

그린마케팅에 대한 소비자의 인식이 구매의도에 미치는 영향 - 소비자 권익을 매개변수로 -

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The Impact of Green Marketing on Purchase Intention - The Mediating Effects of Consumer Rights -

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요약 본 연구는 전 세계적으로 환경 문제가 커지고 있는 가운데 중국 장강 삼각주 지역의 친환경 마케팅에 대한 소비자 인식이 구매의도에 미치는 영향을 살펴보았다. 정량적 설문조사와 정성적 인터뷰를 모두 사용하여 혼합방법을 채택하여 친환경 마케팅이 소비자 행동에 미치는 영향과 지속가능한 소비자 행동을 촉진하는 데 미치는 영향을 분석하였다. 연구결과는 친환경 마케팅에 대한 소비자 인식이 구매결정에 중요한 영향을 미친다는 것을 확인하였으며, 기업이 친환경 마케팅 전략을 소비자의 기대에 부합시켜야 한다는 점을 강조하였다. 이러한 전략은 소비자들 사이에서 지속 가능한 소비에 대한 마인드를 배양하는 데 매우 중요하다. 또한, 본 연구에서 특히 소비자 권한부여의 매개역할을 통해 친환경 마케팅 인식과 소비자 행동을 연결하는 심리적 메커니즘을 확인하였다. 이에 기업에게 친환경 이니셔티브를 효과적으로 전달하고, 지속가능한 제품 및 소비활동에 대한 소비자 참여를 높일 수 있도록 실행 가능한 인사이트를 제공하였다.

주제어 : 그린마케팅 인식, 소비자 신뢰, 소비자 권리, 소비자 구매의도, 그린마케팅 전략

Abstract This study delves into the relationship between consumer perception of green marketing and purchase intentions within China's Yangtze River Delta region, amidst growing global environmental concerns. Employing both quantitative surveys and qualitative interviews, the research adopts a mixed-method approach to analyze the influence of green marketing on consumer behavior and its role in fostering sustainable practices. The results underscore that consumer perceptions of green marketing have a significant impact on their purchase decisions, emphasizing the need for businesses to align their green marketing strategies with consumer expectations. This alignment is crucial for cultivating a mindset of sustainable consumption among consumers. Furthermore, the study highlights the psychological mechanisms linking green marketing perceptions to consumer actions, particularly through the mediating role of consumer empowerment. The findings provide actionable insights for companies to effectively communicate their green initiatives and enhance consumer engagement with sustainable products and practices.

Key Words : Consumer Perception of Green Marketing, Consumer Trust, Consumer Rights, Consumer Purchase Intention, Green Marketing Strategies

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1. Introduction

1.1 Green Development and Ecological Civilization

The rapid accumulation of material wealth during the industrial revolution has led to severe environmental issues, with problems like pollution and declining biodiversity becoming increasingly prominent. This has intensified the contradiction between resource consumption and environmental protection, prompting a global emphasis on environmental protection and sustainable development. Ecological civilization, emphasizing harmonious coexistence between humans and nature, has become a marker of social progress. China, in particular, has incorporated ecological civilization into its national development layout, advocating for the harmonious unification of economic and social development with environmental protection. The popularity of sustainable development has made green consumption mainstream, accelerating enterprises' green transformation in response to consumer demand[1].

1.2 Transition of Consumption Concept to Green

To address the challenges of environmental degradation and resource shortages, the Chinese government has vigorously promoted green consumption and implemented sustainable development strategies. Driven by supply-side reforms and consumption upgrades, green products have gradually gained favor among consumers. Multiple surveys indicate that an increasing number of consumers worldwide, including in China, are beginning to pay attention to and purchase green products[2]. Consumers' demand for green products has not only promoted enterprises' green production but also urged enterprises to adopt green marketing strategies to enhance their brand image and market competitiveness.

1.3 Green Transformation of Enterprise

Development

Driven by both environmental pressures and consumer demands, enterprises have successively embarked on green transformations and implemented green marketing strategies. Green marketing not only helps enterprises break through the "green barriers" in international trade and enhances market competitiveness, but also achieves a win-win situation in both economic and social benefits by enhancing corporate image and consumer trust. However, the occurrence of "pseudo-green" and "greenwashing" phenomena in the market has severely damaged consumer interests and enterprise credibility. Therefore, implementing a true green development strategy and providing high-quality green products is of great significance for enterprises to reshape consumer confidence and gain competitive advantages in the market.

