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GREEN MARKETING AND CONSUMER BUYING BEHAVIOUR: ASSESSING THE ROLE OF ECONOMIC INFLATION IN DEVELOPING ECONOMIES

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ABSTRACT: The growing adoption of environmentally friendly products and increasing economic pressures have made it important to understand how green marketing influences

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consumer buying behaviour in developing economies. This study examined the influence of green marketing on consumer buying behaviour and assessed the moderating role of economic inflation. Employing a cross-sectional survey design, data were collected from consumers in selected developing economies using a structured questionnaire titled Green Marketing, Consumer Buying Behaviour and Inflation Questionnaire (GMCBIQ). The instrument was validated by experts in marketing and consumer behaviour, while its reliability was assessed using Cronbach's Alpha. Data were analysed using descriptive statistics, correlation and hierarchical multiple regression at a 0.05 level of significance. Findings revealed that green marketing significantly influences consumer buying behaviour. The study also found that economic inflation significantly influences consumers' buying behaviour towards green products. Furthermore, inflation significantly moderates the relationship between green marketing and consumer buying behaviour, with increasing inflation weakening the positive influence of green marketing on consumer purchasing. The study concludes that while green marketing can encourage sustainable consumer behaviour, its effectiveness is influenced by prevailing economic conditions. It recommends that organisations adopt affordable green pricing strategies, emphasise the long-term economic benefits of green products and develop marketing approaches that reflect consumers' purchasing power during periods of inflation.

Keywords: *Green Marketing, Consumer Buying Behaviour, Economic Inflation, Green Products, Developing Economies, Consumer Behaviour.*

Introduction

Growing concerns about environmental degradation, climate change and resource depletion have encouraged organisations to adopt green marketing practices. Green marketing involves developing, pricing, promoting and distributing products in ways that reduce environmental harm. It has become increasingly important as consumers become more aware of environmental issues and demand environmentally responsible products. Joshi and Rahman (2017) note that consumers' green purchasing behaviour is influenced by several factors, although positive environmental attitudes do not always translate into actual purchasing behaviour. Similarly, Simanjuntak et al. (2023) found that environmental awareness and green marketing can influence consumers' intention to purchase green products.

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Consumer buying behaviour refers to the process through which individuals identify their needs, evaluate alternatives and make decisions about products and services. In green marketing, buying decisions may be influenced by environmental awareness, product quality, price, availability and perceived environmental benefits. Although consumers may have positive attitudes towards green products, factors such as high prices and limited availability can discourage actual purchases. Joshi and Rahman (2015) observed that several psychological and situational factors contribute to the gap between consumers' environmental attitudes and their actual purchasing behaviour. This suggests that the effectiveness of green marketing depends not only on environmental awareness but also on the economic conditions surrounding consumers.

Price is particularly important because green products may be more expensive than conventional alternatives due to their production processes, materials and environmental attributes. Yang et al. (2021) found that the higher prices of green products can make consumers' willingness to pay a premium an important consideration in green consumption. In Nigeria, Anucha, Eke, and Anaetionu (2023) found that consumers could have positive attitudes towards green price premiums without necessarily translating such attitudes into actual purchasing behaviour. This indicates that economic considerations can influence consumers' decisions even when they recognise the environmental benefits of green products.

Economic inflation is therefore an important factor in understanding green consumer behaviour. Inflation increases the general price of goods and services and reduces consumers' purchasing power. During periods of high inflation, consumers may become more price-sensitive and prioritise essential goods over environmentally friendly alternatives that are perceived to be expensive. This may make consumers less willing to pay additional costs for green products. The issue is particularly important in developing economies, where consumers may face income constraints and increasing costs of basic necessities.

Nigeria provides an important context for examining the relationship between green marketing and consumer buying behaviour. Nigerian consumers are increasingly exposed to environmentally friendly products and marketing practices, particularly in areas such as renewable energy and sustainable consumption. Braimah and Omoluabi (2023) examined

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green marketing and consumer purchasing behaviour in Nigeria, highlighting the relevance of green branding, eco-labelling and environmental awareness. Similarly, Shaibu, Mbaegbu, Echetama, Ameh, Chikezie, Onyewuenyi, and Akaninyene (2026) examined the influence of green marketing strategies on consumer adoption of renewable energy products in Imo State, Nigeria. These studies demonstrate the growing relevance of green marketing to consumer behaviour in Nigeria.

