

								Rp. 2.000.000
12/04/2026 21:38:09	Ya	Ya	Ya	Perempuan	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000
12/04/2026 21:42:54	Ya	Ya	Ya	Perempuan	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 3.000.001 - Rp. 4.000.000
12/04/2026 21:46:26	Ya	Ya	Ya	Perempuan	22- 26 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000
12/04/2026 21:50:25	Ya	Ya	Ya	Laki-Laki	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 4.000.001 - Rp. 5.000.000
12/04/2026 21:58:52	Ya	Ya	Ya	Laki-Laki	22- 26 tahun	Sarjana	Pelajar/Mahasiswa	Rp. 3.000.001 - Rp. 4.000.000
12/04/2026 22:03:22	Ya	Ya	Ya	Perempuan	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 -

								Rp. 3.000.000
12/04/2026 22:39:47	Ya	Ya	Ya	Perempuan	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000
12/04/2026 22:45:48	Ya	Ya	Ya	Perempuan	17- 21 tahun	Sarjana	Pelajar/Mahasiswa	Rp. 4.000.001 - Rp. 5.000.000
12/04/2026 22:59:07	Ya	Ya	Ya	Perempuan	17- 21 tahun	Sarjana	Pelajar/Mahasiswa	Rp. 4.000.001 - Rp. 5.000.000
12/04/2026 23:03:27	Ya	Ya	Ya	Perempuan	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000
12/04/2026 23:04:30	Ya	Ya	Ya	Perempuan	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000
12/04/2026 23:05:28	Ya	Ya	Ya	Perempuan	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 -

								Rp. 3.000.000
12/04/2026 23:27:57	Ya	Ya	Ya	Laki-Laki	22- 26 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000
12/04/2026 23:37:39	Ya	Ya	Ya	Perempuan	17- 21 tahun	Sarjana	Pelajar/Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000
12/04/2026 23:48:02	Ya	Ya	Ya	Laki-Laki	22- 26 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000
12/04/2026 23:48:07	Ya	Ya	Ya	Laki-Laki	22- 26 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 3.000.001 - Rp. 4.000.000
12/04/2026 23:51:18	Ya	Ya	Ya	Laki-Laki	22- 26 tahun	Sarjana	Pelajar/Mahasiswa	Rp. 1.000.001 - Rp. 2.000.000
13/04/2026 03:09:41	Ya	Ya	Ya	Perempuan	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 1.000.001 -

								Rp. 2.000.000
13/04/2026 06:14:07	Ya	Ya	Ya	Perempuan	22- 26 tahun	Sarjana	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000
13/04/2026 06:55:05	Ya	Ya	Ya	Perempuan	22- 26 tahun	Pasca Sarjana	Karyawan Swasta	> Rp. 5.000.000
13/04/2026 07:17:53	Ya	Ya	Ya	Perempuan	22- 26 tahun	Sarjana	Pegawai Magang	Rp. 2.000.001 - Rp. 3.000.000
13/04/2026 08:04:10	Ya	Ya	Ya	Perempuan	22- 26 tahun	Sarjana	Karyawan Swasta	Rp. 4.000.001 - Rp. 5.000.000
13/04/2026 09:50:01	Ya	Ya	Ya	Perempuan	17- 21 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000
13/04/2026 10:15:27	Ya	Ya	Ya	Perempuan	22- 26 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000

13/04/2026 15:16:15	Ya	Ya	Ya	Perempuan	22- 26 tahun	SMA/SMK	Pelajar/Mahasiswa	> Rp. 5.000.000
13/04/2026 17:15:39	Ya	Ya	Ya	Perempuan	22- 26 tahun	Diploma	Wiraswasta/Freelancer	> Rp. 5.000.000
14/04/2026 01:57:53	Ya	Tidak						
14/04/2026 02:01:03	Ya	Ya	Ya	Perempuan	22- 26 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp. 2.000.001 - Rp. 3.000.000
14/04/2026 15:48:01	Ya	Ya	Ya	Perempuan	22- 26 tahun	Sarjana	Karyawan Swasta	> Rp. 5.000.000

Jawaban Pertanyaan

G M 1	G M 2	G M 3	G M 4	G M 5	G M 6	G M 7	C S R 1	C S R 2	C S R 3	C S R 4	C S R 5	C S R 6	C S R 7	C S R 8	G B I 1	G B I 2	G B I 3	G B I 4	G B I 5	N P H 1	N P H 2	N P H 3	N P H 4	N P H 5
4	4	4	4	4	4	4	5	5	4	4	5	4	4	4	5	4	4	4	4	4	3	4	4	4
5	5	5	5	5	4	5	5	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5	4	5
5	5	5	5	4	4	4	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

4	5	5	5	4	5	4	5	4	5	5	4	5	5	5	4	3	4	5	4	4	3	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	5	5	4	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	4
4	5	4	4	5	5	4	5	5	4	4	5	4	4	4	5	5	5	4	5	4	4	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	4	5	5	5	4	5	5	4	5	5	4	4	5	5	4	4	5	5	4	5	4	4	5
5	5	5	5	5	5	5	5	4	4	5	4	5	4	4	5	4	5	4	5	5	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	5	5	5	5	4	4	5	5	4	4	5	5	5	5	5	4	5	5	5	4	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	4	4	5	4	5	4	5	4	5	5	5	5	4	4	5	5	4	5	5	4	4	5	5
4	4	5	5	4	5	5	4	4	4	5	4	5	4	5	4	5	4	5	5	5	4	5	4	4
4	4	4	5	4	4	4	5	5	5	4	5	5	5	4	5	5	4	5	5	5	5	5	5	5
2	2	3	2	2	2	2	2	2	2	3	3	2	3	2	2	2	2	1	3	4	4	4	1	4
4	4	4	4	5	4	4	4	4	5	4	4	4	4	5	4	4	4	4	4	4	5	5	4	4

4	4	4	4	5	4	4	5	4	4	5	4	4	4	4	5	4	4	4	4	4	5	5	5	5
4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	4	2	2	4	3	4	4	3	4	5	5	4	5	2	3	4	3	4	4	4	3	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	5	4	5	5	4	5	5	4	5	5	4	4	4	4	5	5	4	5	4	5	4	4	5
4	4	4	4	4	4	5	5	4	4	5	5	5	5	4	3	4	4	4	4	3	3	3	4	3
5	4	5	4	5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	5	4	4	5	4	5	5	4	4	4	4	5	5	4	4
4	5	5	5	5	4	5	4	5	4	5	5	5	4	5	5	5	5	5	5	4	5	5	5	4
5	5	3	5	4	3	4	5	4	5	4	4	5	4	4	4	4	4	5	4	5	5	4	4	4
5	5	4	4	5	4	5	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	4	5	4	5	4

4	4	5	5	4	4	4	5	4	4	4	5	5	4	4	4	5	5	4	5	5	5	4	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	3	4	4	3	3	3	5	3	4	4	3	4	4	4	2	3	3	3	3	3	4	2	2	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5
4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	3	3	4	3
5	5	4	5	4	5	5	5	4	4	5	5	4	4	5	4	5	5	5	4	5	4	5	5	5
4	4	5	3	4	5	4	4	4	5	4	5	5	4	4	4	4	5	4	5	4	4	3	4	5
4	4	4	5	5	5	5	5	5	4	5	5	4	4	4	4	5	5	4	4	5	4	4	5	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	5	5	3	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	5	4	5	4	5	5	5	4	5	4	5	5	4	3	5	4	5	4	5	4	4	5	4
4	5	4	4	5	5	4	4	4	5	4	4	5	5	4	4	4	4	5	4	5	5	5	4	4
4	5	5	4	5	5	5	4	5	4	4	3	5	5	4	3	4	5	4	4	5	5	4	5	4

5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	5	4	4	4	5	5	5	4	4	4	4	5	5	4	4	5	5	5	4	4	4	4	4	4
5	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	5	5	3	3	4	4	4	3	5	3	3	4	4	3	4	3	4	4	3	2	4	4
4	4	4	4	4	4	4	4	4	3	3	4	4	4	3	3	4	4	4	3	4	4	3	3	4	4
4	4	2	4	4	2	4	2	4	4	4	5	4	4	4	2	4	3	2	4	4	4	4	4	4	4
5	5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	4	4	5	5	5	5	5	5	4	4
4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	4	5	5	5	5	4	5	4	3	3	3	3	4	3	3	4	4	4	4	3	5	4	4	4
4	4	4	3	4	5	3	3	4	5	3	4	4	4	5	3	3	3	5	5	4	3	4	4	5	5
4	5	4	5	4	4	4	2	4	4	4	4	3	3	4	3	3	4	4	4	2	2	4	4	5	5
1	1	1	1	1	1	1	5	5	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5
5	5	5	5	5	5	5	4	5	4	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	4	5	5	5	3	5	5	3	3	4	5	5	4	5	4	5	5	5	5	4	5	5	5
4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	5	5	4	4	4	4	5	5
5	4	4	5	5	5	5	4	4	4	3	4	4	5	5	4	5	4	5	5	3	5	4	4	5	5
3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	4	5	4	4	5	5	4	5	4	4	5	5	5	4	5	4	5	5	5	5	4	5	5
4	4	4	4	5	5	4	4	5	4	5	5	5	4	5	4	4	4	5	5	4	4	3	3	3
4	4	5	5	4	4	5	4	5	5	4	5	5	5	4	3	4	3	4	4	4	3	4	4	5
5	5	5	5	5	5	4	4	5	5	5	5	5	5	5	5	4	5	4	4	5	5	5	5	5
4	4	5	5	5	5	4	4	4	4	5	5	5	5	5	4	4	5	4	5	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	4	4	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5
4	4	4	4	4	4	4	4	5	4	4	5	4	5	4	4	4	4	4	4	5	5	5	5	5
4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4
3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	3	4	3	4	5	4	5	4	3	3	3	4	4	4	4	5	4	5	5	3	4	4
5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5
4	4	4	5	4	5	4	4	5	5	5	4	4	5	5	4	5	4	4	5	5	5	5	5	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	3	3	3	3	3	3	3	3	4	3	3	3	4	4	3	3	4	3

5	4	5	4	4	5	4	4	5	4	4	4	5	5	5	4	5	5	4	5	4	4	4	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	3	4	4	3	3	4	3	3	3	3	4	4	4	4	4	3	4	3	3	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	5	4	5	4	4	4	4	5	4	5	5	5	4	5	4	4	5	5	5	4	4	4
5	5	5	5	5	5	5	4	5	4	4	5	5	5	5	4	5	5	4	5	5	5	5	5	5
4	4	3	3	4	4	3	4	4	3	4	4	5	4	4	4	4	4	4	4	4	3	4	4	4
5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	3	4	4	3	4	3	3	3	3	3
4	4	4	4	4	5	5	4	5	4	4	4	5	4	5	2	4	3	4	4	4	5	5	5	5
4	3	4	4	4	4	4	3	4	4	5	5	5	4	4	3	4	3	4	4	4	3	3	4	4
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	3	3	4	4	5	4	4	4	4	4	4	4	4	4	5	4	4	3	3	4	4	4
4	4	4	5	4	5	4	4	4	4	5	4	4	5	5	4	4	5	5	4	5	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5
3	3	3	4	4	3	4	4	3	3	4	3	4	4	4	4	4	4	4	4	3	4	4	3	4
4	4	5	5	4	5	4	4	4	5	4	5	4	5	5	4	5	4	5	4	5	4	5	4	4
3	4	4	4	3	4	4	4	4	5	3	4	3	2	3	3	4	4	4	4	3	3	4	4	4
5	4	4	4	4	5	5	5	5	5	4	3	3	4	3	5	5	4	4	4	4	4	5	5	4

