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How Green Marketing Affects Millennials' Willingness to Buy Eco-Friendly Products

Oluwafemi[1)*], Oluwadamilola [2)]
[1)2)]Business Management, School of Management and Social Sciences, Miva Open University
1059 O.P. Fingesi Road, Mabushi, Abuja 900108, Federal Capital Territory, Nigeria
[1)]oluwafemi@miva.edu.ng
[2)]oluwadamilola1212@gmail.com

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Abstract

This study investigates the impact of green marketing dimensions green product, green price, green promotion, and green place on the purchase intention of eco-friendly products among millennial consumers in Nigeria, with a focus on environmental awareness as a moderating variable. Environmental degradation and sustainability concerns have prompted increasing consumer awareness, particularly among millennials, of the ecological impact of their consumption patterns. However, a green attitude-behavior gap exists, where awareness does not always translate into purchase decisions. This research aims to empirically examine how each dimension of green marketing influences purchase intention and how environmental awareness strengthens or weakens these relationships. Using a cross-sectional survey design and Partial Least Squares Structural Equation Modeling (PLS-SEM), data was collected from 450 millennial consumers in Nigeria. The findings reveal that green product, green price, green promotion, and green place all positively affect purchase intention, with green product and promotion having the most significant impact. Additionally, environmental awareness enhances the influence of green marketing dimensions on purchase intention, particularly strengthening the effects of green product, promotion, and place. However, its influence on green price was not significant. These results suggest that companies seeking to improve the purchase intention of eco-friendly products should focus on the authenticity of green products and the credibility of green promotions while fostering consumer environmental awareness. This study contributes to the literature on green consumer behavior, particularly in developing countries, and offers practical insights for businesses to design more effective sustainable marketing strategies.

I. INTRODUCTION

Environmental degradation and various sustainability issues, such as climate change, plastic waste accumulation, and water pollution, have become growing global concerns,

* Corresponding author

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including in Nigeria. In recent years, Nigerian consumers have shown an increasing awareness of environmental issues, particularly among the millennial generation, who tend to be more responsive to sustainability matters. This shift has prompted companies to adopt green marketing, a marketing strategy that emphasizes eco-friendly aspects through products, pricing, promotion, and distribution, all focused on sustainability (Peattie & Crane, 2005).

However, an interesting phenomenon exists where awareness of the importance of environmental preservation does not always align with the decision to purchase eco-friendly products. This situation is known as the green attitude-behavior gap, where consumers express concern for the environment but fail to translate it into real actions, such as buying more sustainable products (Agwu & Adeniran, 2010). Biswas & Roy (2015) also found that although consumers have a positive perception of green products, their purchasing decisions are strongly influenced by their perceptions of risk and trust in environmental claims. This phenomenon suggests that the success of green marketing not only depends on the marketing activities but is also influenced by the level of environmental awareness among consumers themselves.

Several previous studies have shown that dimensions of green marketing, such as green product, green price, green promotion, and green place, have an impact on consumer purchase intention (Chen & Chang, 2013). However, the results of these studies have been inconsistent, as some studies indicate that consumers often doubt the green claims made by companies due to the practice of greenwashing (Leonidou et al., 2010). Additional research by (Delafrooz et al., 2014) supports the idea that the intention to purchase green products is not only influenced by marketing factors but also by social norms and the perceived behavioral control of consumers. This inconsistency suggests the need for a moderating variable that can strengthen or weaken the effect of green marketing on purchase intention, in this case, environmental awareness.

While previous studies have examined the impact of green marketing dimensions on purchase intention, most of this research has focused on developed countries, with limited attention given to millennial consumers in developing nations. Specifically, there is a notable gap in understanding how green marketing influences millennial consumers in countries like Nigeria, where environmental awareness is growing but purchasing behavior may still be influenced by economic factors and access to eco-friendly products. This study aims to fill this gap by focusing on millennial consumers in Nigeria, a demographic that is particularly receptive to sustainability issues but often overlooked in existing literature. By investigating the role of green product, price, promotion, and place in shaping purchase intention, and considering the moderating effect of environmental awareness, this research provides a comprehensive understanding of green marketing's effectiveness in a developing country context. It thus contributes to the growing body of literature on green consumer behavior, particularly in emerging markets, and offers valuable insights for businesses seeking to engage Nigerian millennials in sustainable consumption practices.

