

## EXPLORING HOW CUSTOMER ATTITUDE MEDIATES THE LINK BETWEEN THE GREEN MARKETING MIX AND PURCHASE INTENTION: EVIDENCE FROM COSMETIC PRODUCTS IN UTTARAKHAND (INDIA)

Dr. Abdal Ahmed<sup>a</sup>, Dr. Rohit Rastogi<sup>b</sup>, Prof. Dr. Parikshit Kala<sup>c</sup>, Dr. Shikha Dabral<sup>d</sup>,  
Maneesh Kumar Pandey<sup>e</sup>, Sumera Qureshi<sup>f</sup>, Shama Nargis<sup>g</sup>, Prakriti Roy<sup>h</sup>, Sneha  
Yadav<sup>h</sup> & Jay Jay Ram Sharma<sup>h</sup>

<sup>a,d</sup> Associate Professor, Graduate School of Business, Tula's Institute, Dehradun, Uttarakhand (India)

<sup>b</sup> Assistant Professor & Registrar, DBS Global University, Dehradun, Uttarakhand (India)

<sup>c</sup> Professor, Graduate School of Business, Tula's Institute, Dehradun, Uttarakhand (India)

<sup>e</sup> Assistant Professor, Graduate School of Business, Tula's Institute, Dehradun, Uttarakhand (India)

<sup>f</sup> Department of law, H.N.B.G (Central) University, B.G.R Campus Pauri, Uttarakhand (India)

<sup>g</sup> Deputy Director Law, Competition Commission of India, Delhi (India). (formerly in U.K Judiciary)

<sup>h</sup> Student MBA 2nd Year, Graduate School of Business, Tula's Institute, Dehradun, Uttarakhand (India)

Email: ahmed.legalaid@gmail.com<sup>a</sup>

### ARTICLE INFORMATION

Received: 26<sup>th</sup> January, 2026

Accepted: 25<sup>th</sup> February, 2026

Published: 27<sup>th</sup> March, 2026

**KEYWORDS:** Green Products,  
Customer Attitude, Purchase  
Intention, Sustainable Brands,  
FMCG Products, Cosmetics  
Products

Journal url:  
<https://ijois.com/index.php/jobpef>

Editor-in-chief: Assist. Prof. Dr  
(C) Ari Riswanto

**PUBLISHER:** Empirical Studies  
and Communication – (A Research  
Center) Website:  
[www.cescd.com.ng](http://www.cescd.com.ng)

### ABSTRACT

*This study examined the green marketing mix, customer attitude, and purchase intention toward cosmetic products in Uttarakhand. A cross-sectional, quantitative research design was employed. Using the infinite population method, a sample size of 414 cosmetic consumers was selected, of which 396 valid responses were obtained. The findings showed a significant positive relationship between the green marketing mix and purchase intention ( $r = 0.831$ ,  $p < .01$ ), between the green marketing mix and customer attitude ( $r = 0.891$ ,  $p < .01$ ), and between customer attitude and purchase intention ( $r = 0.812$ ,  $p < .01$ ). Regression analysis indicated that both independent variables green marketing mix ( $\beta = .521$ ,  $p < .05$ ) and customer attitude ( $\beta = .348$ ,  $p < .01$ )—significantly contributed to variations in purchase intention. Furthermore, the Sobel mediation test demonstrated a significant mediation effect ( $Z = 4.850$ ; Std. Error = 0.0306128;  $p = 0.00000124$ ), confirming that customer attitude partially mediates the relationship between the green marketing mix and purchase intention.*

## INTRODUCTION

Purchase intention plays a vital role in the success of any business, including those operating in the cosmetics sector in Uttarakhand. Research suggests that stronger purchase intentions contribute significantly to business growth and long-term sustainability (Ajzen, 2020). Consumers with high purchase intention are more inclined to make buying decisions quickly and confidently, especially when the product aligns with their expectations and needs (Schiffman & Wisenblit, 2019). Consumers' willingness to buy a product is shaped by their experiences evaluating, selecting, using, and disposing of it throughout the decision-making process (Solomon, 2020). Moreover, prior studies indicate that customer attitude strongly predicts purchase intention, demonstrating that positive perceptions and evaluations of a product enhance the likelihood of purchase (Fishbein & Ajzen, 2011).