This research endeavors to address the gap in understanding the impact of green marketing on consumer behavior, particularly in the context of an economy undergoing rapid development and concurrent environmental challenges. The necessity of this study is underscored by the need to provide actionable insights for businesses seeking to align their marketing strategies with the growing consumer preference for eco-friendly products and services.

The research distinguishes itself by adopting a comprehensive approach that encompasses not only the ecological and quality dimensions of green marketing but also the congruency between consumer values and corporate green initiatives. This holistic perspective offers a more nuanced understanding of the factors that drive consumer purchase intentions in the realm of green marketing.

The study reveals that consumer perception of green marketing significantly influences their purchase intentions. The ecological view, quality perception, and congruency perception of green marketing are the key drivers that shape consumer attitudes and behaviors. Consumers who perceive companies as genuinely

committed to ecological causes are more likely to reward such companies with their patronage, demonstrating a positive inclination towards green products and a willingness to pay a premium for them.

2. Theoretical Background

2.1 Evolution of Green Marketing Theory

Since its emergence in the 1960s, green marketing theory has undergone multiple stages of enlightenment, development, and maturation, and has now become a crucial component of modern enterprise marketing strategies. The core of this theory lies in integrating environmental protection concepts into corporate marketing activities, aiming to achieve a harmonious unity of economic, social, and environmental benefits[3]. Scholars have defined and researched green marketing from various perspectives, forming diverse viewpoints such as product-centric theory (Walter Coddington, 1993), environment-centric theory (Kilbourne, 1998), interest-centric theory (Menguc et al., 2010), and development-centric theory (Surroca et al., 2010). These viewpoints complement each other, collectively constituting the theoretical framework of green marketing and providing theoretical guidance for enterprises' green transformation and sustainable development.

2.2 Research on Consumer Perception of Green Marketing

In the context of green marketing, consumers' perceptions of green marketing activities are multidimensional, and these dimensions not only influence consumers' cognition but also further guide their purchase intentions. Chen, Y. and others have investigated the impact of "greenwashing" in green marketing on green trust, where the ecological dimension of green perception is crucial for consumers to assess the authenticity of corporate environmental commitments[4]. Hur et al. explored the determinants of consumers' green consumption behavior,

highlighting that ecological perception, as part of consumers' awareness of environmental protection concepts, has a significant impact on green purchase intentions[5]. Peattie discussed in detail the concept, development process, and strategic significance of green marketing in his book, pointing out that ecological perspective is one of the core elements for companies to implement green marketing and has a significant influence on consumers' perceptions and behaviors[6].

Luo, Z. and others emphasized the impact of environmental responsibility on customer satisfaction, which is closely related to product quality perception[7]. Zhou, Z. and others directly analyzed the impact of green product quality on consumers' purchase intentions, emphasizing the roles of green perceived value, perceived risk, and green trust, where green product quality is closely related to ecological and quality dimensions[8]. Ottman, J. and others constructed an overall framework for green marketing, emphasizing the importance of multiple aspects such as ecology, quality, and fit in green marketing[9]. Dodds, W. B. and others discussed the impact of quality information (such as price and brand) on consumers' product evaluations, which can be extended to the interactive relationship between ecological and quality dimensions in green marketing[10].

Jansson-Boyd, C. V., & Lindberg, G. explored the motivations behind green consumption behavior, including the perception of fit between personal values and environmental protection behaviors, which influences consumers' green purchase decisions[11]. Li, N., Zhang, P., & Deng, W. analyzed Chinese consumers' perception of eco-labels, pointing out that as a means of green marketing, the success of eco-labels depends on consumers' perception of their fit with product ecological attributes and personal values[12]. Lee, K., & Shin, D. analyzed how consumers' perception of fit between product attributes (such as health, environmental protection, and product characteristics) affects their cognition and emotional

attitude towards the green brand image[13]. In summary, this paper argues that consumers' perceptions of green marketing have a positive and significant impact on their purchase intentions, as indicated by Hypotheses 1~3.

2.3 Research on Consumer Power

Research by Rucker & Galinsky indicates that Consumer Power Perception (CPP) refers to an individual's perceived ability to influence, control, or alter the consumption environment and outcomes during the consumption process[14]. This concept, originating from power theory in social psychology, has gradually been introduced into the field of consumer behavior research. Studies by Keltner, Gruenfeld, & Anderson suggest that power perception not only concerns consumers' initiative and control in purchase decisions but also influences their processing of product information, attitude formation, and purchasing behavior[15].