Based on the above description, the research problem in this study is how each dimension of green marketing green product, green price, green promotion, and green place affects the purchase intention of eco-friendly products among millennial consumers in Nigeria, and whether environmental awareness moderates this relationship. This problem formulation is based on the assumption that consumers with high environmental awareness are more likely to respond positively to green marketing messages compared to

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those with low environmental concern. Therefore, it is important to empirically verify whether green marketing truly acts as a key driver of purchase intention, or if it is only effective for certain consumer groups.

In line with this research problem, the objective of this study is to analyze the impact of green product, green price, green promotion, and green place on the purchase intention of eco-friendly products among millennial consumers in Nigeria. Additionally, this study aims to test the role of environmental awareness as a moderating variable that strengthens or weakens the relationship between green marketing and purchase intention. Thus, this study is expected to provide theoretical contributions to the development of green consumer behavior studies in developing countries, as well as practical contributions for businesses in Nigeria to design more effective sustainable marketing strategies.

II. RELATED WORKS/LITERATURE REVIEW

The research conducted by Chen & Chang (2013) explains that green marketing is a strategic approach by companies to create, communicate, and deliver the value of products with environmental benefits. The goal is not only to increase sales but also to build consumer trust in the company's commitment to sustainability. Similarly, the study by Kumar et al. (2021) emphasizes that green marketing is not limited to eco-friendly promotions but encompasses the entire product lifecycle, from raw materials, production processes, distribution, to post-consumption waste management. This means that the authenticity and consistency of green marketing implementation are crucial factors in influencing consumers' positive perceptions of the company.

In the context of green products, research by Biswas & Roy (2015) shows that eco-friendly products are more likely to be accepted by consumers when their sustainability attributes are communicated clearly and supported by convincing evidence. Meanwhile, according to a study by Yadav & Pathak (2017), millennial consumers tend to consider the environmental impact of a product before making a purchase decision if they have adequate access to information about the product's ecological benefits. Therefore, the success of a green product in driving purchase intention not only depends on the product's quality but also on how well consumers understand its sustainability value.

In the aspect of green price, research by Joshi & Rahman (2015) reveals that consumers are willing to pay a higher price for eco-friendly products as long as there are emotional or social benefits gained from the purchase. However, a study by Rahbar & Wahid (2011) found that some consumers still doubt the additional costs associated with the green premium, as not all products provide tangible benefits that justify the price. This difference in perception suggests that the pricing strategy for eco-friendly products should consider the clarity of the added value to avoid being perceived merely as a commercial tactic.

Meanwhile, green promotion plays a crucial role in shaping consumer perceptions of a company's credibility. Research by Delafrooz et al. (2014) states that promotional messages emphasizing environmental concern can enhance consumers' emotional engagement, especially when presented through educational narratives and community-based testimonials. However, research by Nyilasy et al. (2014) cautions that excessive green promotion without concrete evidence can lead to the greenwashing effect, where consumers become skeptical of the environmental claims made by companies.

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Therefore, the effectiveness of green promotion heavily depends on the level of trust consumers have in the information sources used.

In the dimension of green place, research by Lee (2009) shows that environmentally friendly distribution and packaging aspects significantly contribute to strengthening a company's sustainability image. This is supported by a study by Prakash & Pathak (2017) which emphasizes that the use of recyclable packaging and low-emission logistics processes can enhance consumer perception of a company's environmental responsibility. Therefore, green place not only serves as a distribution channel but also as an ecological branding medium that strengthens product differentiation.

Furthermore, environmental awareness acts as a psychological mechanism that determines whether consumers will respond positively to green marketing strategies. Research by (Mohamed, 2007) indicates that consumers with high environmental awareness tend to feel a moral responsibility for the ecological impact of their purchasing decisions. This aligns with findings by Bamberg & Möser (2007) who explain that environmental awareness serves as a moderator that strengthens the relationship between attitudes and actual behavior in the context of sustainable consumption. In other words, environmental awareness can be the determining factor in whether green marketing messages are seen merely as slogans or are genuinely translated into purchase decisions.