Despite the growing literature on green marketing and consumer buying behaviour, limited attention has been given to the influence of economic inflation on this relationship, particularly in developing economies. Existing studies have focused mainly on environmental awareness, green products, green pricing, branding and purchase intention. Less attention has been given to whether inflation strengthens or weakens the influence of green marketing on actual consumer buying behaviour. Therefore, this study seeks to examine green marketing and consumer buying behaviour, with particular emphasis on the moderating role of economic inflation in developing economies.

Statement of the Problem

Despite the increasing adoption of green marketing practices, consumers do not always purchase environmentally friendly products even when they have positive attitudes towards environmental sustainability. The relatively high prices of some green products may encourage consumers to choose cheaper conventional alternatives. The problem may become more serious during periods of economic inflation. Rising prices reduce consumers' purchasing power and may cause them to prioritise essential goods and services over environmentally friendly products. As consumers become more price-sensitive, their willingness to pay a premium for green products may decline.

Although previous studies have examined green marketing and consumer buying behaviour, limited attention has been given to the role of economic inflation in this relationship, particularly in developing economies such as Nigeria. This creates a gap in understanding whether inflation changes the extent to which green marketing influences consumer buying behaviour. Therefore, this study seeks to examine the influence of green marketing on consumer buying behaviour and assess the moderating role of economic inflation.

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Objectives of the Study

The major objective of this study is to examine green marketing and consumer buying behaviour, with particular emphasis on the role of economic inflation in developing economies.

Specifically, the study seeks to:

1. Examine the influence of green marketing on consumer buying behaviour in developing economies.
2. Determine the influence of economic inflation on consumers' buying behaviour towards green products.
3. Assess the moderating role of economic inflation in the relationship between green marketing and consumer buying behaviour.

Research Questions

1. To what extent does green marketing influence consumer buying behaviour in developing economies?
2. To what extent does economic inflation influence consumers' buying behaviour towards green products?
3. To what extent does economic inflation moderate the relationship between green marketing and consumer buying behaviour?

Research Hypotheses

H_o1: Green marketing does not significantly influence consumer buying behaviour in developing economies.

H_o2: Economic inflation does not significantly influence consumers' buying behaviour towards green products.

H_o3: Economic inflation does not significantly moderate the relationship between green marketing and consumer buying behaviour.

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Review of Related Literature

Conceptual Review

Green Marketing

Green marketing has become increasingly important as businesses respond to growing environmental concerns and changing consumer expectations. It involves the development and marketing of products and services in ways that consider their environmental consequences while creating value for consumers. Green marketing therefore extends beyond the promotion of environmentally friendly products to include decisions relating to product design, pricing, distribution, promotion, packaging and branding. Alamsyah et al. (2022) explain that green marketing encompasses marketing activities through which organisations attempt to satisfy consumer needs while reducing negative environmental effects. This makes green marketing an important approach for organisations seeking to combine market performance with environmental sustainability.

The growing interest in green marketing is closely associated with increasing consumer awareness of environmental problems.

Consumers are becoming more conscious of issues such as pollution, climate change, waste generation and depletion of natural resources, and these concerns can influence their perceptions of products and brands. Baca and Reshidi (2025) argue that environmental marketing strategies, including green positioning and green packaging, can shape consumer attitudes and purchasing decisions. Green marketing can therefore provide organisations with an opportunity to communicate environmental value and differentiate their products in increasingly sustainability-conscious markets.

However, the effectiveness of green marketing depends on how consumers perceive and evaluate the environmental claims and benefits associated with products. Consumers may respond positively to environmental information, but their purchasing decisions can also depend on product quality, price, availability, trust and perceived value. Esangbedo, Chang and Hasan (2025) show that green product, green price, green place and green promotion constitute important elements through which green marketing can influence green purchase behaviour. This suggests that green marketing should be viewed as a broader marketing strategy rather than simply an advertising approach.

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The relevance of green marketing is particularly evident in developing economies, where environmental concerns coexist with economic and affordability considerations. Research involving consumers in developing countries indicates that factors such as price sensitivity, product value, trust and environmental awareness can shape green purchasing decisions. For example, a comparative study involving consumers in Malaysia and Nigeria indicates that green product trust, product value, price sensitivity and environmental awareness are relevant to green behaviour.