In the context of green marketing, research by Peloza, White, & Shang shows that CPP is manifested as consumers' awareness of their ability to promote environmental protection and facilitate corporate social responsibility behaviors[16]. When consumers perceive that their actions can positively impact businesses or society, their sense of power is enhanced, potentially leading to more active participation in green consumption.

CPP is influenced by multiple factors, including personal, social, and situational factors. Personal factors, such as social status, self-confidence, and level of professional knowledge, impact power perception, with high-status and confident consumers more likely to perceive their influence in the consumption process[17]. Social factors, like social comparison and group belonging, also affect CPP, with consumers perceiving themselves as part of an influential group experiencing increased power perception[18]. Situational factors, such as information transparency and corporate interaction styles in consumption

scenarios, can also modulate consumers' power perception. For instance, in green marketing, providing detailed environmental information and actively responding to consumer feedback can enhance CPP[19].

Based on the above, this paper argues that consumers' perception of green marketing has a positive and significant impact on the realization of their sense of power, as indicated by Hypotheses 4~6. In recent years, with the prevalence of green consumption concepts, the relationship between CPP and green purchase intention has become a research hotspot. Multiple studies indicate that CPP has a significant positive impact on green purchase intention. Consumers with higher power perception tend to take proactive actions, considering not only their own interests but also the long-term well-being of society and the environment. In green consumption contexts, this power perception prompts them to choose environmentally friendly products, demonstrating their social responsibility and environmental concern[20]. Additionally, power perception indirectly promotes green purchasing behavior by influencing consumers' information processing and decision-making processes[21].

It is noteworthy that power perception does not isolatedly impact green purchase intention but often interacts with other factors (such as green perceived value and corporate social responsibility perception) to jointly shape consumers' green consumption decisions[22]. Therefore, when exploring the impact of CPP on green purchase intention, it is necessary to comprehensively consider the interaction of multiple factors. Hypothesis 7 has listed.

Green marketing by enterprises enhances consumers' willingness to engage in green purchasing by boosting their sense of power, which demonstrates the bridging role of power perception in consumer behavior[23]. Based on this, hypothesis 8 has listed: Consumer power perception mediates between consumers' green effectiveness perception and their purchase intention.

3. Research Methodology

3.1 Research subjects

This study adopts a questionnaire-based survey methodology to investigate the influencing factors of consumer purchase intention within the context of green marketing. To achieve the research objective, a total of 640 questionnaires were randomly allocated for distribution by designated personnel. After a rigorous screening process that excluded questionnaires completed in excessively short durations and those with incomplete data, a final sample of 605 valid questionnaires was retained for analysis. The findings from this investigation reveal that consumers' purchase intention is significantly intensified under the combined influence of green marketing perception and positive psychological states, manifesting as a greater inclination to select environmentally friendly and sustainable products and a willingness to pay a premium for them.

The study employs a mixed-method research design, combining quantitative surveys with qualitative in-depth interviews to elucidate the multifaceted nature of consumer perceptions. A total of 605 respondents from the Yangtze River Delta region participated in this study, which was conducted over a period of six months, from Q1 to Q2 of 2024.

Zhang Leitao's research further delved into the moderating role of consumer self-enhancement in green decision-making, revealing that individuals with higher levels of self-enhancement are more susceptible to the impact of green marketing strategies, exhibiting stronger purchase intentions[24]. The research subjects of this study are consumers in the Yangtze River Delta region of China, a locale that has experienced significant economic development and environmental challenges, making it an ideal setting to investigate the impact of green marketing on consumer behavior. This region's consumers are chosen due to their exposure to advanced environmental policies, green initiatives, and a relatively high level of awareness towards

sustainable consumption practices. By focusing on this specific demographic, the study aims to provide insights into how consumers' perceptions of green marketing strategies influence their purchase intentions within the context of ecological civilization and green development concepts being integrated into various societal structures.

This research simplifies and adapts the framework to suit the context of green marketing and consumer behavior. Analogous to the components of the entrepreneurial environment, this study considers the following key factors shaping consumers' perception of green marketing: government policies promoting green consumption, financial support for eco-friendly products and services, education and training on environmental awareness, research and development of green technologies, the business environment fostering green practices, and societal norms encouraging sustainable lifestyles.