Based on previous studies, it can be concluded that green marketing variables have an impact on purchase intention; however, the effectiveness of this impact largely depends on the psychological characteristics of consumers, particularly their level of environmental awareness. While various studies have discussed each dimension of green marketing separately, research examining the influence of green product, green price, green promotion, and green place with environmental awareness as a moderating variable in the context of millennial consumers in Nigeria remains limited. Therefore, this study is important to fill this empirical gap by analyzing the relationships between these variables comprehensively within a moderation model framework.

III. METHODS

The research design and methodology used to test the effect of green product, green price, green promotion, and green place on the purchase intention of eco-friendly products, with environmental awareness as a moderating variable. A quantitative approach was chosen because it allows for empirical testing of causal relationships and enables the examination of interaction effects through Partial Least Squares Structural Equation Modeling (SEM-PLS).

This study employs a cross-sectional survey design, where data is collected at a single point in time to describe consumer behavior and test the relationships between constructs according to the research hypotheses (Levin, 2006). This approach is considered appropriate as it captures consumer perceptions of green marketing variables and purchase intention without the need for long-term observation (Setia, 2016).

This study focuses on millennial consumers in Nigeria, aged approximately 25–40 years, as this group is the most active market segment in digital consumption and has relatively higher environmental awareness compared to other generations (Nwoba et al., 2017). The establishment of this age range is important to ensure that the respondents have adequate

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consumption experience and are capable of evaluating the sustainability attributes of a product in a rational manner (OECD, 2016).

The sampling technique used is purposive sampling, with the criteria that respondents are Nigerian citizens or permanent residents living in the country, aged between 25–40 years (millennial category), have experience purchasing or using products claimed to be eco-friendly, and possess basic digital literacy to access the online survey. A total of 450 respondents were successfully collected, meeting the minimum sample size requirements for SEM-PLS analysis with moderating variables and interaction paths (Hair et al., 2019).

Based on the research design, the conceptual model tested in this study reflects that green product, green price, green promotion, and green place are assumed to have a positive influence on the purchase intention of eco-friendly products among millennial consumers in Nigeria. Additionally, environmental awareness is tested as a moderating variable that strengthens the relationship between each dimension of green marketing and purchase intention. Thus, this study empirically tests a series of hypotheses as follows: that green product, green price, green promotion, and green place positively influence purchase intention (H1–H4), and that environmental awareness moderates these relationships, making the influence of each green marketing variable stronger among consumers with a high level of environmental awareness (H5a–H5d).

The research instrument is a questionnaire based on a 1–5 Likert scale, designed The research instrument used in this study is a structured questionnaire based on a 1-5 Likert scale, designed to measure the constructs outlined in the research hypotheses. The questionnaire includes items that assess green product, green price, green promotion, green place, environmental awareness, and purchase intention. Each construct is measured using multiple indicators, adapted from previous studies that have successfully used similar constructs in the context of green marketing. For instance, the green product construct is based on indicators from Biswas & Roy (2015), which focus on eco-friendly materials, sustainability certifications, and product recyclability. Similarly, the green price construct, which assesses consumers' willingness to pay a premium for eco-friendly products, is adapted from Joshi & Rahman (2015), who explored how perceived benefits justify higher prices for green products. The reliability of these indicators has been established in prior research, with Cronbach's Alpha and Composite Reliability values consistently exceeding the accepted threshold of 0.70, demonstrating strong internal consistency (Hair et al., 2019). These reliability measures, along with the convergence of indicators across different studies, provide a solid foundation for the validity and consistency of the constructs used in this study.

To ensure that each construct in this study is measured systematically, all variables are defined both conceptually and operationally. These variables are then broken down into a set of indicators that can be measured through a Likert scale-based questionnaire instrument. The table below presents the operationalization of the research variables, including conceptual definitions, operational definitions, measurement indicators, and the scale used.