Customer attitude refers to an individual's learned predisposition to respond favourably or unfavourably toward a product (Hoyer, MacInnis & Pieters, 2018). When consumers develop positive attitudes toward environmentally responsible or high-quality products, they are more likely to exhibit stronger purchase intentions (Blackwell, Miniard & Engel, 2018). To improve purchase intention in Uttarakhand's cosmetics market, adopting green marketing mix strategies is increasingly important. Recent studies highlight that integrating environmentally friendly practices across product development, pricing, promotion, and distribution can enhance consumer trust and stimulate purchase behaviour (Peattie & Crane, 2016). Businesses that adopt green marketing practices are better positioned to deliver value while minimising negative environmental impacts (Olson, 2013).

The theoretical foundation of this study is the Theory of Planned Behaviour (TPB), a widely accepted model for predicting consumer intentions and actions (Ajzen, 1991; Conner, 2022). TPB posits that intention is shaped by three components: attitude toward the behaviour, subjective norms, and perceived behavioural control.

Despite the growing awareness of cosmetics in Uttarakhand, evidence shows that purchase intention remains relatively low. National surveys indicate limited consumer preference for cosmetics, accounting for less than 5% of household expenditure (UBOS, 2020). Additionally, only 34.9% of households reported purchasing cosmetics within the previous year (UBOS, 2016), and product knowledge remains limited among consumers (Euromonitor International, 2022). These challenges may stem from inadequate emphasis on shaping positive customer attitudes and insufficient adoption of green marketing mix strategies by cosmetics companies.

Given these gaps, the present study investigates the green marketing mix, customer attitude, and purchase intention specifically within the context of cosmetics products in Uttarakhand. The green marketing mix refers to the strategic integration of environmentally responsible practices into traditional marketing activities. It involves designing and promoting products in ways that minimise negative environmental impacts while meeting consumer needs. According to Chung (2020), the green marketing mix enables individuals and environmental groups to fulfil their goals through processes that reduce ecological harm. As consumers increasingly evaluate products' environmental friendliness, companies have begun to incorporate sustainable strategies into their marketing efforts (Chen & Yang, 2019; Dangelico & Vocalelli, 2017). This approach includes embedding sustainability across key marketing elements to support eco-friendly consumption patterns (Amoako, Zogbenuku, Doe & Adjaison, 2022). In this study, the green marketing mix comprises four dimensions: green product, green price, green promotion, and green place.

Green products are those designed to be safe for use and pose minimal risks to the environment. They are characterised by the use of recyclable or biodegradable materials, reduced pollution, and responsible ingredient sourcing (Fraccascia, Pizzi & Rialti, 2018; Muhammad, Hassan, Danish & Ali, 2017). Sreen, Purbey and Sadarangani (2018) noted that such products do not damage natural resources and are often packaged using materials that further support environmental sustainability.

Green pricing reflects the premium consumers may pay for environmentally friendly products. Hossain and Khan (2018) argue that green pricing influences consumer perceptions of product quality. According to Olarewaju and Ganiyu (2021), green pricing involves charging a higher amount that corresponds to the product's environmental benefits. Consumers are often willing to pay this premium when they believe it aligns with environmental protection efforts and provides proportional value (Diglel & Yazdanifard, 2014).

Green promotion involves communicating a company's environmental initiatives and sustainable product attributes to the market. Solihin, Sembiring and Khairani (2019) emphasised that green promotion showcases a company's green products and sustainability efforts. Hasan and Ali (2015) further highlight that such promotional activities help businesses convey their environmental commitments, thus strengthening consumer trust and encouraging eco-friendly purchasing behaviour.

Green place refers to environmentally responsible distribution strategies. Outlets that apply green place principles aim to create settings that support sustainability while meeting consumer needs (Al-Majali & Tarabieh, 2020). Davari and Strutton (2014) describe green place as involving production-to-consumption logistics and reverse logistics, ensuring minimal ecological impact throughout the supply chain. Effective green place strategies also focus on reducing transportation emissions and lowering the carbon footprint (Shil, 2012).

Customer attitude is a learned tendency that shapes purchasing behaviour, formed through direct product experiences, interpersonal communication, and exposure to advertising (Juliantari, Yasa & Indiana, 2019). Hawkins and Mothersbaugh (2016) define attitudes as predispositions to respond favourably or unfavourably toward an object. Similarly, Anshu, Gaur and Singh (2022) explain attitude as an individual's evaluative judgment—positive or negative—toward a product or service. Literature suggests that attitudes strongly influence consumer behaviour, as favourable attitudes often lead to greater intention to perform the behaviour in question (Kiatkawsin & Han, 2017; Zafar, Shen, Ashfaq & Shahzad, 2021).

In this study, customer attitude is conceptualised as comprising affective, behavioural, and cognitive components.