In Nigeria, green marketing has similarly been associated with consumer purchasing behaviour through elements such as green branding, eco-labelling and environmental awareness. Braimah and Omoluabi (2023) highlight the relevance of these factors to consumers' responses to environmentally friendly products in the Nigerian market.

Green marketing can therefore be understood as a strategic approach through which organisations incorporate environmental considerations into the creation, pricing, promotion and distribution of products and services. Its influence on consumers is not determined solely by environmental awareness; rather, consumers' responses may depend on whether the environmental benefits of products are consistent with their perceived value, affordability and prevailing market conditions. This becomes particularly important when examining consumer buying behaviour under conditions of economic pressure.

Consumer Buying Behaviour

Consumer buying behaviour refers to the processes through which individuals recognise their needs, search for information, evaluate available alternatives and make decisions concerning the acquisition and use of products and services. In relation to green products, these decisions may involve additional considerations concerning environmental consequences, sustainability, product safety and the perceived contribution of a product to environmental protection.

Consumers' environmental concerns can encourage favourable responses towards green products, but positive environmental attitudes do not necessarily result in actual purchasing behaviour. The decision to purchase a green product can be influenced by several factors, including environmental awareness, perceived product value, trust, price, availability and personal preferences. Yadav and Sijoria (2025) identify factors such as environmental

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concern, perceived value, trust and willingness to pay among the considerations associated with consumers' green purchasing decisions.

The distinction between consumers' willingness to purchase green products and their actual purchasing behaviour is particularly important. A consumer may recognise the environmental benefits of a product and express an intention to purchase it, yet choose a conventional alternative when faced with a higher price or other practical constraints. This situation reflects the persistent gap between favourable environmental attitudes and actual consumption decisions. Recent evidence from developing economies similarly shows that consumers' green purchasing decisions are shaped by a combination of environmental and economic considerations rather than environmental concern alone.

Price is particularly relevant to consumer buying behaviour towards green products. Where environmentally friendly products are perceived as more expensive than conventional alternatives, consumers may weigh their environmental benefits against the additional financial cost. This consideration becomes more significant when consumers have limited purchasing power or face increases in the prices of basic goods and services. Consequently, the decision to purchase green products is not determined solely by environmental preferences but also by consumers' ability and willingness to bear the associated costs.

Consumer buying behaviour towards green products can therefore be viewed as the outcome of an interaction between environmental motivations and practical purchasing considerations. While environmental awareness and positive attitudes may encourage green consumption, factors such as price, perceived value, product availability and consumers' economic circumstances can determine whether these favourable dispositions result in actual purchases. This provides a basis for examining how inflation may alter consumers' responses to green marketing and their subsequent buying behaviour

Economic Inflation

Inflation refers to a sustained increase in the general price level of goods and services, resulting in a decline in the purchasing power of money. Its effect on consumers is particularly important because rising prices can alter how households allocate their limited income among competing needs. In developing economies, where many households operate within relatively constrained budgets, persistent inflation can increase the emphasis

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placed on affordability and essential consumption. Sadikova (2025) notes that inflation in emerging markets weakens consumer purchasing power, with lower-income households being particularly exposed to its effects. Similarly, Lewechi and Oyewole (2026) show that household consumption in developing economies is highly responsive to inflation, with the effect being stronger among lower-income households.

Inflation can also change consumers' perceptions of value and influence their willingness to spend on products that are not considered essential. As prices rise, consumers may reduce consumption, postpone purchases or substitute relatively expensive products with cheaper alternatives. This makes inflation relevant to marketing decisions because consumers' responses to product attributes may change when economic conditions become difficult. Masroor and Rasa (2025) further associate declining purchasing power in developing economies with inflation, income constraints and rising living costs.

Green Marketing and Consumer Buying Behaviour

Green marketing provides organisations with a means of incorporating environmental considerations into product development, pricing, promotion and distribution. Its purpose is not merely to communicate environmental claims but to provide products and marketing value that respond to consumers' growing interest in sustainability. Su and Li (2024) emphasise the relevance of the green marketing mix, particularly green product, green price, green place and green promotion, in shaping consumers' environmental attitudes and green purchase intentions.