Table 1 Variable Operationalization

Variable	Conceptual Definition	Indicator	Skala
Green Product (X1)	Green Product refers	The product I use is made from	Likert 1–5

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	to products designed to minimize environmental impact through raw materials, production processes, and recyclability.	natural materials.	
		The product has an eco-friendly label.	
		The product packaging is recyclable.	
		I believe this product is safe for the environment.	
		I feel that the quality of green products is the same or better than regular products.	
Green Price (X2)	Price Strategy that Reflects Sustainability Value and is Accepted as Fair by Consumers.	I am willing to pay more for eco-friendly products.	Likert 1–5
		The price of green products, in my opinion, is worth the benefits.	
		I don't mind buying green products even if they are slightly more expensive.	
		I feel that the price of green products is quite transparent.	
		Price is not a major obstacle for me when purchasing green products.	
Green Promotion (X3)	Marketing Communication that Emphasizes Sustainability Messages and Environmental Concern.	I often see environmentally-themed advertisements for this product.	Likert 1–5
		The product promotions make me more concerned about the environment.	
		I trust the environmental claims made in the advertisements.	
		The environmental campaigns from this brand capture my attention.	
		Green promotions make me consider purchasing the product.	
Green Place (X4)	Green Place Includes Eco-friendly Distribution and Packaging.	The packaging of this product is not excessive or wasteful in material.	Likert 1–5
		The product is shipped in an environmentally-friendly manner.	
		I can easily find this product through eco-friendly stores.	
		This brand offers a digital purchase option without paper waste.	
		The product's sales locations support green practices.	
Environmental Awareness (Z)	Environmental Awareness is the Concern of Individuals Regarding the Ecological Impact of Their Consumption	I care about the environmental impact of the products I purchase.	Likert 1–5
		I follow news or information about environmental issues.	
		I feel responsible for protecting	

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	Choices.	the environment.	
		I try to avoid products that harm the environment.	
		I support brands that care about the environment.	
Purchase Intention (Y)	Purchase Intention is the Psychological Tendency to Make a Purchase.	I intend to purchase eco-friendly products in the near future.	Likert 1–5
		I would recommend green products to others.	
		I prefer green products over regular products.	
		I tend to buy green products if they are available.	
		I feel satisfied when purchasing eco-friendly products.	

Note: Green Product (X1), Green Price (X2), Green Promotion (X3), Green Place (X4), Environmental Awareness (Z), Purchase Intention (Y).

This research model explains that Green Product, Green Price, Green Promotion, and Green Place have a direct impact on the purchase intention of eco-friendly products among millennial consumers in Nigeria. Additionally, Environmental Awareness acts as a moderating variable that strengthens or weakens the influence of each green marketing variable on purchase intention. Thus, the relationship between green marketing and purchase intention is assumed to be stronger for individuals with a high level of environmental awareness.

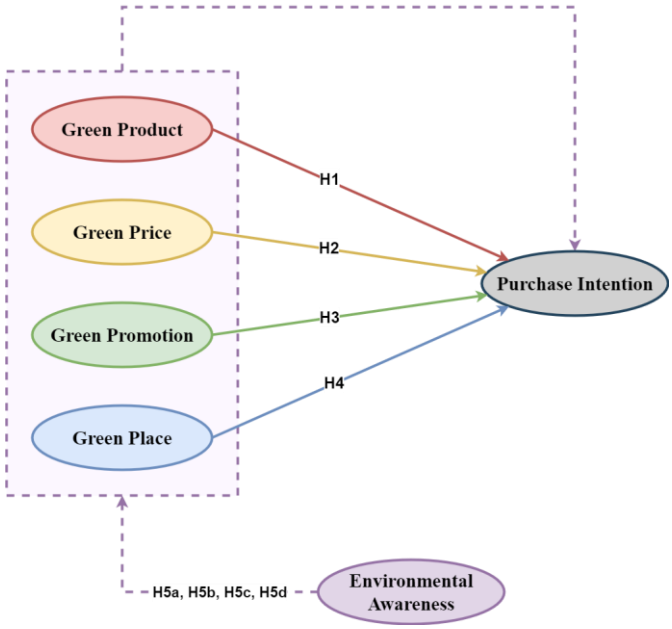

Figure 1 Research Model
Source: Processed by the Researcher

IV. RESULTS AND DISCUSSION

In this study, a total of 450 respondents, who are millennial consumers in Nigeria, participated in filling out the questionnaire. The demographic characteristics of the

respondents include gender, city of residence, employment status, and frequency of purchasing green products. In terms of gender, the majority of respondents were male, with 240 individuals (53.3%), while 210 individuals (46.7%) were female. Based on residence, respondents were spread across several major cities in Nigeria: Lagos with 170 people (37.8%), Abuja with 120 people (26.7%), Kano with 70 people (15.6%), Port Harcourt with 55 people (12.2%), and Ibadan with 35 people (7.8%).