The affective component reflects the emotional responses or feelings associated with a brand (Hawkins & Mothersbaugh, 2016). Positive, negative, and neutral emotions shape consumer perceptions and influence buying decisions. Rath, Mohr and Harrison (2008) state that internal feelings and moods impact consumers' emotional connection with products. Perner (2018) notes that while emotions may be tied to beliefs, they can also operate independently. Affective evaluations often guide consumer reactions and ultimately impact purchase intention (Sahney, 2018). Geektonight (2021) defines affection as the emotive dimension of attitude involving an individual's feelings toward an object.

The behavioural component reflects an individual's tendencies or intentions to act toward an object (Hawkins & Mothersbaugh, 2016). Although actual behaviour may not always align with purchase intention (Solomon & Rabolt, 2008), intention itself forms a central aspect of

consumer attitude. According to Geektonight (2021), behavioural intention arises from the interplay of cognitive beliefs and affective feelings.

The cognitive component consists of beliefs, ideas, and knowledge about a brand's attributes (Hawkins & Mothersbaugh, 2016). Geektonight (2021) describes beliefs as the cognitive dimension of attitude, made up of value statements, information, and perceptions that individuals hold about a product.

Purchase intention refers to the likelihood that a consumer will buy a product. Vuong and Giao (2020) suggest that purchase intention helps to understand and predict consumer buying decisions. According to Arslan and Zaman (2014), it reflects positive feelings toward future purchases. Hayat, Razar, Bilal and Farooq (2019) note that purchase intention includes searching for information, evaluating alternatives, and ultimately purchasing a product. Positive purchase intentions indicate favourable emotions toward a product (Wu, Yeh & Hsiao, 2011).

Purchase intention may be positive or negative and is often viewed as a short-term projection of future buying behaviour (Wandebori & Wijaya, 2017; Nurhayati & Hendar, 2020; Riptiono, 2020). In this study, purchase intention is measured using transactional, preferential, referential, and explorative interests.

Transactional interest reflects a consumer's tendency or willingness to purchase a product (Ferdinand, 2006). Consumers with strong transactional interest intend to buy a desired product (Triana, Renny & Dkk, 2020). Studies show that transactional interest is shaped by factors such as price discounts, product availability, and scarcity (Gierl, Huettl & Riedl, 2017; Shi, Zhou & Gao, 2019).

Preferential interest is a situation where consumers place a certain product as their first choice (Ferdinand, 2006). This preference changes only if an issue affects the preferred product (Semuel, 2014; Triana et al., 2020). Preferential interest relates to brand loyalty and may be influenced by perceived quality, reputation, and social influence (Huang, Yang & Wei, 2018; Kim & Park, 2013).

Referential interest refers to consumers' tendency to recommend a product to others (Ferdinand, 2006). Consumers with strong purchase intentions often suggest that close friends or family members buy the same product (Triana et al., 2020). Recommendation behaviour is influenced by trust, source credibility, and relationship closeness (Wang, Yu & Wei, 2015; Zhang, Zhao & Fan, 2019).

Explorative interest occurs when consumers actively seek information about a product to support their evaluation of it (Ferdinand, 2006; Rafsandjani, 2018; Triana et al., 2020). Consumers with high exploratory interest tend to gather detailed product information before making purchasing decisions (Bulut, 2015; Dekhil et al., 2017; Pappas et al., 2014; Sudaryanto et al., 2020; Yulisetiari et al., 2017). Exploratory behaviour is associated with curiosity and influenced by novelty, uncertainty, and complexity (Hsee & Ruan, 2016; Ko & Pastore, 2018).

## **2. Review of Literature**

Purchase intention is widely recognised as a crucial component of business success across industries, including the cosmetics sector in Uttarakhand. A strong level of purchase intention reflects consumers' readiness to buy and is often linked to sustained business performance and market competitiveness (Ajzen, 2020). In modern consumer markets, businesses that effectively stimulate purchase intention are more likely to achieve stable demand and long-

term profitability. According to Schiffman and Wisenblit (2019), purchase intention guides consumers' likelihood of choosing a particular product, especially when the product aligns with their expectations, values, and perceived benefits. This intention is formed through a series of cognitive and experiential processes that involve evaluating product attributes, comparing alternatives, using the product, and assessing post-purchase satisfaction (Solomon, 2020).