The relationship between green marketing and consumer buying behaviour is also evident in developing-market contexts. Green marketing activities can influence consumers through environmental information, product value, trust and perceived benefits. Vironika and Maulida (2025) link green marketing mix activities with green purchase behaviour in an emerging-market setting, highlighting the importance of environmental knowledge and green trust in translating marketing efforts into sustainable purchasing. Similarly, Fenta, Singh and Gautam (2024) associate consumers' green purchase intentions with factors including attitude, subjective norms, perceived behavioural control and environmental knowledge. Evidence from Nigeria also supports the relevance of green marketing to consumer behaviour. Braimah and Omoluabi (2023) examined green branding, eco-

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labelling and environmental awareness in relation to consumer purchasing behaviour, while Oguche Wisdom Enejo and Grace Jude Idoko (2023) found a significant relationship between green marketing and consumer awareness and purchasing behaviour in Nigeria. More recently, Shaibu, Mbaegbu, Echetama, Ameh, Chikezie, Onyewuenyi and Akaninyene (2026) examined green marketing strategies in relation to consumer adoption of renewable energy products in Imo State, further demonstrating the relevance of green marketing to sustainable consumption in Nigeria.

Inflation and Green Consumer Buying Behaviour

Although environmental considerations can encourage consumers to choose green products, economic conditions may determine whether such preferences result in actual purchases. Green products are sometimes perceived as carrying higher prices because of their materials, production processes or environmental attributes. When inflation increases the cost of living, consumers may consequently become less willing to absorb additional costs associated with green alternatives.

Recent evidence provides direct support for this argument. Jeworrek and Tonzer (2026) found that concerns about inflation were negatively associated with green product consumption, with the effect being particularly evident among consumers with lower environmental attitudes. Their evidence also suggests that inflation concerns can cause green products to be perceived more as luxury purchases, thereby weakening their attractiveness when consumers are under financial pressure.

This relationship is especially relevant to developing economies. Consumers facing declining real incomes may prioritise food, energy, transportation and other basic necessities before allocating income to environmentally friendly alternatives. The Nigerian context is particularly important because evidence from green consumption research shows that price sensitivity, product value, environmental awareness and green trust all interact in shaping consumer behaviour. Thus, favourable attitudes towards green products may not necessarily lead to purchase when inflation places greater pressure on household budgets.

Moderating Role of Inflation

The preceding discussion suggests that inflation may operate not only as a factor that directly influences consumer buying behaviour but also as a condition that changes the

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effectiveness of green marketing. Under relatively favourable economic conditions, consumers may be more receptive to environmental claims, green product attributes and sustainability benefits communicated through marketing activities. However, increasing inflation may shift consumers' attention towards price, affordability and immediate household needs.

Inflation may therefore weaken the relationship between green marketing and consumer buying behaviour. As inflation increases, the environmental benefits communicated through green marketing may become less influential relative to the financial sacrifice required to purchase green products. Jeworrek and Tonzer (2026) provide particularly relevant evidence that inflation concerns can reduce green consumption and alter consumers' perceptions of green products. This perspective is consistent with the broader evidence that inflation constrains household consumption in emerging economies, particularly among lower-income consumers. Accordingly, the present study conceptualises inflation as a moderating variable in the relationship between green marketing and consumer buying behaviour. The expectation is that green marketing will have a positive influence on consumer buying behaviour, but that this influence will become weaker as inflationary pressure increases. This provides a basis for examining whether economic conditions can determine the extent to which environmentally oriented marketing strategies translate into actual consumer purchases in a developing-economy.

Theoretical Review

The study is anchored on the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (S-O-R) Theory. These theories provide complementary explanations of how green marketing can influence consumer buying behaviour and how consumers' internal evaluations and prevailing circumstances can shape their purchasing decisions.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was developed by Ajzen (1991) to explain how individuals' attitudes, subjective norms and perceived behavioural control influence their behavioural intentions and subsequent behaviour. The theory proposes that individuals are more likely to engage in a particular behaviour when they hold favourable attitudes towards it, perceive social support for the behaviour and believe that they have sufficient

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control and resources to perform it. In the context of green consumption, these elements can explain why consumers may develop favourable intentions towards environmentally friendly products and subsequently decide whether to purchase them. Recent applications of TPB to green consumption continue to show the relevance of attitude, perceived behavioural control and intention in explaining green purchasing behaviour (Wang, Zhao, & Pan, 2024; Hidayat & Sananta, 2024).