5	4	5	5	5	3	5	5	5	5	4	5	4	5	5	5	5	4	4	5	5	3	4	3	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5
4	4	4	4	5	5	5	5	5	5	5	4	4	5	4	5	4	4	5	5	5	5	4	4	4	5
5	5	4	5	5	4	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	5	5	5
5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	5	4	5	4	5	4	5	4	5	4
4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	4	5	5	4	4	5	4	4
4	4	4	3	5	2	3	4	2	3	4	5	5	5	3	3	3	4	4	4	3	2	3	5	4	4
4	4	5	4	4	4	4	5	5	5	5	4	5	4	3	5	4	4	5	4	4	4	5	4	5	4
3	4	3	5	4	3	4	4	5	3	4	5	4	5	3	4	3	5	5	4	4	5	4	5	4	4
5	4	4	5	5	5	4	5	4	5	5	5	4	4	5	4	5	5	4	5	5	4	5	5	4	4
4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	4	4	4	5	4	4	5	4
4	4	5	5	4	5	3	4	4	5	5	4	4	4	4	4	4	4	4	5	3	4	4	3	4	4
5	4	4	5	4	3	4	5	4	4	4	4	5	5	5	4	3	4	4	5	5	4	4	5	4	5
4	5	4	5	5	4	4	4	4	5	5	5	4	5	4	4	5	5	5	4	3	4	4	4	4	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	5	4	5	4	5	4	4	4	4	4	4	5	4	4	4	4	5	4	5	5	4	4	4	4
4	5	4	5	4	3	5	3	4	4	3	4	4	4	3	5	5	4	4	4	4	4	3	4	4	5
4	4	5	4	5	4	4	5	4	4	5	4	5	5	5	5	4	5	4	5	4	4	5	5	4	4

4	5	4	5	4	4	4	5	4	5	4	4	5	5	5	5	4	5	4	5	4	4	4	4	5
4	4	4	4	4	4	4	4	4	4	4	4	3	5	3	3	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	5	4	4	5	4	5	5	5	5	5	3	5	4	5	3	4	4	4	4	4	5	4	4



Lampiran 4 Hasil Olah Data Statistik

1. Olahan Data Statistik

Indicators:	Indicator Correlations		Raw File							
	No.	Missing	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	
GM1	1	0	4.319	4.000	1.000	5.000	0.674	3.790	-1.223	
GM2	2	0	4.341	4.000	1.000	5.000	0.668	4.082	-1.279	
GM3	3	0	4.348	4.000	1.000	5.000	0.692	3.448	-1.271	
GM4	4	0	4.400	5.000	1.000	5.000	0.742	3.134	-1.463	
GM5	5	0	4.415	4.000	1.000	5.000	0.693	4.604	-1.583	
GM6	6	0	4.363	5.000	1.000	5.000	0.776	2.627	-1.411	
GM7	7	0	4.356	4.000	1.000	5.000	0.694	3.450	-1.287	
CSR2	8	0	4.385	4.000	2.000	5.000	0.644	1.276	-0.909	
CSR3	9	0	4.385	4.000	2.000	5.000	0.644	0.325	-0.741	
CSR4	10	0	4.407	4.000	3.000	5.000	0.624	-0.591	-0.567	
CSR5	11	0	4.378	4.000	3.000	5.000	0.665	-0.660	-0.610	
CSR6	12	0	4.459	5.000	2.000	5.000	0.641	0.632	-0.954	
CSR7	13	0	4.370	4.000	2.000	5.000	0.664	0.155	-0.741	
CSR8	14	0	4.400	4.000	2.000	5.000	0.658	0.286	-0.809	
GBI1	15	0	4.148	4.000	2.000	5.000	0.775	0.363	-0.748	
GBI2	16	0	4.363	4.000	2.000	5.000	0.651	0.220	-0.699	

Indicators:	Indicator Correlations		Raw File							
	No.	Missing	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	
CSR4	10	0	4.407	4.000	3.000	5.000	0.624	-0.591	-0.567	
CSR5	11	0	4.378	4.000	3.000	5.000	0.665	-0.660	-0.610	
CSR6	12	0	4.459	5.000	2.000	5.000	0.641	0.632	-0.954	
CSR7	13	0	4.370	4.000	2.000	5.000	0.664	0.155	-0.741	
CSR8	14	0	4.400	4.000	2.000	5.000	0.658	0.286	-0.809	
GBI1	15	0	4.148	4.000	2.000	5.000	0.775	0.363	-0.748	
GBI2	16	0	4.363	4.000	2.000	5.000	0.651	0.220	-0.699	
GBI3	17	0	4.356	4.000	2.000	5.000	0.638	0.294	-0.654	
GBI4	18	0	4.385	4.000	1.000	5.000	0.655	4.797	-1.403	
GBI5	19	0	4.459	4.000	3.000	5.000	0.568	-0.760	-0.452	
NPH1	20	0	4.333	4.000	2.000	5.000	0.699	-0.173	-0.701	
NPH2	21	0	4.341	4.000	2.000	5.000	0.722	0.278	-0.861	
NPH3	22	0	4.289	4.000	2.000	5.000	0.687	-0.184	-0.589	
NPH4	23	0	4.370	4.000	1.000	5.000	0.728	3.287	-1.405	
NPH5	24	0	4.407	4.000	3.000	5.000	0.587	-0.684	-0.409	

Lampiran 5 Olahan Data Mentah SEM PLS

1. Hasil *Outer Loading*

Outer Loadings

Matrix				
	Corporat...	Green Bra...	Green Ma...	Niat Pem...
CSR2	0.771			
CSR3	0.734			
CSR4	0.775			
CSR5	0.725			
CSR6	0.730			
CSR7	0.757			
CSR8	0.827			
GBI1		0.815		
GBI2		0.836		
GBI3		0.827		
GBI4		0.791		

Outer Loadings

Matrix				
	Corporat...	Green Bra...	Green Ma...	Niat Pem...
GBI5		0.835		
GM1			0.878	
GM2			0.871	
GM3			0.817	
GM4			0.831	
GM5			0.846	
GM6			0.780	
GM7			0.851	
NPH1				0.836
NPH2				0.773
NPH3				0.825

Outer Loadings

Matrix				
	Corporat...	Green Bra...	Green Ma...	Niat Pem...
GM2			0.871	
GM3			0.817	
GM4			0.831	
GM5			0.846	
GM6			0.780	
GM7			0.851	
NPH1				0.836
NPH2				0.773
NPH3				0.825
NPH4				0.808
NPH5				0.749

2. Hasil Construct Realibility and Validity

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...
	Cronbach...	rho_A	Composi...	Average ...
Corporat...	0.878	0.882	0.906	0.578
Green Bra...	0.879	0.881	0.912	0.674
Green Ma...	0.930	0.931	0.944	0.705
Niat Pem...	0.858	0.860	0.898	0.638

3. Hasil Cross Loading

Discriminant Validity

	Corporat...	Green Bra...	Green Ma...	Niat Pem...
CSR2	0.771	0.659	0.551	0.641
CSR3	0.734	0.634	0.492	0.621
CSR4	0.775	0.629	0.428	0.536
CSR5	0.725	0.561	0.357	0.518
CSR6	0.730	0.517	0.384	0.476
CSR7	0.757	0.593	0.416	0.564
CSR8	0.827	0.666	0.520	0.624
GBI1	0.565	0.815	0.528	0.582
GBI2	0.692	0.836	0.606	0.697
GBI3	0.646	0.827	0.567	0.610
GBI4	0.677	0.791	0.610	0.577

Discriminant Validity

	Corporat...	Green Bra...	Green Ma...	Niat Pem...
GBI5	0.710	0.835	0.598	0.617
GM1	0.494	0.596	0.878	0.452
GM2	0.516	0.613	0.871	0.483
GM3	0.514	0.576	0.817	0.388
GM4	0.510	0.604	0.831	0.436
GM5	0.476	0.603	0.846	0.416
GM6	0.522	0.563	0.780	0.455
GM7	0.484	0.616	0.851	0.467
NPH1	0.631	0.600	0.423	0.836
NPH2	0.572	0.595	0.383	0.773
NPH3	0.578	0.580	0.441	0.825

Discriminant Validity

	Corporat...	Green Bra...	Green Ma...	Niat Pem...
GM2	0.516	0.613	0.871	0.483
GM3	0.514	0.576	0.817	0.388
GM4	0.510	0.604	0.831	0.436
GM5	0.476	0.603	0.846	0.416
GM6	0.522	0.563	0.780	0.455
GM7	0.484	0.616	0.851	0.467
NPH1	0.631	0.600	0.423	0.836
NPH2	0.572	0.595	0.383	0.773
NPH3	0.578	0.580	0.441	0.825
NPH4	0.659	0.659	0.492	0.808
NPH5	0.559	0.567	0.358	0.749

4. Hasil HMTM

Discriminant Validity

	Corporat...	Green Bra...	Green Ma...	Niat Pem...
Corporat...				
Green Bra...	0.907			
Green Ma...	0.655	0.784		
Niat Pem...	0.859	0.863	0.588	

5. Hasil *Adjusted R square* dan *F Square*

R Square

	R Square	R Square ...
Green Bra...	0.729	0.725
Niat Pem...	0.629	0.621

f Square

	Corporat...	Green Bra...	Green Ma...	Niat Pem...
Corporat...		0.828		0.167
Green Bra...				0.143
Green Ma...		0.302		0.002
Niat Pem...				

6. Tabel *Indirect Effects*

Indirect Effects

Total Indirect Effects		Specific Indirect Effects		
	Corporat...	Green Bra...	Green Ma...	Niat Pem...
Corporat...				0.261
Green Bra...				
Green Ma...				0.158
Niat Pem...				

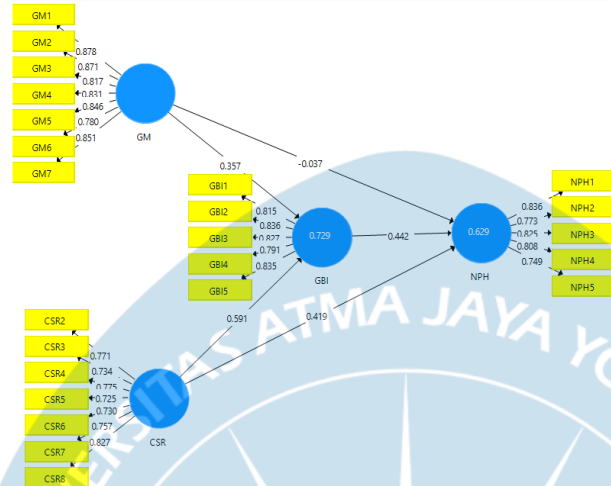
7. Tabel *Path Coefficients*

Path Coefficients

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples		
Original ...	Sample ...	Standard ...	T Statistic...	P Values	
Corporat...	0.591	0.578	0.085	6.985	0.000
Corporat...	0.419	0.394	0.118	3.554	0.000
Green Bra...	0.442	0.435	0.133	3.320	0.000
Green Ma...	0.357	0.369	0.074	4.812	0.000
Green Ma...	-0.037	0.001	0.125	0.297	0.383

8. Kerangka SEM PLS

DATA 1 .txt *SKRIPSI 1... PLS Algori... Bootstrap... Blindfoldin... DATA 2.txt *SKRIPSI 2...