Central to the formation of purchase intention is customer attitude. Research consistently demonstrates that consumer attitudes, whether positive or negative, shape their likelihood of buying certain products (Fishbein & Ajzen, 2011). Customer attitude represents an individual's learned predisposition to respond favourably or unfavourably toward a brand, product, or environmental practice (Hoyer, MacInnis & Pieters, 2018). In the context of cosmetics, consumers often base their attitudes on brand reputation, perceived quality, environmental friendliness, and safety of ingredients. A positive attitude toward a product substantially increases the likelihood of purchase because it signals trust, satisfaction, and alignment with personal values (Blackwell, Miniard & Engel, 2018).

One emerging factor influencing both customer attitude and purchase intention is the adoption of green marketing mix strategies. As global awareness of environmental sustainability grows, consumers increasingly expect brands, especially those in the cosmetics industry, to adopt environmentally responsible practices. The green marketing mix extends the traditional 4Ps (product, price, place, and promotion) by incorporating environmental considerations into each element. Peattie and Crane (2016) highlight that green product development (such as eco-friendly ingredients or biodegradable packaging), green pricing strategies, responsible distribution practices, and environmentally conscious promotional messages can shape positive consumer perceptions and improve brand credibility. Olson (2013) further notes that companies that adopt green marketing practices are increasingly perceived as trustworthy, responsible, and consumer-focused, factors that strongly enhance purchase intention in competitive markets.

The theoretical foundation of this study is the Theory of Planned Behaviour (TPB), formulated by Ajzen (1991). TPB is widely regarded as one of the most robust models for predicting consumer behaviour, particularly in contexts involving thoughtful decision-making (Conner, 2022). The theory posits that three key elements influence behavioral intention which directly precedes actual behaviour:

1. **Attitude toward the behaviour,**
2. **Subjective norms,** and
3. **Perceived behavioural control.**

In the context of cosmetics, TPB suggests that consumers will intend to purchase products when they hold favourable attitudes toward them, perceive social pressure to do so, and believe they have the ability and resources to complete the purchase. Given these issues, it becomes important to explore how the green marketing mix and customer attitude influence purchase intention. Therefore, the current study focuses on examining the interrelationship among the green marketing mix, customer attitude, and purchase intention for cosmetics products, specifically in the context of Uttarakhand.

### **3. Research Methodology**

The present research adopted a cross-sectional and quantitative research design, a methodological approach widely used in consumer behaviour and marketing studies to capture perceptions and behavioural tendencies at a single point in time. This design enabled the researchers to examine the relationships among the green marketing mix, customer attitude,

and purchase intention within the cosmetics market of Uttarakhand efficiently and systematically.

To determine an appropriate sampling strategy, the study employed the infinite population sampling method as recommended by Israel. This method is particularly suitable when the overall population size is very large or undefined, which is typical in consumer-based studies where the exact number of potential respondents cannot be accurately estimated. The unit of analysis and unit of inquiry for the research consisted of consumers of cosmetic products residing in Uttarakhand, as they represent the key stakeholders whose perceptions and behavioural responses are central to evaluating the effectiveness of green marketing practices.

Data for the study were collected using a self-administered structured questionnaire, which is a common tool in quantitative research for capturing respondents' opinions, attitudes, and behavioural intentions. This method provided respondents with the flexibility to complete the survey at their convenience while minimising interviewer bias and ensuring consistency in data collection.

#### 4. Findings & Results

The results of this study are presented across several key areas, including the demographic profile of respondents, correlation analysis, regression outcomes, and mediation effects. The research specifically targeted consumers of cosmetic products in Uttarakhand. Out of the intended sample, a total of **396 respondents** successfully participated in the survey. Their demographic characteristics are summarised in Table 1.

Variable	Category	Frequency	Percent
<b>Gender</b>	Male	172	43.4
	Female	224	56.6
	Total	396	100.0
<b>Age bracket</b>	< 30 years	185	46.7
	31 - 40 years	133	33.6
	41 - 50 years	60	15.2
	51 years and above	18	4.5
	Total	396	100.0
<b>Education</b>	Never attended	16	4.0
	Primary	19	4.8
	Secondary	133	33.6
	Tertiary	228	57.6
	Total	396	100.0
<b>Form of employment</b>	Self employed	192	48.5
	Formally employed	204	51.5
	Total	396	100.0
<b>Duration in current employment</b>	< 2 years	94	23.7
	2 - 4 years	116	29.3
	5 - 7 years	118	29.8
	8 years Above	68	17.2
	Total	396	100.0