In terms of employment status, the respondents were predominantly private sector employees, with 190 individuals (42.2%), followed by self-employed individuals with 120 people (26.7%), civil servants with 80 people (17.8%), and freelancers or informal workers with 60 people (13.3%). Additionally, the frequency of purchasing green products was recorded to reflect the respondents' consumption patterns of eco-friendly products. A total of 140 respondents (31.1%) purchase green products regularly (more than 2 times per month), 200 respondents (44.4%) purchase occasionally (1–2 times per month), while 110 respondents (24.4%) purchase rarely (less than once per month).

Table 2 Respondent Demographics

Category	Number of Respondents	Category	Number of Respondents
Gender		**Employment Status**	
Male	240	Private Sector Employee	190
Female	210	Civil Servant / Government Employee	80
		Self-Employed / Entrepreneur	120
City of Residence		Freelancer / Informal Worker	60
Lagos	170	**Frequency of Green Product Purchase**	
Abuja	120	Regular (>2 times/month)	140
Kano	70	Occasional (1–2 times/month)	200
Port Harcourt	55	Rare (<1 time/month)	110
Ibadan	35		

Note: Total of 450 respondents participated in the survey.

To test construct validity, each research variable is measured through five specific indicators adapted from previous literature. Each indicator is tested using outer loading values to ensure convergent validity in the measurement model. The table below presents a complete list of the indicators along with the abbreviations used in the analysis, as well as the outer loading values, which indicate the validity level of each indicator.

Table 3 Outer Loadings Test

Variable	Indicator	Outer Loading
(GP)	GP1 – Uses environmentally friendly materials	0.812
	GP2 – Has environmental label or certification	0.846
	GP3 – Comes in recyclable packaging	0.791
	GP4 – Safe for health and the environment	0.835
	GP5 – Green product quality is equal or superior	0.804
(GPr)	GPr1 – Willing to pay more for green products	0.773

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	GPr2 – Price is proportional to the benefits	0.802
	GPr3 – Price is perceived as reasonable	0.788
	GPr4 – Pricing is transparent	0.811
	GPr5 – Price is not a major barrier	0.769
(GPro)	GPro1 – Advertisements emphasize environmental messages	0.820
	GPro2 – Environmental campaigns attract attention	0.845
	GPro3 – Environmental claims are trustworthy	0.792
	GPro4 – Promotions make me more environmentally conscious	0.827
	GPro5 – Promotions encourage me to consider purchasing	0.801
(GPl)	GPl1 – Packaging is not excessive	0.783
	GPl2 – Distribution supports eco-friendly practices	0.812
	GPl3 – Easily accessible through green platforms	0.775
	GPl4 – Available via digital purchase without waste	0.798
	GPl5 – Sales locations support sustainability	0.804
(EA)	EA1 – Concerned about the environmental impact of products	0.854
	EA2 – Follows environmental information	0.832
	EA3 – Feels responsible for protecting the environment	0.819
	EA4 – Avoids products harmful to the environment	0.801
	EA5 – Supports environmentally conscious brands	0.845
(PI)	PI1 – Intends to purchase green products	0.876
	PI2 – Will recommend green products	0.854
	PI3 – Prefers green products	0.829
	PI4 – Likely to purchase if available	0.811
	PI5 – Feels satisfied when buying green products	0.836

Note: Green Product (GP), Green Price (GPr), Green Promotion (GPro), Green Place (GPl), Environmental Awareness (EA), Purchase Intention (PI).

The results of the outer loading analysis show that all indicators for the six constructs Green Product (GP), Green Price (GPr), Green Promotion (GPro), Green Place (GPl), Environmental Awareness (EA), and Purchase Intention (PI) have loading values above the threshold of 0.70, indicating that they are reliable in terms of measurement. This suggests that each item consistently represents its respective latent construct. The Purchase Intention (PI) construct exhibits the highest indicator performance, with loading values ranging from 0.811 to 0.876, reflecting a strong behavioral tendency among respondents to adopt green products. Similarly, the Environmental Awareness (EA) and Green Promotion (GPro) constructs show excellent convergent validity, indicating that respondents have high environmental concern and are responsive to environmental promotional messages. Overall, these results confirm that the measurement model is deemed suitable to proceed to the structural analysis stage.