Lampiran 6 Hasil Turnitin

Sheren Alicia Cusanto_Turnitin_Finalisasi.docx

ORIGINALITY REPORT			
22%	22%	26%	16%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
1	Submitted to UPN Veteran Yogyakarta	2%	
2	repository.unissula.ac.id	2%	
3	Riffut Jabeen, Kashif Ullah Khan, Fahad Zain, Fouzia Atlas. "Buy green only: Interplay between green marketing, corporate social responsibility and green purchase intention; the mediating role of green brand image", Business Strategy & Development, 2023	1%	
4	dSPACE.uil.ac.id	1%	
5	Submitted to Universitas Bengkulu	1%	
6	repository.umsu.ac.id	1%	
7	lib.unnes.ac.id	1%	
8	eprints.upj.ac.id	1%	
9	journal.fkpt.org	<1%	
10	Submitted to IAIN Purwokerto	<1%	
11	Submitted to Tarumanagara University	<1%	
12	e-journal.trisakti.ac.id	<1%	
13	e-journal.uajy.ac.id	<1%	
14	Hady Sofyan, Eman Sulaeman Nasim, Marwan Effendi, Sri Mulyeni. "Pengaruh Green Marketing terhadap Keputusan Pembelian dengan Brand Image sebagai Mediator", RIGGS: Journal of Artificial Intelligence and Digital Business, 2025	<1%	
15	Submitted to Universitas Putera Batam	<1%	
16	Submitted to Universitas Islam Indonesia	<1%	
17	Submitted to Sultan Agung Islamic University	<1%	
18	Submitted to Telkom University	<1%	
19	repository.upi.edu	<1%	
20	repository.unikal.ac.id	<1%	
21	Geta Ambartiasari, Hazful Maizi, Chairuni AR. "Pengaruh Nilai Produk, Kesadaran Merek, Persepsi Harga, dan Green Marketing terhadap Minat Beli Konsumen Minyak Nilam Organik", JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi), 2026	<1%	

22	1library.net	<1%
23	Ida Ayu Oka Martini, Eulis Intan Sari. "Peran Fear Of Missing Out Memediasi Pengaruh User Generated Content Dan Electronic Word Of Mouth Terhadap Purchase Intention", RIGGS: Journal of Artificial Intelligence and Digital Business, 2025	<1%
24	Submitted to Politeknik Negeri Bandung	<1%
25	Putri Amalia Sari, Dadan Abdul Aziz Mubarak, Deni Hamdani. "Pengaruh Green Marketing dan Corporate Social Responsibility (CSR) terhadap Brand Equity pada PT Pertamina (Persero)", RIGGS: Journal of Artificial Intelligence and Digital Business, 2026	<1%
26	research.binus.ac.id	<1%
27	www.grafiati.com	<1%
28	Naufal Nur Ikhsan, Mulyana Mulyana. "Strategi Peningkatan Repurchase Intention melalui Customer Experience dan Perceived Value dengan Brand Reputation sebagai Variabel Mediasi (Studi pada Konsumen CV. Cynthia Box Kudus)", ARZUSIN, 2026	<1%
29	Felix Fernando Minna, Gde Herry Sugianto Asana, Sarita Vania Clarissa, Sarita Vania Clarissa. "Pengelolaan Dana Desa Di Kabupaten Badung Ditinjau Dari	<1%
	Akuntabilitas, Transparansi dan Partisipasi Masyarakat", RIGGS: Journal of Artificial Intelligence and Digital Business, 2026	
30	Wirayanti Panimba, Johannes Baptista Halik, Kordiana Sambara. "Pengaruh Digital Marketing dan Brand Image terhadap Keputusan Pembelian Kain Tenun Toraja (Suchi Collection)", RIGGS: Journal of Artificial Intelligence and Digital Business, 2026	<1%
31	Pramudita Nur Az-Zahra, Hanif Ahmadi. "Peran Reputasi Penjual Skincare Online dalam Hubungan Review, Perceived Price, dan Niat Beli Konsumen Gen Z Pengguna Marketplace Shopee dan Lazada di Kota Semarang", ARZUSIN, 2026	<1%
32	eprints.iain-surakarta.ac.id	<1%
33	Muhammad Ussama Majeed, Sumaira Aslam, Shah Ali Murtaza, Szakacs Attila, Edina Molnar. "Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment", Sustainability, 2022	<1%
34	Submitted to Universitas Respati Indonesia	<1%
35	Submitted to Fakultas Ekonomi Universitas Indonesia	<1%
36	Submitted to LPPM	

Student Paper	<1 %
37 Submitted to Universitas Muria Kudus Student Paper	<1 %
38 www.assajournal.com Internet Source	<1 %
39 Erwin Mandala Putra, "Model Peningkatan Customer Satisfaction melalui Product Quality, Quality Service, dan di Mediasi oleh Brand Image (Studi pada Franchise Mie Gacoon di Kabupaten Pati)", ARZUSIN, 2026 Publication	<1 %
40 Submitted to Universitas Islam Riau Student Paper	<1 %
41 jurnal.unpkediri.ac.id Internet Source	<1 %
42 repository-feb.unpak.ac.id Internet Source	<1 %
43 kc.umn.ac.id Internet Source	<1 %
44 Submitted to Higher Education Commission Pakistan Student Paper	<1 %
45 Submitted to UIN Sultan Syarif Kasim Riau Student Paper	<1 %
46 Submitted to Universitas Muhammadiyah Jakarta Student Paper	<1 %
47 ejournal.stiemj.ac.id Internet Source	<1 %
48 erepo.unud.ac.id Internet Source	<1 %
Dengan Transparansi Akuntansi Sebagai Variabel Moderasi Pada Perusahaan Konstruksi Yang Terdaftar di BEI", RiGGS: Journal of Artificial Intelligence and Digital Business, 2026 Publication	
54 Sogand Sheykhan, Payam Boozary, Hamed GhorbanTanhaei, Shayan Behzadi, Farzam Rahmani, Maryam Rabiee. "Creating a fuzzy DEMATEL-ISM-MICMAC -fuzzy BWM model for the organization's sustainable competitive advantage, incorporating green marketing, social responsibility, brand equity and green brand image", Sustainable Futures, 2024 Publication	<1 %
55 ejournal.yayasanpendidikan.dzurrizatulquran.id Internet Source	<1 %
56 repository.lppm.unila.ac.id Internet Source	<1 %
57 Submitted to Universitas Negeri Semarang Student Paper	<1 %
58 jurnal.unigal.ac.id Internet Source	<1 %
59 Submitted to Ciputra University Student Paper	<1 %
60 Ghea Nazwa Chaeranieza, Desmiza Desmiza. "Green Product dan Corporate Social Responsibility terhadap Purchase Intention yang Dimediasi oleh Brand Image pada Produk Tupperware di Kota Bandung", Journal of Management and Bussines (JOMB), 2024 Publication	<1 %
61 Muhammad Bhirawa Dwi Atma Citelada. "PENGARUH GREEN BRAND POSITIONING TERHADAP GREEN PURCHASE INTENTION DENGAN ATTITUDE TOWARD GREEN SEBAGAI MEDIASI", Jurnal Manajemen dan Bisnis Equilibrium, 2025 Publication	<1 %
62 Submitted to Universitas Diponegoro Student Paper	<1 %
63 adoc.pub Internet Source	<1 %
64 jurnal.harianregional.com Internet Source	<1 %
65 ojs.unpkediri.ac.id Internet Source	<1 %
66 eprints.utya.ac.id Internet Source	<1 %
67 BI Ufuql Atla, Mutamimah Mutamimah. "Pengaruh Celebrity Endorsement dan E-Service Quality terhadap Customer Loyalty dengan Brand Image sebagai Variabel Intervening pada Konsumen Aerostreet di TikTok", ARZUSIN, 2025 Publication	<1 %
68 Submitted to Konsorsium Perguruan Tinggi Swasta Indonesia II Student Paper	<1 %
69 Putry Amanda, Lidya Martha. "Pengaruh Green Marketing, Green Brand Trust dan Green Brand Image terhadap Purchase Intention Generasi Z pada Produk Miniso di Kota Padang", ARZUSIN, 2026 Publication	<1 %
70 etheses.uin-malang.ac.id Internet Source	<1 %
71 journal.salewangang.net Internet Source	<1 %
72 lib.ibs.ac.id Internet Source	<1 %
73 repository.uin-suska.ac.id Internet Source	<1 %
74 Dewi Komala Komala, Jaufa Putri Ardelia, Misti Hariasih. "Pengaruh Customer Purchase Behavior, Word Of Mouth, dan Live Music Terhadap Keputusan Pembelian pada Generasi Z di Cafe Ampm Sidoarjo", REVITALISASI, 2025 Publication	<1 %
75 journal.uta45jakarta.ac.id Internet Source	<1 %

Exclude quotes Off
Exclude bibliography On

Exclude matches < 25 words

Buy green only: Interplay between green marketing, corporate social responsibility and green purchase intention; the mediating role of green brand image

Riffut Jabeen¹ | Kashif Ullah Khan² | Fahad Zain¹ | Fouzia Atlas²

¹Department of Business Administration,
Ghazi University, Dera Ghazi Khan, Pakistan

²College of Business and Public Management,
Wenzhou-Kean University, Wenzhou, China

Correspondence
Kashif Ullah Khan, College of Business and
Public Management, Wenzhou-Kean University, 88
Daxue Rd, Ouhai, Wenzhou, Zhejiang Province
325060, China. Email: kkh@wku.edu.cn;
kkhan@kean.edu

1 | INTRODUCTION

In this era, consumer's knowledge of pollution control, strict governance, and demand for green buying is increasing substantially (Poltarykhin et al., 2018; Wu & Liu, 2022). Now consumers are more sensitive about the social and ethical considerations of businesses towards society and expect the whole business operations to be in favor of society and the environment. Consumers see businesses today not only as profit centers but also as institutions practical for the problems of the stakeholders and society and prefer to purchase from businesses that consider the

Abstract

Consumers around the globe are concerned about the environment and want to purchase from businesses that are more concerned about society and the environment. Therefore, businesses need to develop their image as socially responsible entities and build their green image through green marketing tactics to enhance the green purchase intentions of their consumers. The study is quantitative, and a convenience sampling technique is used to collect primary data through a self-administered questionnaire comprised of the demographic profile of the respondents and adopted scales of all the constructs of the study. The population of the study is students of different universities in the Punjab province of Pakistan. Statistical tests are performed with the help of SPSS_v.20 and PLS_v.4 (variance based) on 782 useable responses. Green marketing (GM) and corporate social responsibility (CSR) are the independent variables, while green brand image (GBI) is mediating, and green purchase intention (GPI) is the dependent variable of the study. The results indicate that GM and CSR improved the GBI and built GPI. This study contributes to the social and environmental literature. It may help managers to formulate strategies to enhance the Green Purchase Intentions of customers by building a Green Brand Image.

KEYWORDS

corporate social responsibility, green brand image, green marketing, green purchase intentions

nesses (Lee et al., 2013; Rivera et al., 2016) as now consumers are more mindful of environment friendly production and green operations (Lakatos et al., 2021). Such greener concerns of consumers and

List of Abbreviations: GBI, Green Brand Image; GM, Green Marketing; CSR, Corporate Social Responsibility; GPI, Green Purchase Intention; SPSS, Statistical Package for the Social Sciences; PLS, Partial Least Squares

Bus Strat Dev. 2023;6:503–518.

environment (Ha, 2017). Experts describe "Green Purchase Intention" (GPI) as the consumer's intention to choose a product whose manufacturers adhere to environmentally friendly production practices by putting environmental influences of several types (Nur et al., 2021). In other words, environmental duties, ecologically greener management and developmental methods of businesses help to enhance consumer's attitudes towards the businesses all around the globe spur the creation of greener products (Bailey et al., 2016; Tan et al., 2022).

wileyonlinelibrary.com/journal/bsd2

© 2023 ERP Environment and John Wiley & Sons Ltd.

503

From this perspective, the strength of marketing has emerged as a fundamental element in changing government laws in favor of green businesses (Shabbir et al., 2020). This ecologically beneficial strategy gave rise to green marketing (Bokil & Sinha, 2021; Khan et al., 2019). Green Marketing (GM) is the strategic attempt of businesses to provide environmentally sustainable or green products and services (Dangelico & Vocalelli, 2017) to reduce the harmful ecological effects by incorporating numerous green practices into creating and producing eco-friendly goods

and services (Sukhu & Scharff, 2018). Green marketing tasks involve developing, diversifying, selling, and advertising activities that suit the customer's ecological requirements. It helps to enhance the brand's image to differentiate products and services and create and achieve value that fulfills customer's demands and desires (Mursandi et al., 2020) who are concerned about environmental problems.

In consumer behavior literature, corporate social responsibility (CSR) is a dominant and wide-range domain (Kraus et al., 2022) involving the issues relating to legal compliance, corporate governance, community, workforce rights, environmental suitability, welfare practices, philanthropy and market relations (Pfafar et al., 2022). Yet more investigations are required on this topic in evolving nations (Waheed et al., 2020).