The theory is relevant to the present study because green marketing can influence consumers' attitudes towards green products by communicating their environmental benefits, quality and value. Green advertising, eco-labelling, green packaging and other marketing activities can provide information that shapes consumers' perceptions and intentions. Aldaihani et al. (2024) demonstrate the relevance of green marketing strategies to green purchase intention through green attitudes, while Wang, Zhao and Pan (2024) establish the importance of green purchase intention in explaining actual green purchasing behaviour. However, perceived behavioural control is particularly important to the present study because consumers may have favourable attitudes towards green products but lack sufficient financial capacity to purchase them. Inflation can reduce consumers' purchasing power and thereby weaken their perceived ability to act on their green purchasing intentions. The TPB therefore provides a useful basis for explaining the relationship between green marketing and consumer buying behaviour and for understanding how economic circumstances may constrain consumers' ability to translate positive intentions into actual purchases.

Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) Theory, developed by Mehrabian and Russell (1974), explains how external environmental stimuli influence individuals' internal psychological states, which subsequently produce behavioural responses. The stimulus represents an external factor that influences the individual, the organism represents the individual's internal cognitive or emotional evaluation, and the response represents the resulting behaviour. The framework has been increasingly applied to consumer and green marketing research because it provides a basis for explaining how marketing stimuli can shape consumers' perceptions and ultimately influence purchasing decisions. Wang et al. (2022) applied the S-O-R framework to green marketing and green product adoption, while

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Wu and Long (2024) used the framework to explain how marketing information influences green trust and eco-friendly purchase intentions.

The S-O-R Theory is particularly relevant to the present study because green marketing activities can serve as external stimuli that provide consumers with environmental information and product-related benefits. Consumers then evaluate these stimuli through factors such as environmental attitudes, perceived value, trust and perceived benefits, which can influence their purchasing responses. Yadav, Giri and Alzeiby (2024) similarly applied the S-O-R framework to green apparel consumption, showing how external factors can influence consumers' internal evaluations and subsequent green purchasing responses.

The theory also provides a useful foundation for incorporating inflation into the study because inflation represents an important economic condition that can affect consumers' internal evaluation of price, affordability and value. Thus, even when green marketing provides a favourable stimulus, high inflation may alter consumers' evaluations and reduce the likelihood of a positive buying response. The S-O-R Theory consequently supports the study's argument that the effectiveness of green marketing may depend on the economic environment in which consumers make purchasing decisions.

Empirical Review

Braimah and Omoluabi (2023) examined the relationship between green marketing and consumer purchasing behaviour in Nigeria. The study focused on green branding, eco-labelling and environmental awareness and used data obtained from 166 respondents. The findings showed that environmental awareness significantly influenced consumer purchasing behaviour, while green branding and eco-labelling did not have significant effects. The study concluded that consumers' understanding of environmental information is important in determining whether green marketing activities translate into purchasing behaviour.

Aldaihani et al. (2024) investigated the influence of green marketing strategies on green purchase intention among 357 Generation Z consumers. The study considered green advertising, green labelling and green packaging and found that green packaging had a significant positive effect on purchase intention, while green advertising and green labelling did not have significant direct effects. Green attitude played an important mediating role between green marketing strategies and purchase intention. The study

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concluded that green marketing may be more effective when it succeeds in shaping consumers' environmental attitudes rather than relying solely on marketing stimuli.

Li, Wang, Li, Yang, Meng and Huang (2024) examined the relationship between environmental regulations, green marketing and consumers' green product purchasing intention using evidence from China. The study established that green marketing activities were important in influencing consumers' intention to purchase green products, while environmental considerations also shaped consumers' responses to green products. The study concluded that the effectiveness of green marketing is connected to the wider environmental context within which consumers make purchasing decisions.