Specifically, this research targets a sample of 605 consumers, selected through a stratified random sampling method to ensure representation across different age groups, income levels, and occupations. This approach allows for a comprehensive analysis of how various demographic factors might interact with consumers' perceptions of green marketing, ultimately affecting their purchase intentions. By focusing on this particular population and utilizing empirical methods, the study seeks to unravel the complex relationship between consumers' perception of green marketing and their purchase intentions, offering valuable insights for businesses aiming to implement effective green marketing strategies.

3.2 Theoretical model and hypotheses

Against the backdrop of increasing consumer empowerment, this study examines the relationship between consumers' perceptions of ecological view, quality, and congruency, and their purchase intention. A theoretical model is constructed to elucidate these associations:

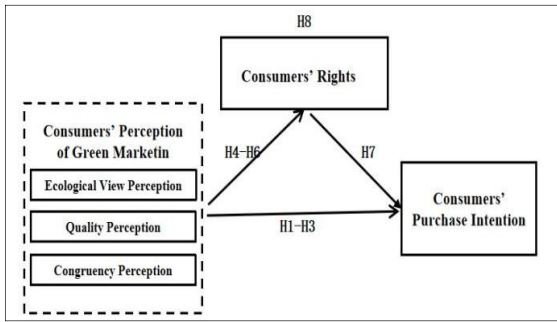


Fig.1 The impact model of consumer perception of green marketing on purchase intention

In summary, this paper will test the following hypotheses one by one:

H1: Ecological View Perception has a significant positive impact on consumers' purchase intention.

H2: Quality Perception has a significant positive impact on consumers' purchase intention.

H3: Congruency Perception has a significant positive impact on consumers' purchase intention.

H4: Ecological View Perception has a significant positive impact on the realization of consumer's right.

H5: Quality Perception has a significant positive impact on the realization of consumer's right.

H6: Congruency Perception has a significant positive impact on the realization of consumer's right.

H7: Consumers' right has a significant positive impact on their purchase intention.

H8: The realization of consumer's right mediates between consumers' green marketing perceptions and their purchase intention.

3.3 Research tool

The data presented in this paper were collected via a questionnaire survey, structured into three main sections. The first section comprises basic demographic information, including the respondent's gender and age, captured through single-choice questions. The second section delves into the current status investigation. Lastly, the third section measures the factors influencing consumers' purchase intention, utilizing a Likert 5-point scale as the standard for grading.

Table 1: Green Marketing Ecological View Perception

name (of a thing)	sample size	minimum value	maximum values	average value	(statistics) standard deviation	upper quartile
Companies are very concerned about ecological changes	605	1	7	5.271	1.355	5
Enterprises often organize employees, consumers and other stakeholders to participate in ecological public welfare activities	605	1	7	5.221	1.376	5
Enterprises invests a lot of money each year in ecological improvements	605	1	7	5.255	1.371	5
Ecological View of Green Marketing	605	1	7	5.249	1.231	5.333

The study finds a generally positive attitude among participants regarding enterprises' dedication to ecological change (M=5.27), their organization of ecological public welfare activities (M=5.22), and

investment in ecological improvements (M=5.25). Overall, the perceived ecological view of green marketing receives positive responses (M=5.25), indicating support for corporate ecological efforts.

Table 2: Green Marketing Quality

name (of a thing)	sample size	minimum value	maximum values	average value	(statistics) standard deviation	upper quartile
Companies' products receive government support in terms of green quality	605	1	7	5.187	1.435	5
Enterprises' products are supported by environmental organizations in terms of green quality	605	1	7	5.225	1.357	5
Companies' products gain consumer trust in terms of green quality	605	1	7	5.228	1.439	5
Enterprises' products have gained high visibility in the industry in terms of green quality	605	1	7	5.271	1.415	6
Green marketing quality	605	1	7	5.228	1.248	5.25

The study evaluates the perceived quality of green marketing, examining attitudes towards various supports for green product quality. Participants assigned positive average scores: 5.19 for government support, 5.22 for environmental organization support,

5.23 for consumer trust, and 5.27 for product visibility within the industry. Overall, mean scores (5.19–5.27) indicate a positive attitude towards green marketing quality.