Due to growing interest in CSR, sustainability, and other topics, more and more businesses are beginning to see the value in integrating green practices into various commercial duties. Consequently, it is thought that societal marketing is from where the idea of green marketing originated (Wang et al., 2020). Other than a green marketing strategy, corporate social responsibility is also a vital gateway that helps businesses to maximize their long-term goodwill, helpful to influence society and stakeholders (Hashim et al., 2019; Mohr et al., 2001), establish corporate image, credibility, and customer trust (Bahta et al., 2021; Fandos-Roig et al., 2020). It also helps to meet consumers' expectations to remain a well-functioning and stable economic unit (Bahta et al., 2021; Matten, 2015). Additionally, CSR has developed to take into account environmental and sustainability issues, bringing it closer to the Circular Economy (CE) approach. Circular economy is an economic system based on the reuse and renewal of materials or products, especially as a means of continuing production in a sustainable or ecologically friendly way. Circular economy is based on reduce, reuse and recycle (3R) principles (Su et al., 2013). Simply explained, the circular economy is a cutting-edge economic approach that aims to accomplish business objectives by boosting the utilization of recycled resources and reducing ecological strain. According to (Ghisellini et al., 2016), the "take-make-consume-dispose" paradigm, which only considers the life cycle of the products and ignores what has to happen when that life cycle is over, is the foundation of the classic linear economic model. Consequently, some academics have urged a switch from the conventional linear economy to the circular economy (Kuo & Chang, 2021). Some researchers have recently combined the concept of CSR and circular economy. When it comes to responsible consumption and production, Agenda 2030

JABEEN ET AL.

emphasizes the need to move towards a circular economy through resource efficiency and the adoption of a fresh, modern economic model. It also addresses the planet, human prosperity, and people on the issues of responsible consumption and production. Over time, a growing number of organizations have begun to make the shift to a circular economy that is efficient with resources (Domenech & BahnWalkowiak, 2019). Consumers' pro-environmental behavior is still a complicated subject for study. It has been examined using a range of frameworks that describe links between various aspects, including those that are behavioral, psychographic and socioeconomic (Sharma & Foropon, 2019).

The theory of planned behavior proposed by (Ajzen, 2011), is an extension of theory of reasoned action is a trustworthy and fundamental model of intentions to purchase goods that are environmentally friendly (Kalafatis et al., 1999). It is frequently utilized theoretical model to describe the factors that influence and precede purchasing intention (Maichum et al., 2016). Environmental awareness and concerns have a significant role in making the choice to purchase green items (Yadav & Pathak, 2016). Businesses are frequently engaging in CSR and green marketing activities, therefore, creating the better brand image in the minds of the customers and spurring the green purchase intentions. Yadav and Pathak (2016) applied theory of planned behavior to green food consumption in Malaysia, demonstrating that consumers' desire to consume greener foods is a crucial factor in the adoption of green products. Green products are popular and widely regarded as an efficient way to protect the environment (Yadav & Pathak, 2016). Previously considered to be basic and affordable organic products, green products have now evolved into a status and luxury symbol. Environmental concerns are important in green purchase decisions (Scott & Vigar-Ellis, 2014). Therefore, this study adopted the theory of planned behavior as the theoretical foundation and illustrate that green marketing efforts and CSR activities are the two important variables to Planned Behavior Theoretical model and are the antecedents of creating green brand image in the minds of consumers and spur the green purchase intentions.

The study aims to achieve specific goals by contributing to the literature through a multidimensional approach of CSR, GM, GBI and GPI. The first objective of the study is to examine the direct impact of green marketing and corporate social responsibility on green purchase intentions in the Pakistani market. The second objective of the study is to examine the direct relationship between GM and GBI and CSR and GBI. The third aim of the study is to uncover the mediating role of the green brand image between GM and GPI and CSR and GPI.

2 | THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

2.1 | Green purchase intention

Green purchase intention (GPI) refers to a customer's desire to purchase green brands that meet their specific needs (Aulina & Yuliat, 2017). GPI is getting wider interest from worldly scholars since customers are now more aware to purchase the products created under green operations or environment-friendly production procedures and the favorable attitudes of customers towards green products increase the probability of creating a green purchase intention (Amoako et al., 2020; Lakatos et al., 2021; Situmorang et al., 2021). Numerous researchers throughout the world have worked on green purchase attention across a variety of sectors and issues (Hou & Sarigöllü, 2022; Mehraj & Qureshi, 2022). The perceptions of individuals as a cognitive assessment process changes from individual to individual on the different basis such as gender, age, culture, education, and so forth. (Sreen et al., 2018). When determining consumers' intentions to purchase green products, there are

some factors to consider, including beliefs, needs, values, drive, understanding, demographics, and attitudes (Choi & Johnson, 2019). Consumers who are concerned about the environment may decide to participate in the way to solve environmental issues by modifying their consumption behavior (Rehman & Dost, 2013). Customers who identify the properties in a brand before making a purchase decision are classified as green (Hamzah & Tanwir, 2021; Oliver & Lee, 2010) and responsible consumers because they use their purchasing power to contribute to the environment (Moisander, 2007). Customers with a favorable opinion of green products or services might be more focused on green purchasing (Huang et al., 2014; Wang et al., 2022) and inclined to purchase environmentally friendly goods and services. According to (Mohd Suki, 2016), businesses must focus on green brand positioning to expand and accomplish their goals. Previously, several studies have found that green positioning causes an increase in consumers' green purchase intentions (Situmorang et al., 2021). Green brand positioning and customer value are positively associated with green purchase intentions (Aulina & Yulianti, 2017; Liao et al., 2020).

2.2 | Green marketing and green purchase intention

The American Marketing Association (AMA) has defined green marketing as a marketing technique for businesses that are presumed to be environmentally safe (Kewakuma et al., 2021). Green marketing encompasses every company's commercial activity, from product manufacturing, advertising, pricing, and selling environment-friendly goods and services to customers. Environment-friendly products are considered as safe, durable, recyclable, or made from recycled materials. In order to add value to a product, such efforts of organizations and marketers add value to the products and show their interest in environmental issues (Kartawinata et al., 2020). Green marketing emphasizes the environmentally friendly attributes of products built on the four components of the marketing mix (4Ps): green products, green pricing, green place, and green promotions (Kartawinata et al., 2020). Green marketing becomes a premeditated variable to determine its influences on customers' purchase intentions about green or environmentally friendly products (Kartawinata et al., 2020). Customers' intentions and attitudes serve as an important variable because the Theory of Planned Behavior (Ajzen, 2011) supports that a customer's mindset drives the intentions and behaviors of customers buying some products (Mostafa, 2007; Petersen et al., 2018). Grounded on the above debate, the study postulated that the green marketing efforts of the business derive customers' attention to purchase green products.

H1. Green Marketing has significant and positive impact on Green Purchase Intentions.

2.3 | CSR and green purchase intentions

Positive CSR perceptions are more likely to emerge when specific green brands deliver adequate information well about the ingredients and eco-labeling, as well as an assurance about the high quality and preservation from harm or damage to the individuals, society, or the environment (Greaves et al., 2013; Mursandi et al., 2020). According to this perspective, green brands elicit positive purchasing decisions in the minds of their consumers by aligning the environmental benefits of green brands. Furthermore, (Dutta & Singh, 2013) also highlighted that significant brand knowledge and brand image is strongly and positively ingrained in the minds, attitude, and intention of consumers to purchase that particular brand. Scholars have added that positive perceptions about a specific brand increase the likelihood of developing positive purchase intention (Christopher & Luke, 2013; Wang et al., 2021). A research study conducted in China examined the impact of CSR on green purchase intentions with mediating role of customer green psychology. The findings revealed that CSR positively and directly impacts green purchase intention, and customer green psychology mediates between them (Ahmad et al., 2023). In a similar manner, researchers proposed that CSR is linked with purchase intentions and green buying behavior. This is because the green products introduced into the market serve as a tool for developing a positive perception of CSR activities and leads to a positive purchase intention of that products. This investigation will also look into this research topic. This reasoning has not yet been empirically tested.

H2. CSR has significant and positive impact on Green Purchase Intentions.

2.4 | Green marketing and green brand image

In 1976, Hennion and Kinnear provided first definition of Green Marketing as "concerned with all marketing activities that have served to help cause environmental problems and that may serve to provide a remedy for environmental problems" (Dangelico & Vocalelli, 2017). Green marketing has a favorable and substantial influence on purchase decisions and brand image (Dwipamurti et al., 2018). Green marketing represents a fundamental transformation in an organization's working paradigm. It is a type of social marketing that requires collaborative efforts with suppliers, brokers, stakeholders, and rivals to obtain ecologically sustainable growth across the whole value chain and then accomplish the best alternative which can increase profitability. It also tries to contribute significantly to the ecosystem with the collaborative efforts of all business operations (Skatani et al., 2021). Previously, scholars have undertaken empirical research on the relationship between green marketing and brand image and found that green marketing significantly influences customer's opinions of corporate image (Namkung & Jang, 2013).

Keller defines Brand Image (BI) as "brand recognition connected with brand connections established in customer's memory." The concept of a good service that customers use, enjoy and recall almost is referred to as brand image (Suhartini & Pertiwi, 2021). Businesses use a variety of

techniques to develop a brand image, such as packaging or labeling, brand name, logo, color, promotion, and marketing strategies (Keller et al., 2011). According to Pramono et al. (2021), the corporation must implement a decent and right approach in order to gain customers' interest and maintain a competitive advantage over other competitors. Consumer trust is increased through knowledge about the environmentally friendly product; hence influences green brand value to the company (Waite et al., 2020). The goal of marketing strategy is to elevate the value of a company through brand image (Mukonza & Swarts, 2020). Researchers have also found that marketing strategies help businesses to achieve environmentally friendly products and competitive advantage (Alamsyah et al., 2020). So, based on supporting literature, the study postulates that green marketing efforts of businesses affect brand image.

H3. Green Marketing has significant and positive impact on Green Brand Image.

2.5 | Corporate social responsibility and green brand image

Corporate Social Responsibility (CSR) is when a company considers its social, economic, and environmental impact and develops activities to ensure an overall positive effect (Carroll, 1991; Ruonan & Hong, 2019). Both CSR and circular economy fall within the identical scope of business endeavors to attain a level of sustainability (Ghisellini et al., 2021; Sharma & Foropon, 2019). CSR activities attract customers' attitudes and feelings and develop a favorable brand image or reputation over time (Bhattacharya & Sen, 2004) by differentiating their goods and services. This method integrates CSR into business differentiation strategy as an equally crucial investment alongside R&D and advertising (Gardberg & Fombrun, 2006). CSR improves brand image significantly (Armanda et al., 2017; Makatumpias et al., 2018; Phan et al., 2021) resulting a positive impact on purchase intentions. In this era, public awareness about the social responsibility of businesses to environmental protection issues is growing sustainability, and resultantly businesses are paying more attention to build their corporate image as socially responsible business to improve their brand image (Dwipamurti et al., 2018). Companies that sell green products portray an environmentally friendly image to their customers, which helps them gain a large number of loyal customers (Wilson, 2022). So, the following hypothesis is formulated:

H4. Corporate Social Responsibility has significant and positive impact on Brand Image.