To ensure the convergent validity of each construct used in the research model, an Average Variance Extracted (AVE) test was conducted. A construct is considered to have good convergent validity if the AVE value is ≥ 0.50, meaning that more than 50% of the variance in the indicators can be explained by the latent construct being measured.

Table 4 Pengujian Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Criteria AVE ≥ 0,50
Green Product (X1)	0.650	Met
Green Price (X2)	0.592	Met
Green Promotion (X3)	0.664	Met
Green Place (X4)	0.563	Met

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Environmental Awareness (Z)	0.681	Met
Purchase Intention (Y)	0.722	Met

Note: AVE ≥ 0.50

Nilai Average Variance Extracted (AVE) pada seluruh konstruk berada di atas ambang batas minimum 0,50, sehingga menunjukkan bahwa setiap variabel memiliki validitas konvergen yang memadai. Green Product (0,650), Green Price (0,592), Green Promotion (0,664), Green Place (0,563), Environmental Awareness (0,681), dan Purchase Intention (0,722) semuanya memenuhi kriteria yang ditetapkan, yang berarti lebih dari setengah varians dari masing-masing indikator berhasil dijelaskan oleh konstruk latennya. Dengan demikian, model pengukuran dapat dinyatakan layak untuk dilanjutkan ke tahap analisis struktural.

To test the internal consistency of the research instrument, reliability testing was conducted using Cronbach's Alpha and Composite Reliability (CR). A construct is considered reliable if it has a Cronbach's Alpha and CR value ≥ 0.70, indicating that the indicators within the construct consistently measure the same variable. The table below presents the reliability testing results for all variables in this study:

Table 5 Cronbach's Alpha and Composite Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability (CR)
Green Product (X1)	0.862	0.901
Green Price (X2)	0.835	0.884
Green Promotion (X3)	0.871	0.915
Green Place (X4)	0.812	0.867
Environmental Awareness (Z)	0.883	0.921
Purchase Intention (Y)	0.894	0.931

Note: Cronbach's Alpha ≥ 0.70, Composite Reliability (CR) ≥ 0.70

The reliability test results show that all constructs in the model exhibit excellent internal consistency. The Cronbach's Alpha values for all variables are above the minimum threshold of 0.70, ranging from 0.812 to 0.894, indicating that each indicator within the construct is consistently correlated. Additionally, the Composite Reliability (CR) values, ranging from 0.867 to 0.931, also exceed the eligibility criterion of ≥ 0.70, further strengthening the reliability validity of the measurement model. These findings ensure that all latent variables in the study have a high level of reliability and are ready to be used in the subsequent structural analysis.

To test the direct effects between variables in the research model, Path Coefficients analysis was conducted using SmartPLS software. This analysis is used to measure the strength and direction of the relationship between each independent variable and the dependent variable. The path coefficient values (Original Sample / β), t-statistic, and p-value are used as the basis for determining significance. According to the criteria, a path with a T-Statistics value ≥ 1.96 and a p-value ≤ 0.05 is considered significant at a 95% confidence level.

Table 6 Pengujian Path Coefficient Direct

Path Relationship	Original Sample (β)	T Statistics	P Values
Green Product → Purchase Intention	0.224	4.152	0.000
Green Price → Purchase Intention	0.158	2.784	0.006
Green Promotion → Purchase Intention	0.191	3.465	0.001

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Green Place → Purchase Intention	0.127	2.043	0.042

Note: T-Statistics ≥ 1,96, p-value ≤ 0,05

The path analysis results show that all four dimensions of green marketing have a significant impact on consumer purchase intention. Green Product has the strongest influence on Purchase Intention with a coefficient of β = 0.224 (p < 0.001), followed by Green Promotion (β = 0.191; p = 0.001) and Green Price (β = 0.158; p = 0.006). Meanwhile, Green Place also shows a positive influence, although with a lower strength (β = 0.127; p = 0.042). These findings confirm that a comprehensive green marketing strategy, including aspects of product, price, and promotion, can enhance purchase intention for eco-friendly products.