Table 3: Green Marketing Match

name (of a thing)	sample size	minimum value	maximum values	average value	(statistics) standard deviation	upper quartile
When I see the industry in which a company operates, I think of the green public service activities that the company carries out.	605	1	7	5.27	1.32	5
When I think of the company, I think of the greenness and quality of the company's products	605	1	7	5.37	1.326	5
I can link the business to an environmental association (non-profit organization)	605	1	7	5.31	1.379	5
A sense of environmental responsibility	605	1	7	5.315	1.190	5.333

The data table for green marketing matchability yields mean scores of 5.27, 5.37, and 5.31, indicating positive perceptions of companies' green activities, product quality, and associations with environmental

organizations. The aggregate mean (5.31) highlights a favorable view of green marketing alignment with consumer expectations and environmental goals.

Table 4: Sense of Consumer Power

name (of a thing)	sample size	minimum value	maximum values	average value	(statistics) standard deviation	upper quartile
When shopping, I always find products or services that match my personal preferences	605	1	7	5.159	1.495	5
I feel my opinions and needs are valued when interacting with merchants	605	1	7	5.152	1.53	5
I am able to confidently reject product recommendations or promotions that are not suitable for me	605	1	7	5.136	1.491	5
Consumer's right	605	1	7	5.149	1.388	5.333

The findings show high consumer satisfaction with personal preferences during shopping (M=5.16), valuing of opinions and needs in merchant communications (M=5.15), and confidence in rejecting misaligned recommendations (M=5.14). Collectively, these results suggest satisfaction with personal power in shopping (overall M≥5). Furthermore, the matrix scale questions reveal positive attitudes towards green purchase willingness (average scores ≈5), indicating favorable views on corporate green interest, willingness to pay more for environmental protection, pride and satisfaction in green purchases, consistent green buying, loyalty to green brands, and recommending green products. Overall, consumers exhibit positive outlooks on both personal power in shopping and green purchasing intentions.

4. Research result

4.1 Reliability and validity analysis

4.1.1 Reliability analysis

In this paper, SPSS.27.0 version was used for reliability and validity analysis of questionnaire data.

Table 5: Cronbach Reliability Analysis

name (of a thing)	Cronbach's Alpha Coefficient	item count (of a consignment etc)
Green Marketing Ecological Perspective	0.883	3
Green Marketing Quality	0.907	4
Green Marketing Matchability	0.864	3
Consumers' Right	0.911	3
Consumer Green Purchasing Intention	0.945	6
Overall	0.924	19

The reliability test of this questionnaire was conducted using SPSS, employing Cronbach's Alpha coefficient as the metric. The results indicate high reliability, with coefficients exceeding 0.7 for all constructs: green marketing ecological view (0.883, 3 items), green marketing qualitative (0.907, 4 items), green marketing matching (0.864, 3 items), consumer's

sense of empowerment (0.911, 3 items), and consumers' green purchase intention (0.945, 6 items). The overall Alpha coefficient for the questionnaire is 0.924, suggesting good stability and consistency. The high reliability of the questionnaire provides a solid foundation for subsequent data analysis and decision-making.

4.1.2 Validity analysis

Table 6: KMO and Bartlett's tests

	KMO value	0.919
Bartlett's test of sphericity	approximate chi-square (math.)	8495.312
	df	171
	p-value	0.000

From the above table, the KMO metric value is 0.919, which is greater than 0.7, indicating that the questionnaire is well suited for factor analysis. The Bartlett's test of sphericity approximate chi-square value was 8495.312 with 171 degrees of freedom and significance of 0.000 (p<0.01), which passed the test of significance at a level of significance of 1%. It indicates that the structural validity of the questionnaire is good.

4.2 Correlation Analysis

Table 7: Pearson Correlation Analysis

	Consumers' Green Purchasing Intentions
Ecological View of Green Marketing	0.340**
Green marketing quality	0.410**
Green Marketing Match	0.391**
Consumers' Rights	0.410**

*p<0.05 **p<0.01

As evident from the table, correlation analysis examines the relationship between consumers' green purchase intention and various green marketing factors (ecological outlook, quality, compatibility) along with consumers' sense of power. Utilizing Pearson's correlation coefficient, significant positive correlations are observed at the 0.01 level: green purchase intention

with ecological outlook ($r=0.340$), quality ($r=0.410$), compatibility ($r=0.391$), and sense of power ($r=0.410$).