2.6 | Green brand image and green purchase intentions

Brand image significantly influences consumer green purchasing behavior as it affects the consumer green perception (Suki, 2013). Brand image

contributes significantly to consumer green perception, leading to its green purchasing attitude. Similarly, another researcher, (Martinez & De Chernatony, 2004) stated that brand image significantly influences consumer perception, which consequently affects its green purchasing attitude. It has been highlighted (Maniatis, 2016) that a green brand image allows consumers to think that purchasing sustainable and environmentally friendly products will lead to more significant environmental protection outcomes and will do good for society in general. The green brand image strengthens consumers' beliefs about the sustainable benefits of using green products. The positive attitude of consumers will likely lead to the development of positive purchase intentions for the green product (McWilliams & Siegel, 2001). In light of this view, it is notable that when consumers hold a positive view of the brand based on the green brand image, they will develop positive purchase intention to gain the consensus of their social group (Lee et al., 2012). A green brand image creates consumer trust and a positive image of the business. (Rahbar & Wahid, 2011) said that brand image also depends on consumers' trust in specific brands. If this level of trust is higher, there are more chances that a positive brand image will be formed, which will positively influence the green purchase intention. Trust fosters the attitude of consumers towards a particular behavior; as mentioned in the theory of planned behavior and the presence of the green brand image, the attitude is most likely to be positive, thus fostering positive purchase intentions of consumers (Joshi, 2016). A study involving 100 visitors at Ciputra Mall Semarang studied the influence of brand image, environmental concern, and environmental awareness on green purchase intentions while controlling for perceived price and product quality. The study demonstrated that green brand image significantly and positively affects green purchase intentions (Joshi & Rahman, 2015). Businesses may strengthen customers green purchase intentions by creating a sustainable green brand image in the minds of the customers. So, the study postulates the desired link.

H5. Green Brand Image has a significant and positive impact on Green Purchase Intentions.

2.7 | Mediating role of green brand image

Brand image is linked to the name or symbol as well as comprises brand equity such that if they are altered, brand equity will likewise change (Rianto, 2018). The brand image represents an individual's, communities, or society's beliefs, ideas, perceptions, and opinions

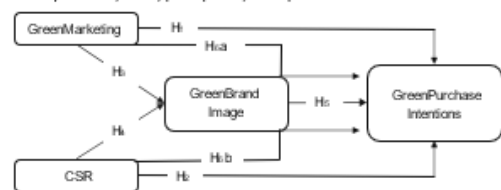


FIGURE 1 Research framework.

about a brand and is an essential component in the marketing industry (Dirsehan & Kurtulus, 2018). According to the empirical research by (Pratiwi & Ekawati, 2020; Venessa & Arifin, 2017), brand image impacts purchase intentions. Customers form an opinion about a brand based on their active or passive encounter with goods or services. Customers are more likely to prefer a company's products/ services over its rivals when they build favorable views of its products/services (Yung-Chuan Huang & Liu, 2017). Furthermore, a brand image might impact consumer intent, and several studies have proposed different techniques for improving brand image. In particular, when customers' knowledge of and interest in the environment grows, the company's eco-friendly actions may boost the corporate image (Teng et al., 2018; Wang et al., 2020). The company's green brand image helps foster a good relationship between stakeholders, attracts investors, and enjoys positive media reviews that increase the company's brand credibility and reputation. The successful adoption of green marketing strategies and CSR policies positively increases the green brand image and enhances the green purchase intentions of the customers. In conclusion of literature reviewed, following hypotheses are formed (see Figure 1):

H6a. Green brand image significantly mediates the relationship between green marketing and green purchase intentions of the customers.

H6b. Green brand image significantly mediates the relationship between corporate social responsibility and green purchase intentions of the customers.

3 | RESEARCH METHODOLOGY

3.1 | Sample and data collection

Research design is the approach or strategy that directs an investigation and shows how data was collected and what analytic approach is used to reach the conclusion (Sekaran & Bougie, 2003). The nonprobability, convenience sampling technique was used to acquire the required data. Mostly researcher prefer this technique (Waheed et al., 2020) because it saves resources and time, gives original responses (Kaminska & Lynn, 2017) and help to bring symmetry in data (Kotrlík & Higgins, 2001). A quantitative research design is adopted in this study (Malhotra et al., 2007).

For the study, a unit of analysis is the consumer level. Pakistani customers who have purchased green products or who have been particularly concerned or pleased by particular green brands or items are the study's research object. The target population for this study was university students in the Province of Punjab, Pakistan. University students are selected as a target population because they have good knowledge about the green practices, production, environmental concerns, and CSR activities of the businesses as compared to other consumers of the products. As young and educated consumers, they are mindful about environment-friendly production and green operations of the businesses.

The primary data was collected using two approaches. An online questionnaire was sent to university students approached through different social media platforms and groups. Personal visits were also done to some universities to generate genuine responses.

A total of 1000 responses were collected, of which 782 were useable for analysis representing a 78.2% response rate. All respondents were users of reputed brands. Ten universities were targeted, including University of Agriculture Faisalabad, University of Punjab, University of Health Sciences Lahore, University of Engineering and Technology Lahore, The University of Lahore, University of Sargodha, University of Gujrat, University of Education, Ghazi University, and Bahauddin Zakariya University.

3.2 | Measurement

Electronic Questionnaire was developed to collect data based on already developed scales. In the first step of the pretest, five experts from academia and industry were requested to identify ambiguities in terms, or meanings to ensure the content validity of the questionnaire. In the second stage of pretesting, questionnaires were sent to consumers randomly on different social media platforms. The Questionnaire comprised two sections. Section "A" included questions related to demographic information. Section "B" includes questions about the variables of the study. Five items measured green Brand Image (e.g., "To implement green practices, green firms are professional," "To implement green practices, green firms are successful," "To implement green practices, green firms are having a good reputation," etc.); Green Marketing was measured by eight items (e.g., "Manufacturing Eco-friendly Product," "Manufacturing products through ecofriendly process" "Promoting products through ecofriendly modes of communication" etc.). CSR was measured using eight items (e.g., "Products offered by firm meet the demand of function of the target users or address an existing problem of society," "Products provided by firm used ecofriendly material resources or renewable resources," "Products quality is consistent with firm stated commitment" etc.). GPI is measured by five items (e.g., "I choose to buy products that are environment friendly," "I intend to buy green products next time because of its positive environmental contribution," "I buy green products even if they are more expensive

TABLE 1 Data collection instruments.

Sr.	Variable	Items	Source	Scale
1	GBI	5	(Chen, 2010)	5-Point Likert Scale
2	GM	8	(Bhatia & Jain, 2013)	5-Point Likert Scale
3	CSR	8	(Tiep Le et al., 2021)	5-Point Likert Scale
4	GPI	5	(Maichum et al., 2017)	5-Point Likert Scale

Abbreviations: CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention.

TABLE 2 Description of constructs.

Construct	Type of model	Indicator	Predefined reliability
GBI	Factor	5	1.00
GM	Factor	8	1.00
CSR	Factor	8	1.00
GPI	Factor	5	1.00

Abbreviations: CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention.

than the non-green ones" etc.). All components were measured using a 5-Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Detail is presented in Table 1.

3.3 | Data analysis and techniques

Statistical Package for the Social Sciences (SPSS_v.20) and Partial Least Squares (PLS-v.3.29, variance-based) software tools were employed to get the findings from the data set. Following techniques were used to produce the results in line with the study's objectives. First, researchers have applied the descriptive statistics approach to gather and interpret the respondent's profiles. Further measurement and structural models were proceeded using Smart PLS.

4 | RESULTS AND DISCUSSION

4.1 | Description of constructs

Table 2 depicts the description of the variables of the study. The study is based on four variables, of which two are independent variables (GM, CSR) one is mediating variable (GBI) and one is independent variable (GPI).

4.2 | Respondent's characteristics

The demographic details of the respondent is given in Table 3. Out of total respondents, 70.7% of respondents were Male, and 29.3% were Female.

55.62% of the respondents belong to the age group 23–27 years. The majority of the respondents, 52.9%, have the qualification of graduation.

TABLE 3 Gender and qualification.

Characteristics	Detail	Frequency	Percent
Gender	Male	553	70.7
	Female	229	29.3
Age	18 to 22	47	6.01
	23 to 27	435	55.62
	28 to 32	230	29.41
	Above 32	70	8.9
Qualification	Graduation	414	52.9
	Master	222	28.4
	MPhil	109	13.9
	PhD	37	4.7

4.3 | Descriptive statistics

A descriptive analysis of predictor and outcome variables is assessed and presented in Table 4. The mean values reveal the central tendency of respondent's replies, while the standard deviation values assist in the explanation of deviations from the average position. Correlation analysis explains the relationship among variables. According to (Morgan et al., 2004), a value above 0.7 shows a strong positive relationship. Results show that all variables of the study have a strong positive correlation (see Table 4).

4.4 | Correlation analysis

To calculate the relationship between the adopted variables, Pearson's correlation approach was used. Based on Taylor (1991) decisional criterion range of "1" to "+1" for analytical approach greater values validate a stronger positive effect, whereas lesser values show a weaker relationship (see Table 4).

4.5 | Confirmatory factor analysis

The purpose of the study is to examine the connections between GM, CSR, GBI, and GPI. Smart PLS was used to undertake the analysis since PLS route modeling is an established technique for estimating complicated cause-and-effect connection models in organizational studies. The outcomes of confirmatory factor analysis (CFA) are



TABLE 4 Descriptive statistics and correlation analysis

Construct	Mean	Std. deviation	CSR	GPI	GM	GBI
CSR	3.9640	.59416	1			
GPI	3.8486	.72892	.638**	1		
GM	3.8776	.68147	.625**	.623**	1	
GBI	3.9144	.64529	.629**	.569**	.600**	1

Abbreviations: CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention.

**Correlation is significant at the 0.01 level (2-tailed).

TABLE 5 Reliability and validity.

Construct	Items	Loadings	VIF	α	Rho A	CR	AVE
Corporate Social Responsibility	CSR1	0.783	1.967	0.871	0.880	0.898	0.525
	CSR2	0.738	1.830				
	CSR3	0.692	1.598				
	CSR4	0.731	1.874				
	CSR5	0.657	1.612				
	CSR6	0.735	1.754				
	CSR7	0.735	1.789				
	CSR8	0.721	1.699				
Green Brand Image	GBI1	0.750	1.572	0.771	0.783	0.846	0.525
	GBI2	0.727	1.497				
	GBI3	0.630	1.284				
	GBI4	0.821	1.863				
	GBI5	0.681	1.325				
Green Marketing	GM1	0.846	2.508	0.886	0.898	0.910	0.561
	GM2	0.770	2.080				
	GM3	0.747	1.919				
	GM4	0.804	2.178				
	GM5	0.780	2.169				
	GM6	0.772	1.976				
	GM7	0.670	1.531				
	GM8	0.569	1.346				
Green Purchase Intention	GPI1	0.796	1.943	0.85	0.852	0.893	0.625
	GPI2	0.831	2.056				
	GPI3	0.783	1.811				
	GPI4	0.756	1.585				
	GPI5	0.785	1.738				

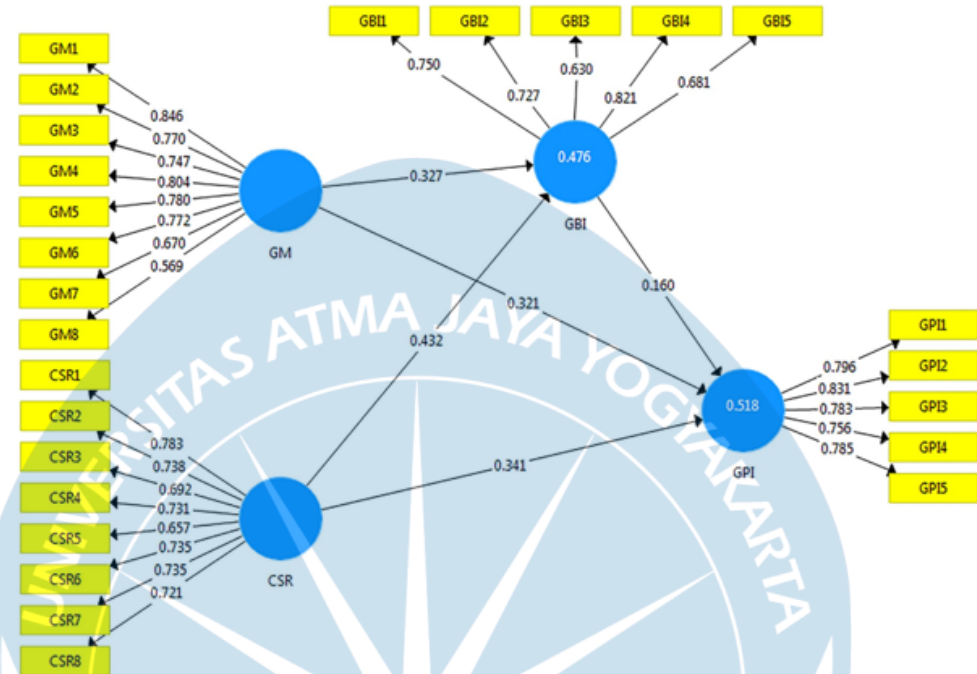
Abbreviations: AVE, average variance extracted; CR, composite reliability; VIF, variance inflation factor; α , Cronbach's alpha.

presented in Table 5, including AVE, FL (Factor Loadings) values. Construct reliability as measured by composite reliability (CR) is also given in the Table 5. To ensure construct validity and reliability, the measurement model was

evaluated. First, all of the item factor loadings of the model are higher than the minimum acceptable level of 0.50 (Hair Jr et al., 2014); however, loading above 0.7 is preferred (Vinzi et al., 2010). This study had higher reliability

This study highlights how customer green psychology contributes to the conversion of CSR and Green Marketing initiatives into successful economic results as determined by Green Purchase Intentions. According to

The results also offer insights into a circular economy, showing how corporations can promote green purchase intentions in this current competitive environment by emphasizing several emerging aspects such as



the findings, CSR and Green Marketing initiatives will FIGURE 2 Measurement model.