To test whether Environmental Awareness (EA) acts as a moderating variable, an interaction effect analysis was conducted between each Green Marketing variable and Environmental Awareness on Purchase Intention. This test used the Moderated Regression Analysis (MRA) approach in SEM-PLS by adding interaction constructs such as GP×EA, GPr×EA, GPro×EA, and GPl×EA. According to the testing criteria, the moderation relationship is considered significant if the T-Statistics value is ≥ 1.96 and P-Values ≤ 0.05. The results of the test are presented in the following table:

Table 7 Moderation Path Coefficient Testing

Path Moderation Relationship	Original Sample (β)	T Statistics	P Values
Green Product × Environmental Awareness → Purchase Intention	0.104	2.271	0.024
Green Price × Environmental Awareness → Purchase Intention	0.061	1.527	0.127
Green Promotion × Environmental Awareness → Purchase Intention	0.118	2.487	0.013
Green Place × Environmental Awareness → Purchase Intention	0.093	2.018	0.044

Note: T-Statistics ≥ 1,96, p-value ≤ 0,05

The results of the moderation effect test show that Environmental Awareness strengthens most of the relationships between the green marketing dimensions and Purchase Intention. The interaction between Green Product and Environmental Awareness (β = 0.104; p = 0.024), Green Promotion and Environmental Awareness (β = 0.118; p = 0.013), and Green Place and Environmental Awareness (β = 0.093; p = 0.044) were found to be significant, meaning that consumers with a high level of environmental awareness are more responsive to product attributes, promotional messages, and the accessibility of green products. However, the interaction between Green Price and Environmental Awareness was not significant (β = 0.061; p = 0.127), indicating that environmental awareness does not always make consumers more tolerant of the price of green products. These findings confirm that the moderating role of Environmental Awareness is selective, depending on the aspect of the green marketing strategy being applied.

Hypothesis 1 (H1) is accepted. The analysis results show that Green Product has a positive and significant effect on the purchase intention of eco-friendly products among millennial consumers in Nigeria (β = 0.224; t = 4.152; p = 0.000). This variable is measured through five main indicators, ranging from the use of eco-friendly materials to the presence of product certifications, with all outer loadings > 0.7. These findings are consistent with

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Biswas & Roy (2015) who state that a positive perception of green attributes increases product preference, aligned with Chen & Chang (2013) who emphasize that the perception of green product authenticity builds consumer trust, and further supported by Yadav & Pathak (2017) who show that certifications and environmental labels serve as trust cues in purchase decisions.

Hypothesis 2 (H2) is accepted. The testing results show that Green Price has a positive and significant effect on Purchase Intention (β = 0.158; t = 2.784; p = 0.006). The indicators of willingness to pay more, price fairness perception, and value transparency contribute significantly, with all loadings > 0.7. This aligns with Joshi & Rahman (2015) who emphasize that willingness to pay is an important dimension in green consumer behavior, supported by Rahbar & Wahid (2011) who state that consumers are willing to pay a green premium when the benefits are clear, and further supported by Kumar et al. (2021) who highlight the importance of value-based pricing strategies in green marketing.

Hypothesis 3 (H3) is accepted. The Green Promotion variable has a significant effect on Purchase Intention (β = 0.191; t = 3.465; p = 0.001). Exposure to environmental messages in advertisements, trust in promotional claims, and the appeal of green campaigns are the main drivers. This is consistent with Delafrooz et al. (2014) who state that educational messages strengthen emotional engagement, supported by Nyilasy et al. (2014) who emphasize that the credibility of promotions determines the effectiveness of persuasion, and further supported by Chen (2010) who found that consistent green advertising builds green brand loyalty.

Hypothesis 4 (H4) is accepted. The analysis results show that Green Place has a positive effect on Purchase Intention (β = 0.127; t = 2.043; p = 0.042). Environmentally friendly distribution and easy access through ethical digital channels are driving factors for purchase. These findings align with Lee (2009) who found that sustainable logistics enhances brand image, supported by (Prakash & Pathak, 2017) who emphasize the importance of green distribution channels in building consumer trust, and consistent with Yadav & Pathak (2017) who state that easy access to green products accelerates purchase decisions.