Su and Li (2024) examined the effects of the green marketing mix on environmental attitudes and green purchase intentions among 334 environmentally conscious consumers in China's emerging markets. The study considered green product, green price, green place and green promotion and found that green promotion, price and place significantly influenced environmental attitudes, while green product did not have a significant effect on attitude. Green product and green promotion positively influenced purchase intention, whereas green price and green place did not have significant effects. The study concluded that the different components of green marketing do not necessarily influence consumers in the same manner.

Jeworrek and Tonzer (2026) examined the relationship between inflation concerns and green product consumption using a nationwide survey of almost 1,200 respondents and a framed field experiment involving 500 participants in Germany. The findings showed that concerns about future inflation were negatively associated with green purchasing behaviour. The experimental evidence further showed that making inflation concerns more salient reduced the share of organic products purchased, particularly among consumers with below-median environmental attitudes. The study concluded that inflationary pressures could reduce sustainable consumption by making green products appear more like luxury purchases and shifting consumers' attention towards rising prices.

Methods

The study employed a cross-sectional survey research design to examine the relationship between green marketing and consumer buying behaviour and the moderating role of inflation in developing economies. The study focused on consumers in three selected

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developing economies: Nigeria, Ghana and Kenya. The target population comprised consumers who purchase or have experience purchasing environmentally friendly products in the selected countries. A purposive sampling technique was adopted to select respondents who were familiar with green products and capable of providing information about their purchasing decisions. Data were collected using a structured questionnaire titled Green Marketing, Consumer Buying Behaviour and Inflation Questionnaire (GMCBIQ). The instrument employed a modified four-point Likert scale of Very High Extent (VHE) = 4, High Extent (HE) = 3, Low Extent (LE) = 2, and Very Low Extent (VLE) = 1. The questionnaire was validated by experts in marketing and consumer behaviour to ensure content validity, while its reliability was assessed using Cronbach's Alpha. Data collected from the respondents were analysed using descriptive and inferential statistical techniques. Spearman Rank Order Correlation Coefficient (r) was used to examine the relationships among the study variables, while hierarchical multiple regression was employed to assess the moderating role of inflation in the relationship between green marketing and consumer buying behaviour. The analyses were conducted using SPSS at a 0.05 level of significance.

Results

Hypothesis Testing

Ho1: Green marketing does not significantly influence consumer buying behaviour in developing economies.

Table 1: Effect of Green Marketing on Consumer Buying Behaviour

Model				**R**	**R^2**	**Adjusted R^2**	**F**	**Sig.**
Green Marketing → Consumer Buying Behaviour				0.672	0.452	0.450	245.316	0.000
Variable	**β**	**t**	**Sig.**					
Green Marketing	0.672	15.663	0.000					

Source: Researchers' Data, 2026.

Table 1 indicates that green marketing has a positive and significant effect on consumer buying behaviour ($\beta = 0.672$, $p < 0.05$). The R^2 value of 0.452 indicates that green marketing explains 45.2% of the variation in consumer buying behaviour. Since the

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significance value of 0.000 is below the 0.05 level of significance, the null hypothesis (Ho1) is rejected. The finding indicates that effective green marketing practices are associated with stronger consumer buying behaviour towards green products.

Ho2: Inflation does not significantly influence consumers' buying behaviour towards green products.

Table 2: Effect of Inflation on Consumer Buying Behaviour towards Green Products

Model				**R**	**R^2**	**Adjusted R^2**	**F**	**Sig.**
Inflation → Consumer Buying Behaviour				0.548	0.300	0.298	127.714	0.000
Variable	**B**	**t**	**Sig.**					
Inflation	-0.548	-11.301	0.000					

Source: Researchers' Data, 2026.

Table 2 shows that inflation has a significant negative effect on consumer buying behaviour towards green products ($\beta = -0.548$, $p < 0.05$). The R^2 value of 0.300 indicates that inflation explains 30.0% of the variation in consumer buying behaviour. Since the significance value of 0.000 is below 0.05, the null hypothesis (Ho2) is rejected. The negative coefficient indicates that increasing inflationary pressure is associated with lower consumer buying behaviour towards green products.

Ho3: Inflation does not significantly moderate the relationship between green marketing and consumer buying behaviour.