TABLE 7 R square.

Construct	R square	R square adjusted
GBI	0.476	0.474
GPI	0.518	0.516

Abbreviations: GBI, green brand image; GPI, green purchase intention.

not have the desired effect if the company is unable to provide its customers with green products. The results of the study are also consistent with the previous studies in the following manners. Previous studies confirm that CSR activities improve the trust level of customers on that business and consumers prefer those businesses that remain engaged in CSR activities. These concerns towards the society and environment affect consumer's purchase decisions. So, the results of the study also infer that businesses green initiatives in term of green marketing and CSR built the green image of the business in the minds of consumers and build the specific purchase intentions in terms of green purchases.

CSR, GM, GBI and circular economy. Since numerous researchers have examined the benefits of the circular economy globally (Liu et al., 2022; Pan et al., 2022; Walker et al., 2022). So, organizations are now focusing heavily on it.

6 | CONCLUSION AND RECOMMENDATION

6.1 | Conclusion

This study examines the impact of Green Marketing and Corporate Social Responsibility (independent variables) on Green Purchase Intentions (dependent variable) through Green Brand Image (mediating variable). Primary data is collected from university students in the Punjab province of Pakistan. The sample size was 782, and data were analyzed with the help of SPSS and PLS. Descriptive statistics and Correlation analyses were performed to check the relationship among variables. A measurement model was performed to check the reliability and validity. The values of VIF showed that there is no issue of collinearity. A structural model was performed to check the hypothesis. Hypothesis H1 confirmed that CSR

positively and significantly impacts Green Purchase Intention (H1 accepted). Results also

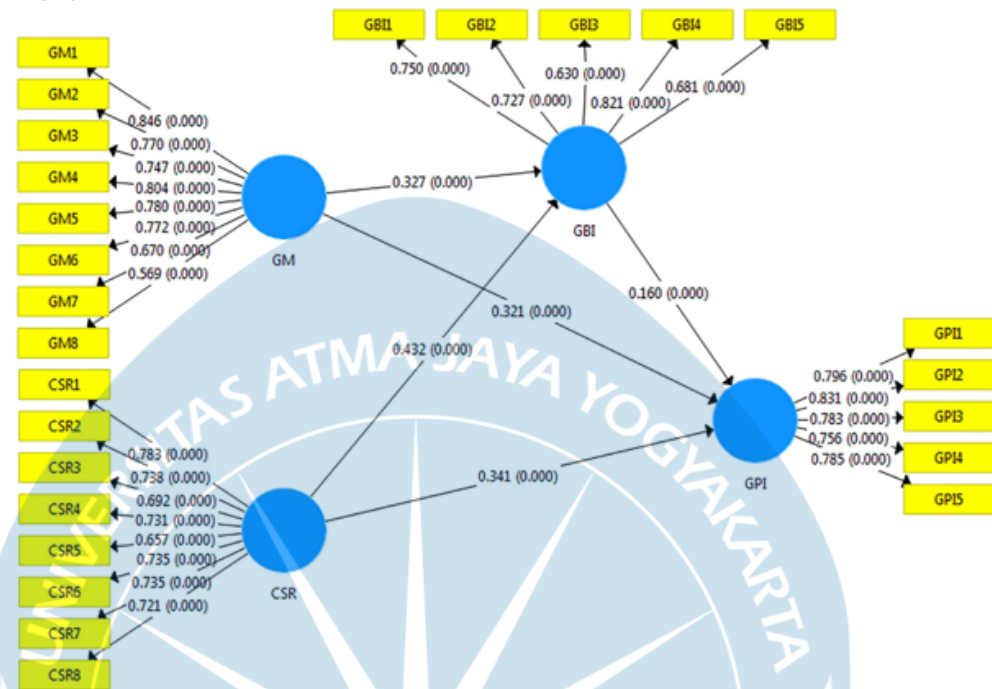


FIGURE 3 Structural model.

Construct	β value	SD	T statistics	p values	LL	UL
CSR $\rightarrow$ GBI	0.432	0.043	10.089	.000	0.349	0.514
CSR $\rightarrow$ GPI	0.410	0.046	9.012	.000	0.317	0.494
GBI $\rightarrow$ GPI	0.160	0.041	3.946	.000	0.082	0.241
GM $\rightarrow$ GBI	0.327	0.046	7.173	.000	0.236	0.412
GM $\rightarrow$ GPI	0.373	0.051	7.289	.000	0.273	0.471

Abbreviations: BCE, bootstrap confidence interval; CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention; SD, standard deviation, LL, lower limit; UL, upper limit.

TABLE 9 Mediation analysis.

Total effect		Direct effect		Indirect effect		BCI	
β	T	β	T	β	SD	T	P

0.373	7.289	0	0.321	6.454	.000	<i>H_{1a}</i>	0.052	0.016	3.253	.001	0.025	0.088
0.411	9.012	0	0.341	7.161	.000	<i>H_{1b}</i>	0.069	0.019	3.646	.000	0.035	0.111

Abbreviations: BCE, bootstrap confidence interval; LL, lower limit; P, p value; SD, standard deviation; T, t statistics; UL, upper limit; β , beta value.

TABLE 10 Decision on hypothesis.

Hypothesis	Statement	Decision
<i>H₁</i>	GM has positive and significant impact on GPI	Supported
<i>H₂</i>	CSR has positive and significant impact on GPI	Supported
<i>H₃</i>	GM has positive and significant impact on GBI	Supported
<i>H₄</i>	CSR has positive and significant impact on GBI	Supported
<i>H₅</i>	GBI has positive and significant impact on GPI	Supported
<i>H_{1a}</i>	GBI mediates between the relationship of GM and GPI	Supported
<i>H_{1b}</i>	GBI mediates between the relationship of CSR and GPI	Supported

Abbreviations: CSR, corporate social responsibility; GM, green marketing; GPI, green purchase intention; GBI, green brand image.

revealed that there is a positive and significant impact of Green Marketing on Green Purchase Intention (*H₂* accepted).

The study highlights a positive and significant impact of Green Marketing on Green Brand Image (*H₃* accepted). Firms should focus on Green Marketing in order to increase Brand Image. Results indicate that there is a positive and significant impact of Corporate Social Responsibility on Green Brand Image (*H₄* accepted). Organizations should focus on CSR practices to compete in the market, achieve sustainability and enhance their Brand Image. The results revealed a positive and significant impact of Green Brand Image on Green Purchase Intention (*H₅* accepted). The mediating effect of Green Brand Image between the relationship of Green Marketing and Green Purchase Intention was also significant (*H_{1a}* accepted). The mediating effect of Green Brand Image between the relationship of CSR and Green Purchase Intention was also significant (*H_{1b}* accepted).

Moreover, organizations and brands must focus on social green marketing strategies to access potential customers and create a green brand image. In research, we have focused on Pakistani businesses. Pakistani businesses are facing many environmental challenges. The Pakistan Environmental Protection Agency (PEPA) incorporates strict laws regarding environmental challenges. Thus businesses should focus on their CSR activities and marketing to enhance their green brand image and purchase intention.

TABLE 11 Effect size of the model and predictive relevance.

Construct	CSR	GBI	GM	GPI	Q ² _predict
CSR		0.209		0.117	
GBI				0.028	0.468
GM		0.119		0.112	
GPI					0.496

Abbreviations: CSR, corporate social responsibility; GBI, green brand image; GM, green marketing; GPI, green purchase intention.

6.2 | Managerial implications

The study confirms that there is a strong positive relationship between CSR, green innovation, green marketing, and brand image. Managers can use these results as input to formulate strategies that will help to increase green purchase intentions. Regardless of promotional activities, there are other factors that can help to enhance brand image. People are conscious of the environment. So, there is much importance on green marketing, which will not just increase green brand image but also helps to achieve sustainable development goals. This study revealed that managers should focus on CSR activities, which helps to increase reputation and brand image. Customers rely on the comments of people while making a purchase decision. So, marketers should focus on online platforms with great client activity to increase potential customers. This study provides a guideline to managers on how to increase Green Brand Image and Green Purchase Intention. The study could be beneficial for managers in decisionmaking regarding CSR activities and green marketing practices to improve brand image. Managers must design more enticing CSR and green marketing programs for these clients because many green consumers are more interested in businesses that practice CSR.

6.3 | Theoretical implications

The current study has significant importance due to its contribution to social and environmental literature in the emerging economy of Pakistan. From theoretical standings, the study identified the aspects that affect the green purchase intentions of the consumers. The study has also developed a new and rigorous approach for testing and establishing the inter relationship between CSR, GM, GBI and GPI. The study adds to the body of literature on CSR, GM, GBI and GPI in the developing country. In the sophisticated business settings GM and CSR activities may be used as an effective route between the businesses and the consumers to enhance green brand image in order to increase green purchase intentions. According to this research, CSR may be a useful tool to encourage the adoption of a circular economy, and it is preferable for businesses to start with CSR and green marketing

efforts before designing a circular economy model. This study's conceptual framework (nexus between Green Marketing, Corporate Social Responsibility, Brand Image, and Green Purchase Intention) provides a new contribution to the literature because scant literature is available on this relationship.

6.4 | Limitations

Some shortcomings of the study are explained here. Limitations provide an opportunity for researchers to prove their efficiency and effectiveness in the future. Time and resources were the first limitations of this study. The framework of the current study contains two independents, one mediating and one dependent variable. There was no moderation variable used in the framework. The convenience sampling technique was applied for the current study. This cross-sectional study worked on a small sample size of a single population source, students of universities.

6.5 | Recommendations for future

The same research model can be applied to a different context. The study model can be replicated for future research. In the future, the current study model can be used in different populations. The sample size can be changed for further study. This study did not integrate any moderating variable. Moderating variables can be used in the future with the same model. Future researchers can use other independent variables in terms of greening aspects such as green innovation, green practices, and so forth. Future researchers can use different mediating variables like environmental performance, and so forth. Future studies could also use longitudinal investigation designs to explore the relationships. Future research can use other data-collection sampling techniques, like a focus group and interview, to conduct qualitative research. A comparative study can also be performed in the future. This empirical study shows the current picture of Pakistani customers' purchase intentions regarding brands influenced by the brands' CSR and Green marketing activities.

Moreover, due to the quantitative research design of the study, the desired phenomenon is not fully explored. Therefore, the combination of quantitative and qualitative research design may help to investigate and explore the proposed relationships in the framework. Further, the proposed framework can be extended by adding green innovation and practices.