Hypothesis 5a (H5a) is accepted with a moderate effect. Environmental Awareness has been shown to strengthen the impact of Green Product on Purchase Intention (β = 0.104; t = 2.271; p = 0.024). Consumers with high environmental awareness are more responsive to the sustainability attributes of products. This aligns with Mohamed (2007) who states that environmental awareness drives green product preferences, supported by Bamberg & Möser (2007) who found that ecological awareness acts as a motivational driver, and further strengthened by Yadav & Pathak (2017) who show that environmental concern strengthens the relationship between green attitudes and purchase intention.

Hypothesis (H5b) is rejected. Although Environmental Awareness has a positive effect, it is not significant in strengthening the relationship between Green Price and Purchase Intention (β = 0.061; t = 1.527; p = 0.127). Environmentally conscious consumers remain sensitive to price. This reflects a value-action gap, as explained by Joshi & Rahman (2015) and Rahbar & Wahid (2011).

Hypotheses H5c and H5d are accepted. Environmental Awareness strengthens the effect of Green Promotion (β = 0.118; t = 2.487; p = 0.013) and Green Place (β = 0.093; t = 2.018; p = 0.044) on Purchase Intention. Consumers with high environmental awareness are more responsive to educational promotions and ethical distribution channels. This aligns with

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Nyilasy et al. (2014) and Prakash & Pathak (2017) who emphasize that sustainability values are more effective when embraced by consumers with an ecological moral orientation.

V. CONCLUSIONS

Based on the SEM-PLS analysis of 450 millennial consumers in Nigeria, this study concludes that all the Green Marketing dimensions examined Green Product, Green Price, Green Promotion, and Green Place have a positive and significant effect on Purchase Intention for eco-friendly products. These findings indicate that millennial consumers in Nigeria are not only responsive to sustainability as an abstract concept, but also actively consider it in their purchase decision-making process. Among these four variables, Green Product and Green Promotion were found to have the strongest impact, suggesting that the authenticity of product sustainability attributes and the credibility of environmentally-based promotional messages are key factors in driving consumer preference. Additionally, this study demonstrates that Environmental Awareness acts as a moderating variable that strengthens the effect of Green Product, Green Promotion, and Green Place on Purchase Intention. However, Environmental Awareness did not strengthen the effect of Green Price, indicating that although consumers are highly concerned about environmental issues, some are still price-sensitive and not yet fully willing to pay a green premium.

In terms of theoretical contributions, this study advances the understanding of green consumer behavior, particularly in developing countries. While much of the existing literature has focused on developed economies, this research provides new insights into how millennials in Nigeria an emerging market respond to green marketing efforts. By incorporating environmental awareness as a moderating variable, this study highlights the importance of consumer consciousness in bridging the gap between eco-friendly intentions and actual purchasing behavior. It adds to the growing body of literature on green marketing by demonstrating that the effectiveness of green marketing strategies can vary significantly based on the consumer's environmental awareness. Moreover, the study extends previous models of green consumer behavior by empirically testing how different green marketing dimensions interact with environmental awareness, thereby offering a more nuanced understanding of these relationships in a developing country context.

Based on the findings of this study, it is recommended that companies marketing eco-friendly products in Nigeria prioritize strengthening the Green Product and Green Promotion aspects, as these two factors have been shown to have the strongest influence on the Purchase Intention of millennial consumers. Efforts to improve Green Product should not only focus on using sustainable raw materials but also include credibility evidence such as environmental certifications, eco-friendly labels, or transparency in production components to enhance consumer trust. In the area of Green Promotion, companies need to adopt an educational and persuasive communication approach, rather than merely commercial messaging. Promotional messages should be designed to raise consumer awareness of the positive impact they make when choosing green products, thereby creating an emotional and moral connection that fosters loyalty. Furthermore, since Environmental Awareness has been shown to strengthen most of the relationships between variables in the model, companies should integrate environmental education

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campaigns into their marketing strategies, through partnerships with communities, environmental influencers, or cause-related marketing programs. However, since Green Price is not significantly moderated by Environmental Awareness, companies should not rely solely on a premium pricing strategy. Instead, they should offer more flexible pricing schemes, such as bundle promotions, green loyalty programs, or tiered pricing, which allow consumers to feel that their contribution to the environment does not have to be a financial burden. Thus, an effective green marketing strategy should be value-integrated, aligning environmental benefits with perceptions of quality, trust, and affordability simultaneously.

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