on organic purchase intention through the lens of mediating variables such as consumer product attachment and environmental consciousness. This study found evidence that consumer product attachment and environmental consciousness mediate the relationships between green marketing efforts, green consumption values, and organic purchase intention.

5.2. Managerial Implication

This research suggests that green advertising and green word of mouth promote pro-environmental behavior in consumer. The producers, marketers/retailers of organic food products can leverage this finding by developing a strategic pro-environmental advertising strategy to enhance the image and value of organic products in the consumer's mind. This strategy could also bring more awareness and clear doubts, which could enhance future demand. Moreover, this study can helps marketers/producers/retailers to effectively use green marketing approaches such as green organic products and eco-labeling. Eco-labeling can be used as a practical approach to assimilating the basic information of products, as Manipur consumers show their trust in the eco-labels shown on the product package. The government can also intervene by ensuring that producers/marketers provide accurate information without window dressing or green washing. Besides, this study enables producers, marketers, and retailers to understand consumers' perceived values, such as functional and emotional value. These values can be incorporated into the marketing strategies for creating a compelling brand and increasing customer involvement. Furthermore, the mediating factors, such as consumer product attachment and environmental consciousness, are worth considering. The producers/marketers/retailers of organic products should focus on delivering green aspects of organic products and emphasize creating consumer emotions tied to their products. Likewise, producers/marketers should also focus on educating about environmental issues, campaigning for sustainable consumption, and showing them a solution and benefit of consuming organic food products for our environment. The current study can influence policymakers to promote green marketing programs and initiate pro-environmental campaigns to improve green purchasing and change customers' values toward protecting the environment (Ahmed et al., 2022). The government can also play a vital role by implementing and developing new rules and regulations to enhance future organic demand and protect our environment. In their power, the government can use different media platforms to spread awareness about pro-environmental traits. All these implications will enable the development of a pro-environmental characteristic that will lead to the consumption of organic food products.

5.3. Limitations and Future Research Recommendations

This study contributes significant findings; however, it leaves room for further research due to its limitations. First, the sample size used in this study was only 285. Therefore, it is insufficient to represent the whole population of Manipur and India in general, and the findings cannot be generalized to the whole population. It is suggested that future researchers use a larger sample size and collect data from different places using a multistage random sampling method. Future researchers can also add new significant variables to the modified conceptual framework. This study included all organic food products, as there are different types of organic food products. Future researchers can leverage this research by studying specific organic food products. Moreover, this study does not address the cause and effect between the variables (Ahmed et al., 2022). Therefore, it is suggested that

future should apply cause-and-effect models (Streimikiene and Ahmed, 2021).

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