**Table 1: Demographic characteristics of the respondents**

Variable	Category	Frequency	Percent
<b>Gender</b>	Male	172	43.4
	Female	224	56.6
	Total	396	100.0
<b>Age bracket</b>	< 30 years	185	46.7
	31 - 40 years	133	33.6
	41 - 50 years	60	15.2
	51 years and above	18	4.5
	Total	396	100.0
<b>Education</b>	Never attended	16	4.0
	Primary	19	4.8
	Secondary	133	33.6
	Tertiary	228	57.6
	Total	396	100.0
<b>Form of employment</b>	Self employed	192	48.5
	Formally employed	204	51.5
	Total	396	100.0
<b>Duration in current employment</b>	< 2 years	94	23.7
	2 - 4 years	116	29.3
	5 - 7 years	118	29.8
	8 years Above	68	17.2
	Total	396	100.0

Source: Primary data, 2024

The results presented in Table 1 indicate that a greater proportion of respondents were female (56.6%). In terms of age distribution, the largest group of participants (46.7%) were below 30 years, followed by 33.6% who fell within the 31–40 year age bracket. This suggests that the sample predominantly consisted of individuals in their youthful age range.

Additionally, the data reveal that more than half of the respondents (57.6%) possessed tertiary education as their highest academic qualification, while 33.6% had attained secondary education. Regarding employment status, the majority (51.5%) were employed, whereas the remaining respondents were self-employed. Concerning tenure in their current employment, the findings show that the largest proportions of respondents 29.3% each, had been employed for 2 to 4 years and 5 to 7 years, respectively. Altogether, 58% of the participants had accumulated between 2 and 7 years of work experience.

### Correlation results

Correlation analysis was employed to assess relationships between pairs of variables in the study. The summary of Pearson correlation coefficients is presented in Table 2 below.

**Table 2: Correlation analysis**

	1	2	3	4	5	6	7	8	9	10	11	12
<b>Green marketing mix (1)</b>	1											

Green Price (2)	.890 **	1										
Green Promotion (3)	.889 **	.714 **	1									
Green Place (4)	.856 **	.718 **	.745 **	1								
Green Product (5)	.805 **	.672 **	.672 **	.675 **	1							
<b>Customer Attitude (6)</b>	<b>.891 **</b>	<b>.788 **</b>	<b>.796 **</b>	<b>.794 **</b>	<b>.724 **</b>	<b>1</b>						
Cognitive (7)	.852 **	.725 **	.781 **	.757 **	.710 **	.955 **	1					
Affective (8)	.786 **	.735 **	.691 **	.724 **	.631 **	.885 **	.713 **	1				
<b>Purchase intention (9)</b>	<b>.831 **</b>	<b>.719 **</b>	<b>.758 **</b>	<b>.716 **</b>	<b>.725 **</b>	<b>.812 **</b>	<b>.779 **</b>	<b>.730 **</b>	<b>1</b>			
Transactional interest (10)	.819 **	.732 **	.749 **	.721 **	.698 **	.818 **	.760 **	.772 **	.908 **	1		
Referential interest (11)	.141 **	.156 **	.132 **	.134 **	.148 **	.140 **	.151 **	.110 *	.288 **	.184 **	1	
Exploratory interest (12)	.540 **	.448 **	.514 **	.423 **	.402 **	.534 **	.500 **	.481 **	.658 **	.547 **	.147 **	1

Source: Primary data, 2024

The results presented in Table 2 indicate a significant and positive correlation between the green marketing mix and customer purchase intention ( $r = 0.831$ ,  $p < .01$ ). This relationship was also evident across the individual dimensions of both constructs, with the strongest association observed between green promotion and transactional interest ( $r = 0.749$ ,  $p < .01$ ).

The findings further demonstrate a significant positive relationship between the green marketing mix and customer attitude ( $r = 0.891$ ,  $p < .01$ ). When examined at the dimensional level, the most notable association was between green promotion and the cognitive component of customer attitude ( $r = 0.781$ ,  $p < .01$ ).

Additionally, Table 2 shows that customer attitude had a strong, significant positive relationship with customer purchase intention ( $r = 0.812$ ,  $p < .01$ ). This pattern was consistent across all dimensions of both variables, with the highest correlation recorded between affective attitude and transactional interest ( $r = 0.772$ ,  $p < .01$ ).