Table 3: Moderating Effect of Inflation on the Relationship between Green Marketing and Consumer Buying Behaviour

Variables	**β**	**t**	**Sig.**
Green Marketing	0.621	12.847	0.000
Inflation	-0.398	-7.216	0.000
Green Marketing × Inflation	-0.176	-3.184	0.002

Dependent Variable: Consumer Buying Behaviour

Source: Researchers' Data, 2026.

Table 3 shows that green marketing has a positive and significant effect on consumer buying behaviour ($\beta = 0.621$, $p < 0.05$), while inflation has a significant negative effect ($\beta = -0.398$, $p < 0.05$). More importantly, the interaction between green marketing and

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inflation is negative and statistically significant (β = -0.176, p = 0.002). Since the significance value of the interaction term is below 0.05, the null hypothesis (Ho3) is rejected. This indicates that inflation significantly moderates the relationship between green marketing and consumer buying behaviour. The negative interaction coefficient suggests that the positive influence of green marketing on consumer buying behaviour becomes weaker as inflation increases.

Overall, the findings indicate that green marketing positively influences consumer buying behaviour, while inflation negatively influences green purchasing. More importantly, inflation changes the strength of the relationship between green marketing and consumer buying behaviour, suggesting that economic conditions are an important consideration in understanding green consumption in developing economies.

Discussion

The first finding showed that green marketing significantly influences consumer buying behaviour in developing economies. This indicates that consumers are more likely to respond positively to environmentally friendly products when organisations effectively communicate their environmental benefits through green products, green pricing, eco-labelling, green promotion and related marketing practices. The finding agrees with Simanjuntak et al. (2023), who found that environmental awareness and green marketing influence consumers' intention to purchase green products. It is also consistent with Su and Li (2024), who reported that elements of the green marketing mix can influence environmental attitudes and green purchase intentions. Similarly, Braimah and Omoluabi (2023) found that environmental awareness was relevant to consumer purchasing behaviour in Nigeria. The finding therefore suggests that well-designed green marketing strategies can encourage consumers to consider environmentally friendly products in their purchasing decisions.

The second finding revealed that economic inflation significantly influences consumers' buying behaviour towards green products. This suggests that increasing prices and declining purchasing power may make consumers more cautious about purchasing environmentally friendly products, particularly where green alternatives are perceived to be more expensive than conventional products. The finding is consistent with Jeworrek and

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Tonzer (2026), who found that inflation concerns were negatively associated with green product consumption. It also agrees with Yang et al. (2021), who established that consumers' willingness to pay a premium is an important consideration in green product consumption. The finding indicates that economic pressure can shift consumers' priorities from environmental benefits towards affordability and essential consumption.

The third finding showed that economic inflation significantly moderates the relationship between green marketing and consumer buying behaviour. This means that although green marketing can encourage consumer buying behaviour, its positive influence may become weaker when inflationary pressure increases. The finding supports the argument of Jeworrek and Tonzer (2026) that inflation concerns can reduce green consumption by making environmentally friendly products appear less affordable. It also complements Sadikova (2025), who noted that inflation reduces consumer purchasing power in emerging markets. The finding therefore suggests that the effectiveness of green marketing cannot be considered independently of the economic conditions under which consumers make purchasing decisions.

Conclusion

The study concludes that green marketing significantly influences consumer buying behaviour in developing economies. However, economic inflation represents an important constraint on green consumption because rising prices and declining purchasing power can reduce consumers' willingness to purchase environmentally friendly products. The study further concludes that inflation significantly moderates the relationship between green marketing and consumer buying behaviour, such that the positive influence of green marketing becomes weaker as inflationary pressure increases. Green marketing strategies should therefore be designed with consumers' economic realities in mind.

Recommendations

Drawing from the results and conclusions, the researchers offer the following recommendations:

1. Organisations in developing economies should adopt affordable green marketing strategies by improving product efficiency, reducing unnecessary production costs and

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offering reasonably priced environmentally friendly products. This can make green products more accessible to price-sensitive consumers.

2. Marketers should emphasise the long-term economic benefits of green products, such as energy savings, durability and reduced operating costs, rather than focusing only on their environmental benefits. This may improve consumers' perceived value of green products during periods of inflation.

3. Organisations should monitor inflationary conditions when developing green pricing and promotional strategies. Flexible pricing, smaller product packages and value-oriented promotions may help maintain consumer interest in green products when purchasing power is declining

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