4.3 Regression analysis

Table8 : Regression Analysis

	Non-standardized coefficient		Standardized coefficient	t	p	covariance diagnosis	
	B	standard error	Beta			VIF	tolerance level
a constant (math.)	1.622	0.251	-	6.457	0.000**	-	-
Ecological View of Green Marketing	0.105	0.042	0.103	2.537	0.011*	1.366	0.732
Green marketing quality	0.194	0.042	0.193	4.576	0.000**	1.468	0.681
Green Marketing Match	0.201	0.042	0.189	4.728	0.000**	1.331	0.751
Sense of consumer power	0.196	0.037	0.216	5.35	0.000**	1.355	0.738
R2				0.276			
Adjustment R2				0.272			
F				F(4,600)=57.322, p=0.000			
D-W value				1.972			

Remarks: Dependent variable = Consumer green purchasing intentions

* $p < 0.05$ ** $p < 0.01$

This study applied linear regression to explore the impact of green marketing dimensions (ecological view, quality, matchability, and consumer power sense) on consumer green purchase intention. The model explains 27.6% of the variance in the dependent variable and

demonstrates robustness via multicollinearity and autocorrelation assessments. Notably, all independent variables exhibit a significant positive effect on green purchase intention.

Table 9: Intermediary Analysis

term (in a mathematical formula)	effect	95% CI		P-value
		lower limit	upper limit	
Green Marketing Ecological Perspective => Consumer Right => Consumer Green Purchase Intention	0.132	0.089	0.168	0.000
Green Marketing Qualitative => Consumer Right => Consumer Green Purchase Intention	0.121	0.08	0.161	0.000
Green Marketing Match => Consumer Right => Consumer Green Purchase Intention	0.124	0.08	0.157	0.000

The effect value of green marketing ecological view=>consumer right=>consumer green purchase intention is 0.132 and the 95% interval does not include the number 0 (95% CI: 0.089~0.168), so it indicates that the mediating effect is significant.

The effect value of 0.121 for green marketing qualitiveness=>consumer right=>consumer green purchase intention, the 95% interval does not include the number 0 (95% CI: 0.08~0.161), thus indicating that the mediating effect is significant.

The effect value of 0.124 for Green Marketing Matchability => Consumer Right => Consumer Green Purchase Intention, the 95% interval does not include the number 0 (95% CI: 0.08~0.157), thus indicating that the mediating effect is significant.

The study reveals an overall positive attitude among participants towards enterprises' commitment to ecological environment change (mean score: 5.27), organization of ecological public welfare activities (mean score: 5.22), and investment in ecological

environment improvement (mean score: 5.25), indicating recognition and support for green marketing efforts. Hypotheses H1 and H4 are supported.

Regarding the perceived quality of green marketing, participants expressed a generally positive outlook, with mean scores of 5.19 for government support, 5.22 for support from environmental protection organizations, 5.23 for consumer trust in green quality, and 5.27 for the perceived higher visibility of green quality within the industry. Hypotheses H2 and H5 are supported.

The perception of green marketing matchability also garnered positive responses, with mean scores of 5.27, 5.37, and 5.31 for companies engaging in green public welfare activities, the quality of green products, and their association with environmental protection organizations, respectively. The aggregate mean score of 5.31 underscores a favorable perception among participants. Hypotheses H3 and H6 are supported.

Consumers exhibited a high level of satisfaction with respect to personal preferences during the shopping process (mean score: 5.16), perceived their opinions and needs as highly valued in communications with merchants (mean score: 5.15), and demonstrated confidence in rejecting non-aligned product recommendations (mean score: 5.14). Overall, consumers were relatively satisfied with their sense of personal power in the shopping process. Hypothesis H7 is supported.

Consumers exhibited an overall positive attitude towards green purchase willingness, with average scores approximating 5, indicating favorable views regarding corporate interest in green products, willingness to pay higher prices, sense of pride and satisfaction from purchasing green products, consistent buying behavior, loyalty to green brands, and recommendation of green products to others.

The mediating effects of green marketing ecological view, green marketing qualitiveness, and green marketing matchability on consumer green purchase intention through consumer sense of empowerment

were significant, with effect values of 0.132 (95% CI: 0.089~0.168), 0.121 (95% CI: 0.08~0.161), and 0.124 (95% CI: 0.08~0.157), respectively. Hypothesis H8 is supported.