### Regression results

To determine whether the green marketing mix and customer attitude for cosmetics products in Uttarakhand had a significant effect on the Purchase intentions of cosmetics products in Uttarakhand, the multiple regression analysis was employed as summarized table

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.974	.095		10.294	.000		
Green marketing mix	.490	.056	.521	8.790	.000	.206	4.854
Customer Attitude	.303	.052	.348	5.877	.000	.206	4.854
R Square		.716			F Statistic		494.794
Adjusted R Square		.714			Sig. (F Statistic)		0.000

**Table 3: Regression model of Customer Purchase intention**

The regression results presented in Table 3 reveal that both predictor variables—Green Marketing Mix ( $\beta = .521, p < .01$ ) and Customer Attitude ( $\beta = .348, p < .01$ )—exert a significant positive influence on customer purchase intentions. The findings further indicate that a one-unit increase in green marketing mix corresponds to a .521 rise in purchase intention, while a one-unit improvement in customer attitude results in a .348 increase in purchase intention. This demonstrates that stronger green marketing efforts and more favourable customer attitudes are associated with higher levels of purchase intention among consumers in Uttarakhand.

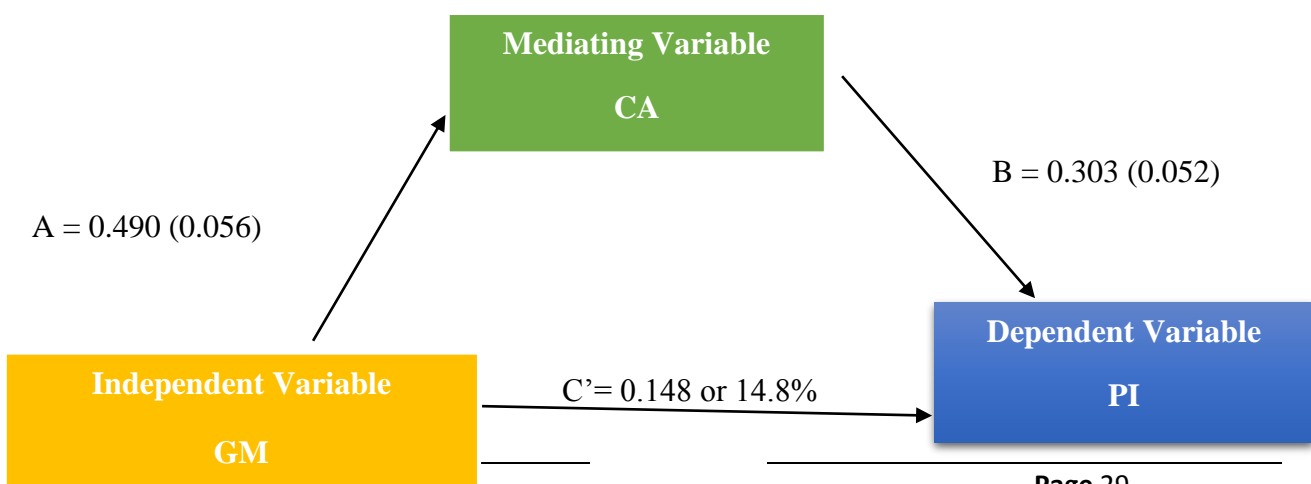
Moreover, the overall regression model was statistically significant and well-specified ( $F = 494.794, p < .01$ ), confirming that the independent variables jointly serve as strong predictors of customer purchase intentions. The adjusted  $R^2$  value of 0.714 suggests that 71.4% of the variation in purchase intention is explained by the combined effect of green marketing mix and customer attitude.

The collinearity diagnostics show that the tolerance values were above 0.200 and the variance inflation factors (VIF) were below 10, indicating the absence of multicollinearity in the model. This confirms the reliability and stability of the regression estimates.

**Mediation Results**

The study hypothesized that customer attitudes mediates the relationship between green marketing mix and customer purchase intention and as such the test for mediation was conducted as shown in figure 1 below.

**Figure 1: Mediation effect of Customer Attitude**



$$C = 0.634 (0.023)$$

**Model Summary:**

Total effect: 0.782

Direct effect: 0.634

Indirect effect: 0.148

To examine the mediating role of customer attitude in the relationship between the green marketing mix and purchase intention, a four-step mediation procedure was employed.

The dependent variable (purchase intention) was first regressed on the independent variable (green marketing mix). As presented in the mediation model in Figure 1, the analysis revealed a significant and positive effect of green marketing mix on purchase intention ( $\beta = 0.782$ ,  $p < .01$ ), representing a total effect of 0.782.

In the next stage, the mediating variable (customer attitude) was regressed on the independent variable. The results showed that green marketing mix significantly and positively predicted customer attitude ( $\beta = 0.490$ ,  $p < .01$ ), as indicated in Figure 1.