FUNDING INFORMATION

The authors received no funding for the research.

ORCID

Kashif Ullah Khan  <https://orcid.org/0000-0002-0604-3103>

REFERENCES

- Ahmad, W., Jafar, R. M. S., Waheed, A., Sun, H., & Kazmi, S. S. A. S. (2023). Determinates of CSR and green purchase intention: Mediating role of

customer green psychology during COVID-19 pandemic. *Journal of Cleaner Production*, 135888.

- Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections (Vol. 26, pp. 1113–1127). Taylor & Francis.
- Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961–1968.
- Amoako, G. K., Dzogbenuku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management*, 69(8), 1609–1626.
- Armanda, Y., Kusumawati, A., & Alfisyah, R. (2017). Pengaruh Penerapan Program Corporate Social Responsibility dalam Membentuk Brand Image dan Dampaknya pada Minat Beli (Survei pada Program CSR PT. Inti Daya Guna Aneka Warna di Kampung Jodipan Kota Malang Jawa Timur). *Jurnal Administrasi Bisnis (JAB)*, 53(2), 29–30.
- Ashfaq, M., Zhang, Q., Ali, F., Waheed, A., & Nawaz, S. (2021). You plant a virtual tree, we'll plant a real tree: Understanding users' adoption of the Ant Forest mobile gaming application from a behavioral reasoning theory perspective. *Journal of Cleaner Production*, 310, 127394.
- Aulina, L., & Yuliaty, E. (2017). The effects of green brand positioning, green brand knowledge, and attitude towards green brand on green products purchase intention. Paper presented at the International Conference on Business and Management Research (ICBMR 2017).
- Bahta, D., Yun, J., Islam, M. R., & Bikanyi, K. J. (2021). How does CSR enhance the financial performance of SMEs? The mediating role of firm reputation. *Economic Research-Ekonomika Istraživanja*, 34(1), 1428–1451.
- Bailey, A. A., Mishra, A., & Tiarniyu, M. F. (2016). Green advertising receptivity: An initial scale development process. *Journal of Marketing Communications*, 22(3), 327–345.
- Bhatia, M., & Jain, A. (2013). Green marketing: A study of consumer perception and preferences in India. *Electronic Green Journal*, 1(36).
- Bhattacharya, C. B., & Sen, S. (2004). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California Management Review*, 47(1), 9–24.
- Bokil, Y., & Sinha, D. (2021). Green marketing and mindful consumption for sustainable development. *Central Asian Journal of Innovations in Tourism Management and Finance*, 2(9), 4–7.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39–48.
- Chen, Y.-S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93, 307–319.
- Chin, W. W. (1998). Commentary: Issues and opinion on structural equation modelling (pp. vii–xvi). JSTOR.
- Choi, D., & Johnson, K. K. (2019). Influences of environmental and hedonic motivations on intention to purchase green products: An extension of the theory of planned behavior. *Sustainable Production and Consumption*, 18, 145–155.
- Christopher, E., & Luke, M. (2013). The pivotal role of corporate social responsibility perception on consumer behavior. *Journal of Business Management Research*, 2, 47–55.
- Cohen, L., Manion, L., & Morrison, K. (2013). Research methods in education. In *In* (6th edition ed.). Routledge.
- Dangelico, R. M., & Vocalelli, D. (2017). "Green marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279.
- Dirsehan, T., & Kurtulus, S. (2018). Measuring brand image using a cognitive approach: Representing brands as a network in the Turkish airline industry. *Journal of Air Transport Management*, 67, 85–93.

- Domenech, T., & Bahn-Walkowiak, B. (2019). Transition towards a resource efficient circular economy in Europe: Policy lessons from the EU and the member states. *Ecological Economics*, 155, 7–19.
- Dutta, K., & Singh, S. (2013). Customer perception of CSR and its impact on retailer evaluation and purchase intention in India. *Journal of Services Research*, 13(1), 111.
- Dwipamurti, I., Mawardi, M. K., & Nuralam, I. P. (2018). The effect of green marketing on brand image and purchase decision (Study on consumer of Starbucks Café Ubud, Gianyar Bali). *Jurnal Administrasi Bisnis*, 61(3), 57–64.
- Falk, R. F., & Miller, N. B. (1992). A primer for soft modeling. University of Akron Press.
- Fandos-Roig, J. C., Sánchez-García, J., Tena-Monferrer, S., & Callarisa-Fiol, L. J. (2020). Does CSR help to retain customers in a service company? *Sustainability*, 13(1), 300.
- Gardberg, N. A., & Fombrun, C. J. (2006). Corporate citizenship: Creating intangible assets across institutional environments. *Academy of Management Review*, 31(2), 329–346.
- Geisser, S. (1974). A predictive approach to the random effect model. *Biometrika*, 61(1), 101–107.
- Ghisellini, P., Gialani, C., & Ulgiati, S. (2016). A review on circular economy: The expected transition to a balanced interplay of environmental and economic systems. *Journal of Cleaner Production*, 114, 11–32.
- Ghisellini, P., Passaro, R., & Ulgiati, S. (2021). Revisiting Keynes in the light of the transition to circular economy. *Circular Economy and Sustainability*, 1, 143–171.
- Greaves, M., Ziaarras, L. D., & Stride, C. (2013). Using the theory of planned behavior to explore environmental behavioral intentions in the workplace. *Journal of Environmental Psychology*, 34, 109–120.
- Ha, D. (2017). The effect of foodservice company's corporate social responsibility (CSR) activities on value through customer satisfaction. *Korean Journal of Hospitality and Tourism*, 26(6), 103–122.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). Advanced issues in partial least squares structural equation modeling: sage publications.
- Hair, J. F., Jr., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 5, 105–115.
- Hamzah, M. I., & Tanwir, N. S. (2021). Do pro-environmental factors lead to purchase intention of hybrid vehicles? The moderating effects of environmental knowledge. *Journal of Cleaner Production*, 279, 123643.
- Hashim, F., Ries, E. A., & Huai, N. T. (2019). Corporate social responsibility and financial performance: The case of ASEAN telecommunications companies. *KnE Social Sciences*, 3(22), 892–913.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, 116(1), 2–20.
- Hou, C., & Sarigollu, E. (2022). Is bigger better? How the scale effect influences green purchase intention: The case of washing machine. *Journal of Retailing and Consumer Services*, 65, 102894.
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55.
- Huang, Y.-C., & Liu, C.-H. S. (2017). Moderating and mediating roles of environmental concern and ecotourism experience for revisit intention. *International Journal of Contemporary Hospitality Management*, 29, 1854–1872.
- Huang, Y.-C., Yang, M., & Wang, Y.-C. (2014). Effects of green brand on green purchase intention. *Marketing Intelligence & Planning*, 32(3), 250–268.
- Joshi, V. (2016). Investigating the influence of spirituality, environmental concern and ecological knowledge on consumers' green purchase intention. *PURUSHARTHA – A Journal of Management, Ethics and Spirituality*, 9(2), 54–61.
- Joshi, V., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1–2), 128–143.
- Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: a cross-market examination. *Journal of Consumer Marketing*, 16, 441–460.
- Kaminska, O., & Lynn, P. (2017). Survey-based cross-country comparisons where countries vary in sample design: Issues and solutions. *Journal of Official Statistics*, 33(1), 123–136.
- Kartawinata, B. R., Maharani, D., Pradana, M., & Amani, H. M. (2020). The role of customer attitude in mediating the effect of green marketing mix on green product purchase intention in love beauty and planet products in Indonesia. Paper presented at the Proceedings of the International Conference on Industrial Engineering and Operations Management.
- Keller, K. L., Parameswaran, M., & Jacob, I. (2011). Strategic brand management: Building, measuring, and managing brand equity. Pearson Education India.
- Kewakuma, A. S. V., Rofiaty, R., & Ratnawati, K. (2021). The effect of green marketing strategy on customer loyalty mediated by brand image. *JBTI: Jurnal Bisnis: Teori dan Implementasi*, 12(1), 1–11.
- Khan, E. A., Rozyhan, P., Rahman, M. A., Rahman, M. M., & Mostafa, A. (2019). The impact of entrepreneurial orientation on small firms' business performance: The mediation of green marketing mix and ecolabeling strategies. *Sustainability*, 12(1), 221.
- Kottrik, J., & Higgins, C. (2001). Organizational research: Determining appropriate sample size in survey research appropriate sample size in survey research. *Information Technology, Learning, and Performance Journal*, 19(1), 43.
- Kraus, S., Cane, M., & Ribeiro-Soriano, D. (2022). Does doing good do well? An investigation into the relationship between consumer buying behavior and CSR. *Economic Research-Ekonomska Istrazivanja*, 35(1), 584–601.
- Kuo, L., & Chang, B.-G. (2021). The affecting factors of circular economy information and its impact on corporate economic sustainability evidence from China. *Sustainable Production and Consumption*, 27, 986–997.
- Lakatos, N., Bacali, C., & Ciobanu, C. (2021). Consumer Satisfaction towards Green Products: Empirical Insights from Romania. *Sustainability*, 13, 10982. In: s note: MDPI stays neutral with regard to jurisdictional claims in published.
- Lee, E. M., Park, S.-Y., & Lee, H. J. (2013). Employee perception of CSR activities: Its antecedents and consequences. *Journal of Business Research*, 66(10), 1716–1724.
- Lee, E. M., Park, S.-Y., Rapert, M. I., & Newman, C. L. (2012). Does perceived consumer fit matter in corporate social responsibility issues? *Journal of Business Research*, 65(11), 1558–1564.
- Liao, Y.-K., Wu, W.-Y., & Pham, T.-T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability*, 12(18), 7461.
- Liu, Q., Trevisan, A. H., Yang, M., & Mascarenhas, J. (2022). A framework of digital technologies for the circular economy: Digital functions and mechanisms. *Business Strategy and the Environment*, 31(5), 2171–2192.
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability*, 8(10), 1077.
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2017). The influence of environmental concern and environmental attitude on purchase intention towards green products: A case study of young consumers in Thailand. *International Journal of Business Marketing and Management*, 2(3), 1–8.