4.4 Correlation Analysis

Table 10: Pearson Correlation Analysis

	Consumers' Green Purchasing Intentions
Ecological View of Green Marketing	0.340**
Green marketing quality	0.410**
Green Marketing Match	0.391**
Consumers' Rights	0.410**

*p<0.05 **p<0.01

As evident from the table, correlation analysis examines the relationship between consumers' green purchase intention and various green marketing factors (ecological outlook, quality, compatibility) along with consumers' sense of power. Utilizing Pearson's correlation coefficient, significant positive correlations are observed at the 0.01 level: green purchase intention with ecological outlook (r=0.340), quality (r=0.410), compatibility (r=0.391), and sense of power (r=0.410).

5. Conclusion

5.1 The Positive Impact of Consumer Perception of Green Marketing on Purchasing Intentions

The present study elucidates the significant influence of green marketing perception on shaping consumer purchasing intentions and attitudes. Our findings confirm that an enhanced perception of green marketing substantially strengthens consumers' overall perception, leading to affirmative behavioral intentions. Notably, while the ecological view dimension did not significantly influence the perception of corporate motives, other dimensions—namely quality, fit, and responsibility—exhibited substantial positive effects.

The perception of quality in green products engendered greater consumer confidence. Fit perception reinforced trust in companies' sustainability commitments. Responsibility perception, in turn, cultivated a favorable company image, propelling green purchase intentions. Collectively, these findings underscore the necessity for strategic green marketing initiatives that address product quality, branding consistency, and corporate social responsibility to foster sustainable consumption patterns.

5.2 The Empowerment Effect of Green Marketing on Consumers' Rights

Our rigorous analysis reveals a significant positive correlation between consumers' perception of green marketing and their perceived sense of empowerment. Companies engaging in eco-friendly practices through green marketing initiatives engender a heightened sense of power and agency among consumers[25]. This empowerment stems from multiple dimensions, including ecological consciousness, perceived product quality, corporate social responsibility, and brand-consumer fit[26]. Consumers who align with companies' environmental values and appreciate their sustainability efforts feel empowered to effect change. Green product quality reinforces consumers' belief in making a tangible difference, enhancing their sense of control. Corporate social responsibility demonstrates genuine commitment, inspiring trust and collective power. Seamless alignment between branding and practices maintains consumers' confidence and empowerment, encouraging active participation in green marketing. Thus, strategic green marketing fosters an empowered consumer base, driving sustainable choices and a more eco-conscious society.

5.3 The Mediating Role of Consumer Empowerment in the Influence of Green Marketing Perception on Purchase Intentions

Drawing on social identity theory and self-determination theory, this study posits that

consumers' perceptions of control and agency are pivotal in motivating sustainable consumption behaviors. The consumer sense of power emerges as a critical mediating factor in the relationship between consumers' perception of green marketing efforts and their propensity to purchase eco-friendly products. This discovery highlights the intricate interplay between the psychological empowerment of consumers and their subsequent purchasing behaviors within the ambit of environmentally conscious marketing strategies. By instilling a heightened sense of power among consumers, green marketing initiatives effectively bridge the gap between brand messaging and consumer action, ultimately shaping purchase intentions in a positive manner. This mediation effect not only accentuates the importance of catering to consumers' psychological needs but also underscores the strategic significance of aligning marketing initiatives with individuals' intrinsic motivations and desires for empowerment, thereby amplifying the overall efficacy of green marketing campaigns.

5.4 Managerial Implications for Green Marketing Implementation

Firstly, firms are encouraged to foster green management practices inherently aligned with the principles of green marketing. This includes reinforcing an ecological perspective, enhancing product quality, instilling a sense of environmental responsibility, and emphasizing the congruence between green marketing initiatives and consumer perceptions. Secondly, firms must prioritize consumers' perceptions of green marketing in their operational frameworks. Instituting a comprehensive green marketing mechanism, such as a "firm-consumer" feedback system, is crucial to elevating consumers' awareness of green product quality and corporate social responsibility. Thirdly, establishing a rapport with consumer trust through green marketing is essential, recognizing its mediating role between consumers' perceptions of green consumption and their responses. Effective

communication with consumers, bolstering product market recognition, and crafting a robust brand image are paramount in this regard. Furthermore, firms should catalyze consumers' self-enhancement through green marketing, leveraging pro-environmental behaviors to elevate their "self" and consequently enhance consumer response. Lastly, firms should lead in advocating green consumption by engaging in environmental protection campaigns, promoting green education, expanding the green consumer base, and securing a broad market for green marketing. Collaboration with governments and environmental non-governmental organizations, while adhering to pertinent laws and regulations, is indispensable for collectively fostering the advancement of green consumption.

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