In the third step, purchase intention was regressed simultaneously on both the independent variable (green marketing mix) and the mediating variable (customer attitude). The findings indicated that both variables had a significant positive impact on purchase intention—green marketing mix ( $\beta = 0.490$ ,  $p < .01$ ) and customer attitude ( $\beta = 0.303$ ,  $p < .01$ ). Importantly, the beta coefficient for green marketing mix decreased compared to Step 1, suggesting the presence of a mediating.

Finally, the mediation effect was verified using the Sobel test. The results demonstrated a significant indirect effect ( $Z = 4.850$ ,  $p < .001$ ; Standard Error = 0.0306128; P-value = 0.00000124), confirming that customer attitude partially mediates the relationship between the green marketing mix and purchase intention.

Overall, these results establish that while the green marketing mix directly enhances purchase intention, its effect is also transmitted indirectly through improved customer attitudes.

**5. Conclusions**

The study concludes that the green marketing mix plays a crucial role in shaping consumer outcomes in Uttarakhand's cosmetics sector. First, environmentally oriented marketing practices significantly improve customer attitudes across cognitive, affective, and behavioral dimensions. Second, green marketing mix elements directly enhance purchase intention, indicating that consumers are more inclined to buy cosmetics products when eco-friendly attributes are clearly communicated. Third, customer attitude itself is a strong predictor of purchase intention, emphasizing the need for companies to cultivate favorable perceptions. Finally, customer attitude partially mediates the relationship between green marketing mix and purchase intention, demonstrating that green marketing strategies influence purchase decisions both directly and through improved customer attitudes. Overall, the findings underscore the importance of integrating consumer attitudes into green marketing efforts to strengthen purchase intentions for cosmetics products in Uttarakhand.

**6. Recommendations**

Based on the study's findings, several practical recommendations are proposed:

**Adopt a Comprehensive Green Marketing Mix Strategy:** Companies should integrate green marketing mix elements into their core operations to strengthen their commitment to environmental sustainability. This includes developing eco-friendly products, using sustainable packaging, and engaging in environmentally responsible distribution practices. Firms should also educate consumers about the environmental implications of their purchase decisions through blogs, social media campaigns, and informational videos that highlight their sustainability initiatives.

**Strengthen Research and Development (R&D) Efforts:** Businesses should establish a structured R&D policy aimed at understanding customer attitudes and purchase intentions. Regular customer surveys, feedback tools, and market assessments can help firms identify consumer expectations and adapt their strategies accordingly.

**Segment Customers Based on Attitudes and Preferences:** Companies should classify their customer base into segments according to attitudes, environmental consciousness, and purchase behavior. This allows firms to tailor their marketing strategies more effectively and offer personalized value propositions that resonate with the specific needs of each segment.

## References

- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Ajzen, I. (2020). *Attitudes and persuasion*. In D. Albarracín & B. T. Johnson (Eds.), *The handbook of attitudes* (2nd ed., pp. 1–34). Routledge.
- Al-Majali, M. M., & Tarabieh, S. M. (2020). Green logistics practices and sustainability performance. *Management Science Letters*, 10(7), 1587–1596.
- Amoako, G. K., Zogbenuku, R., Doe, F., & Adjaison, G. (2022). Green marketing mix and sustainable consumption. *Journal of Cleaner Production*, 330, 129784.
- Anshu, A., Gaur, L., & Singh, R. (2022). Consumer attitudes and purchasing behavior. *Journal of Consumer Behaviour*, 21(4), 789–804.
- Arslan, M., & Zaman, R. (2014). Impact of brand image on purchase intention. *International Journal of Research*, 1(5), 130–141.
- Chen, Y., & Yang, Z. (2019). The role of green marketing in consumer behaviour. *Journal of Sustainable Marketing*, 3(1), 22–31.
- Chung, S. (2020). Green marketing strategies and environmental sustainability. *Sustainability*, 12(17), 6884.
- Conner, M. (2022). *Theory of planned behavior: Extensions and applications*. Psychology Press.
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”:

.Definition, dimensions and relations with stakeholders. *Business Strategy and the Environment*, 26(4), 457–475.

Davari, A., & Strutton, D. (2014). Marketing green products. *Journal of Strategic Marketing*, 22(7), 563–586.

Dekhil, F., et al. (2017). Exploratory behaviour in consumer decision-making. *International Review of Management and Marketing*, 7(1), 32–41.

Diglel, F., & Yazdanifard, R. (2014). Are consumers willing to pay more for green products? *Global Journal of Management and Business Research*, 14(4), 1–8.