- Makatumpias, D., Moniharapon, S., & Tawas, H. N. (2018). Pengaruh Green Product Dan Brand Image Terhadap Keputusan Pembelian Produk Oriflame Dimanado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(4), 4063–4072.
- Malhotra, N. K., Baalbaki, I. B., & Bechwati, N. N. (2007). Marketing research: An applied orientation.
- Maniatis, P. (2016). Investigating factors influencing consumer decisionmaking while choosing green products. *Journal of Cleaner Production*, 132, 215–228.
- Martinez, E., & De Chernatony, L. (2004). The effect of brand extension strategies upon brand image. *Journal of Consumer Marketing*, 21(1), 39–50.
- Matten, D. (2015). Why do companies engage in corporate social responsibility? Background, Reasons and Basic Concepts.
- McWilliams, A., & Siegel, D. (2001). Corporate social responsibility: A theory of the firm perspective. *Academy of Management Review*, 26(1), 117–127.
- Mehraj, D., & Qureshi, I. H. (2022). Does green brand positioning translate into green purchase intention? A mediation-moderation model. *Business Strategy and the Environment*, 31(7), 3166–3181.
- Mohd Suki, N. (2016). Green product purchase intention: Impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893–2910.
- Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*, 35(1), 45–72.
- Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies*, 31(4), 404–409.
- Morgan, G. A., Leech, N. L., Gloeckner, G. W., & Barrett, K. C. (2004). SPSS for introductory statistics: Use and interpretation. Psychology Press.
- Mostafa, M. M. (2007). A hierarchical analysis of the green consciousness of the Egyptian consumer. *Psychology & Marketing*, 24(5), 445–473.
- Mukomza, C., & Swartz, L. (2020). The influence of green marketing strategies on business performance and corporate image in the retail sector. *Business Strategy and the Environment*, 29(3), 838–845.
- Mursandi, D. A., Sudirman, H. A., & Miltina, T. (2020). The impact of green marketing and corporate social responsibility on brand image, purchase intention, and purchase decision (study on the body shop in Samarinda). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(4), 987–999.
- Namkung, Y., & Jang, S. S. (2013). Effects of restaurant green practices on brand equity formation: Do green practices really matter? *International Journal of Hospitality Management*, 33, 85–95.
- Nur, F., Akmaliah, N., Chairul, R., & Safira, S. (2021). Green purchase intention: The power of success in green marketing promotion. *Management Science Letters*, 11(5), 1607–1620.
- Oliver, J. D., & Lee, S. H. (2010). Hybrid car purchase intentions: A crosscultural analysis. *Journal of Consumer Marketing*, 27(2), 96–103.
- Pan, X., Wong, C. W., & Li, C. (2022). Circular economy practices in the waste electrical and electronic equipment (WEEE) industry: A systematic review and future research agendas. *Journal of Cleaner Production*, 365, 132671.
- Petersen, J. A., Kumar, V., Polo, Y., & Sese, F. J. (2018). Unlocking the power of marketing: Understanding the links between customer mindset metrics, behavior, and profitability. *Journal of the Academy of Marketing Science*, 46, 813–836.
- Pfajfar, G., Shoham, A., Malecka, A., & Zalaznik, M. (2022). Value of corporate social responsibility for multiple stakeholders and social impact – Relationship marketing perspective. *Journal of Business Research*, 143, 46–61.
- Phan, C. X., Le, L. V., Duong, D., & Phan, T. C. (2021). The impact of corporate social responsibility on brand image: A case study in Vietnam. *The Journal of Asian Finance, Economics and Business*, 8(4), 423–431.
- Poltarykhin, A., Alekseev, A., Kudryavtsev, V., Makhanova, T., Voronkova, O. Y., & Aydinov, H. (2018). Prospects for the development of the green economy of Russian Federation. *European Research Studies*, 21(4), 470–479.
- Pramono, R., Sondakh, L., Bernarto, I., Juliana, J., & Purwanto, A. (2021). Determinants of the small and medium enterprises progress: A case study of SME entrepreneurs in Manado, Indonesia. Pramono, Rudy & Sondakh, L. & Bernarto, Innocentius & Juliana, Juliana & Purwanto, Agus.(2021). Determinants of the Small and Medium Enterprises Progress: A Case Study of SME Entrepreneurs in Manado, Indonesia, 8(1), 881–889.
- Pratiwi, N. K. A., & Ekawati, N. W. (2020). Brand Image Memediasi Hubungan E-Commerce Dengan Keputusan Pembelian Konsumen. *E-Jurnal Manajemen Universitas Udayana*, 9(6), 2268.
- Qomariah, A., & Prabawani, B. (2020). The effects of environmental knowledge, environmental concern, and green brand image on green purchase intention with perceived product price and quality as the moderating variable. Paper presented at the IOP Conference Series: Earth and Environmental Science.
- Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12(2), 73–83.
- Rehman, Z., & Dost, M. (2013). Conceptualizing green purchase intention in emerging markets: An empirical analysis on Pakistan. Paper presented at the The 2013 WEI International Academic Conference Proceedings.
- Rianto, Y. P. A. (2018). Pengaruh Brand Image Terhadap Pengambilan Keputusan Pembelian Pakaian Merek Anywaypada Mahasiswa Fakultas Ekonomi Universitas Negeri Yogyakarta. *Jurnal Pendidikan dan Ekonomi*, 7(2), 119–129.
- Ringle, C., Da Silva, D., & Bido, D. (2015). Structural equation modeling with the SmartPLS. Bido, D., da Silva, D., & Ringle, C. (2014). Structural equation modeling with the Smartpls. *Brazilian Journal of Marketing*, 13(2), 56–73.
- Rivera, J., Bigne, E., & Curras-Perez, R. (2016). Effects of corporate social responsibility perception on consumer satisfaction with the brand. *Spanish Journal of Marketing-ESIC*, 20(2), 104–114.
- Ruonan, Z., & Hong, Y. (2019). Corporate social responsibility disclosure, financing constraints and investment-cash flow sensitivity. *Asian Journal of Business Environment*, 9(1), 21–28.
- Scott, L., & Vigar-Ellis, D. (2014). Consumer understanding, perceptions and behaviours with regard to environmentally friendly packaging in a developing nation. *International Journal of Consumer Studies*, 38(6), 642–649.
- Sekaran, U., & Bougie, R. (2003). Research methods for Business, A skill building approach (p. 29). John Wiley & Sons. Inc.
- Shabbir, M. S., Bait Ali Sulaiman, M. A., Hasan Al-Kumaim, N., Mahmood, A., & Abbas, M. (2020). Green marketing approaches and their impact on consumer behavior towards the environment—A study from the UAE. *Sustainability*, 12(21), 8977.
- Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior: A theory of planned behavior perspective with implications for circular economy. *Management Decision*, 57(4), 1018–1042. Situmorang, T. P., Indriani, F., Simatupang, R. A., & Soesanto, H. (2021). Brand positioning and repurchase intention: The effect of attitude toward green brand. *The Journal of Asian Finance, Economics and Business*, 8(4), 491–499.
- Skatarić, G., Vlahović, B., Uzar, D., Spalević, V., & Novićević, R. (2021). The influence of green marketing on consumer environmental awareness. *Poljoprivreda i Sumarstvo*, 67(2), 21–36.
- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41, 177–189.
- Su, B., Heshmati, A., Geng, Y., & Yu, X. (2013). A review of the circular economy in China: Moving from rhetoric to implementation. *Journal of Cleaner Production*, 42, 215–227.

- Suhartini, C. A. A., & Pertiwi, I. F. P. (2021). The effect of corporate social responsibility on consumer purchase decisions with corporate image and brand image as intervening. *Journal of Business and Management Review*, 2(5), 336–348.
- Sukhu, A., & Scharff, R. (2018). Will 'doing right' lead to 'doing well'? An examination of green behavior. *Journal of Consumer Marketing*, 35, 169–182.
- Suki, N. M. (2013). Green awareness effects on consumers purchasing decision: Some insights from Malaysia. *International Journal of AsiaPacific Studies*, 9(2), 50–63.
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of brand image and brand trust. *Sustainability*, 14(10), 5939.
- Taylor, M. (1991). *The fanatics: A behavioural approach to political violence*: Potomac books incorporated.
- Teng, C.-C., Lu, A. C. C., & Huang, T.-T. (2018). Drivers of consumers' behavioral intention toward green hotels. *International Journal of Contemporary Hospitality Management*, 30, 1134–1151.
- Tiep Le, T., Ngo, H. Q., & Aureliano-Silva, L. (2021). Contribution of corporate social responsibility on SMEs' performance in an emerging market—the mediating roles of brand trust and brand loyalty. *International Journal of Emerging Markets*. doi:10.1108/ijom-12-2020-1516
- Venessa, I., & Arifin, Z. (2017). Pengaruh Citra Merek (Brand Image) dan Harga Terhadap Keputusan Pembelian Konsumen Survei pada Mahasiswa Program Studi Administrasi Bisnis Fakultas Ilmu Administrasi Universitas Brawijaya Malang Tahun Angkatan 2013/2014 dan 2014/2015 Pengguna Kartu Pra-B. Brawijaya University.
- Vinzi, V. E., Chin, W. W., Henseler, J., & Wang, H. (2010). *Handbook of partial least squares* (Vol. 201). Springer.
- Waheed, A., Zhang, Q., Rashid, Y., Tahir, M. S., & Zafar, M. W. (2020). Impact of green manufacturing on consumer ecological behavior: Stakeholder engagement through green production and innovation. *Sustainable Development*, 28(5), 1395–1403.
- Waites, S. F., Stevens, J. L., & Hancock, T. (2020). Signaling green: Investigating signals of expertise and prosocial orientation to enhance consumer trust. *Journal of Consumer Behaviour*, 19(6), 632–644.
- Walker, A. M., Opferkuch, K., Raos-Lindgreen, E., Raggi, A., Simboli, A., & Vermeulen, W. (2022). What is the relation between circular economy and sustainability? Answers from frontrunner companies engaged with circular economy practices. *Circular Economy and Sustainability*, 2(2), 731–758.
- Wang, C., Zhang, Q., & Zhang, W. (2020). Corporate social responsibility, Green supply chain management and firm performance: The moderating role of big-data analytics capability. *Research in Transportation Business & Management*, 37, 100557.
- Wang, D., Weikstein, F. L., Duan, S., & Choi, P. (2022). Impact of ambivalent attitudes on green purchase intentions: The role of negative moods. *International Journal of Consumer Studies*, 46(1), 182–199.
- Wang, S., Liao, Y.-K., Wu, W.-Y., & Le, K. B. H. (2021). The role of corporate social responsibility perceptions in brand equity, brand credibility, brand reputation, and purchase intentions. *Sustainability*, 13(21), 11975.
- Wilson, N. (2022). Price satisfaction vs product quality: Which factor has a more significant effect on customer loyalty toward green products? *DeReMa (Development Research of Management): Jurnal Manajemen*, 17(1), 1–30.
- Wu, L., & Liu, Z. (2022). The influence of green marketing on brand trust: The mediation role of brand image and the moderation effect of greenwash. *Discrete Dynamics in Nature and Society*, 2022, 1–10.
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739.

How to cite this article: Jabeen, R., Khan, K. U., Zain, F., & Atlas, F. (2023). Buy green only: Interplay between green marketing, corporate social responsibility and green purchase intention; the mediating role of green brand image. *Business Strategy & Development*, 6(3), 503–518. <https://doi.org/10.1002/bsd2.258>

APPENDIX A

We assure you that your response will remain anonymous for the research on the topic of "Nexus between Green Marketing, Corporate Social Responsibility, Green Brand Image and Green Purchase Intention: Evidence from Pakistan." Your response will be used for research purpose accomplishment. In this regard your co-operation will be highly appreciated.

Please tick

1. Gender

1. Male 2. Female

2. Age

1. 18 to 22 2. 23 to 27 3. 28 to 32 4. Above 32

3. Qualification





Sr.	Items	1	2	3	4	5
Green Purchase Intention		1	2	3	4	5
GPI1	I choose to buy products that are environment friendly.					
GPI2	I intend to buy green products next time because of its positive environmental contribution.					
GPI3	I buy green products even if they are more expensive than the non-green ones.					
GPI4	I prefer green products over non-green products when their product qualities are similar.					
GPI5	I often buy products that use recycled/recyclable packaging.					
Green Brand Image		1	2	3	4	5
GBI1	The brand is considered as the benchmark of environmental commitment.					
GBI2	The brand's environmental reputation is outstanding.					
GBI3	The brand's environmental performance is successful.					
GBI4	The branding is based on its emphasis on environmental protection.					
GBI5	The brand's environmental commitment is trustworthy.					
Corporate Social Responsibility		1	2	3	4	5
CSR1	Products offered by firm meet the demand of function of the target users or address an existing problem of society					
CSR2	Products provided by firm used ecofriendly material resources or renewable resources					
CSR3	Products quality is consistent with firm stated commitment					
CSR4	Products' information is being addressed to the users at a consistent and transparent manner basis					
CSR5	Products provided does not involve child labor during manufacturing process					
CSR6	Product provided by firm is overall safe for the users					
CSR7	Products sold by firm has fund to charity activities					
CSR8	Firm has particular plan on human resource development					
Green Marketing		1	2	3	4	5
GM1	Manufacturing Eco-friendly Product.					
GM2	Manufacturing products through ecofriendly process.					
GM3	Promoting products through eco-friendly modes of communication					
GM4	Branding product associating with green marketing practices					
GM5	Modifying products to make them environmentally friendly					
GM6	Modifying product packaging to suit environment					
GM7	Educating customer to use products in environmentally friendly manner					
GMB	Using green supply chain for procurement and distribution.					

1. Graduate 2. Master 3. M. Phil.
 4. PhDWhere: 1 = Strongly Disagree, 2 = Disagree,
 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