Ferdinand, A. (2006). *Metode penelitian manajemen*. Badan Penerbit Universitas Diponegoro.

Fishbein, M., & Ajzen, I. (2011). *Predicting and changing behavior: The reasoned action approach*. Psychology Press.

Fraccascia, L., Pizzi, S., & Rialti, R. (2018). Sustainability in cosmetic product development. *Journal of Business Research*, 86, 456–465.

Geektonight. (2021). *Attitudes in consumer behaviour*. <https://geektonight.com>

Gierl, H., Huettl, V., & Riedl, R. (2017). Price scarcity and purchase intention. *Journal of Retailing*, 93(3), 345–361.

Hasan, M., & Ali, M. (2015). The impact of green marketing strategy on the firm's performance. *Journal of Business Studies Quarterly*, 7(2), 167–177.

Hayat, A., Razar, H., Bilal, M., & Farooq, O. (2019). Understanding purchase intention. *International Journal of Business and Social Science*, 10(6), 35–44.

Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer behavior: Building marketing strategy* (13th ed.). McGraw-Hill Education.

Hossain, M., & Khan, A. (2018). Effects of green pricing on consumer perception. *International Journal of Marketing Studies*, 10(1), 34–43.

Huang, R., Yang, M., & Wei, J. (2018). Brand preference and purchase behaviour. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 798–815.

Juliantari, N., Yasa, N., & Indiana, S. (2019). Attitudes and green purchase intention. *Journal of Environmental Management and Tourism*, 10(3), 534–544.

Kim, J., & Park, J. (2013). Brand loyalty and quality perception. *Journal of Consumer Marketing*, 30(3), 250–260.

Ko, Y. J., & Pastore, D. (2018). Exploratory behavior in purchasing. *Marketing Review*, 18(2), 120–135.

Muhammad, A., Hassan, H., Danish, R. Q., & Ali, S. (2017). Green product attributes and consumer behaviour. *International Journal of Business and Society*, 18(3), 477–492.

- Nurhayati, T., & Hendar, H. (2020). The role of purchase intention. *International Journal of Research in Marketing*, 37(1), 1–12.
- Olarewaju, O., & Ganiyu, R. (2021). Green pricing perception and consumer choice. *Global Journal of Commerce & Management Perspective*, 10(1), 33–40.
- Pappas, I. O., et al. (2014). Exploring consumer information search. *Information & Management*, 51(6), 781–784.
- Peattie, K., & Crane, A. (2016). Green marketing: A review. *Journal of Marketing Management*, 32(7–8), 737–761.
- Perner, L. (2018). *Consumer behaviour: The psychology of consumers*. USC Marshall School of Business.
- Rath, H., Mohr, J., & Harrison, P. (2008). Emotion and consumer response. *Journal of Consumer Research*, 35(4), 619–635.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having and being* (13th ed.). Pearson.
- Sudaryanto, B., et al. (2020). Consumer exploratory tendencies. *Journal of Asian Finance, Economics and Business*, 7(3), 241–249.
- Sreen, N., Purbey, S., & Sadarangani, P. (2018). Green product attributes. *Journal of Retailing and Consumer Services*, 45, 61–67.
- Triana, S., Renny, R., & Dkk. (2020). Purchase intention determinants. *Journal of Management Science*, 15(1), 44–55.
- Vuong, B. N., & Giao, H. N. K. (2020). The impact of purchase intention. *Journal of Asian Finance, Economics and Business*, 7(11), 11–19.
- Wandebori, H., & Wijaya, R. (2017). Consumer purchase intention. *Journal of International Business, Economics and Entrepreneurship*, 2(2), 1–9.
- Wang, X., Yu, C., & Wei, Y. (2015). Social influence on recommendation behaviour. *Decision Support Systems*, 69, 92–104.
- Wu, S., Yeh, S., & Hsiao, C. (2011). Relationships among attitudes, purchase intention, and behaviour. *Journal of Marketing Research*, 48(5), 713–729.
- Yulisetiari, D., et al. (2017). Information search and purchase intention. *International Journal of Management and Applied Science*, 3(3), 50–56.
- Zafar, A., Shen, K., Ashfaq, M., & Shahzad, M. (2021). Attitude and green purchase. *Environmental Science and Pollution Research*, 28(14), 17498–17510.
- Zhang, Y., Zhao, J., & Fan, Z. (2019). Word-of-mouth recommendations. *Journal of Retailing and Consumer Services*, 50, 103–110.

