

Original Article (Quantified)

The effect of green marketing on green repurchase intention (mediating and moderating role of green marketing strategies)

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Abstract

The present study was conducted with the aim of investigating the effect of green marketing on green repurchase intention with the mediating role of green marketing strategies. The research is applicable in terms of its purpose, descriptive in terms of the nature of the data, and of the correlation type (structural equation modeling). The statistical population of this study consists of consumers of green products of HB Board Company. The desired information was collected from the study sample using an online questionnaire. Given that the number of statistical population in this study is large and uncertain, the Cochran formula for unlimited populations was used to determine the sample size, and the number of sample members was selected by considering the estimated number of 384 people as non-probability sampling, known as convenience sampling. The research tool was standard questionnaires, and the validity of the questionnaires was examined based on content, face and construct validity, and after the necessary terms, the validity was confirmed; on the other hand, the reliability of the questionnaires was estimated by Cronbach's alpha method; all variables above 0.7. Data analysis was performed at two descriptive and inferential levels, including structural equation modeling. The results showed that green marketing positively affected all green outcomes; and green advertising, brand loyalty, brand equity and brand innovation had a positive effect on repurchase intention. However, a significant moderating effect of green awareness on green brand equity and green repurchase intention was not found.

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Extended Abstract

Introduction

Consumers' satisfaction with their green purchases is influenced by their level of satisfaction. As a contemporary approach, green marketing has important implications for consumers' perceptions and behavioral tendencies. The evolving strategies in green marketing emphasized its potential for sustainable branding. The impact of green marketing tools highlighted on purchasing behavior, reinforcing the effectiveness of green advertising in fostering positive consumer perceptions. In the case of brand loyalty, green advertising and brand innovation positively affect brand loyalty and encourage repeat purchases. They emphasized the critical role of green brand equity in shaping repurchase intention. They stated that green brand effects and trust significantly underlie green brand equity, which in turn, stimulates repurchase. Green brand innovation enhances loyalty, especially when consumers are well informed about environmental issues, and increases the chances of green repurchase. While there is a growing literature on green marketing and its impact on consumer behavior, several gaps still need to be addressed. First, the integrated effects of green marketing, advertising, brand loyalty, equity value, and innovation on consumer repurchase intention remain to be investigated (Chen et al., 2020). Second, the potential moderating role of green awareness in strengthening or weakening the relationship between green advertising, brand loyalty, equity, innovation, and repurchase intention needs further research (Alemsiyah et al., 2021). Third, while green satisfaction is known to be pivotal in influencing consumer behavior (Chen et al., 2020), its moderating effect requires further empirical research, especially on the relationship between green marketing and green loyalty. This research is conducted in Iran (HB Board Company) and specifically focuses on the construction products sector. This sector was appropriately selected due to its significant contribution to the Iranian economy and environmental degradation. Although the direct effect of green marketing on green advertising, green brand loyalty, green equity, green brand innovation, and consumer repurchase intention has been studied, the potential moderating effects of green awareness and green satisfaction on these relationships still need to be investigated. Understanding these moderating effects is crucial for businesses seeking to optimize their green marketing strategies and foster stronger consumer loyalty to environmentally responsible brands; therefore, the present study identified gaps in the moderating role of green awareness in the relationships among green advertising, green brand loyalty, green equity, green brand innovation, and consumer repurchase intention that need to be better understood. There is a need to examine how different levels of green awareness affect these links to inform marketing strategies to better target repurchase intentions. Furthermore, the effect of green satisfaction as a moderating factor in the relationship between green marketing and green loyalty has not yet been fully explored. Gaining insight into this relationship can help businesses understand how consumer satisfaction with environmentally friendly products or services enhances green loyalty; therefore, the present study aims to investigate the effects of green marketing on consumer repurchase intention with the mediating role of green marketing strategies.

Theoretical Framework

Green Marketing and Green Repurchase Intention

According to Rahbar and Vahid (2011), eco-labeling is a powerful tool to reduce knowledge asymmetry between consumers and sellers. Secondly, an eco-brand is a name, symbol or design attached to products not harmful to the surrounding ecosystem. Consumers may find it easier to distinguish eco-brands from other types of goods by using features that distinguish

eco-brands from other types of products. According to Chatterjee (2009), consumers will be more motivated to choose environmentally friendly alternatives to products with a high level of environmental impact than those with a low level of environmental impact. Based on a previous survey conducted by Rahbar and Vahid (2011), consumers in Malaysia consider the categories of products made of glass, household cleaning products, aerosols, chemicals and plastics as non-green product classes that are highly harmful to the environment. Advertising about the environment helps to form consumer values and transforms those values into purchasing environmentally friendly items. According to Pancić (2023), environmental signals in commercials and product labeling sometimes influence the purchase choices of 70% of respondents.

Research Methodology

The present study is applicable in terms of purpose, descriptive in terms of data analysis, and of the correlation type (structural equation modeling). The statistical population of this study, consumers of green products in Iran, was collected using an online survey distributed via Google Forms. The present study surveyed consumers of HB Board, a company that markets green products. HB Board offers environmentally friendly building materials and uses sustainable resources. The survey was shared through various channels such as social media platforms and email invitations to reach a diverse sample of respondents. In addition, a consent letter was attached to the survey to increase the response rate. This letter provided information about the purpose of the study and assured the respondents that their participation was voluntary and that their responses would be kept confidential and used exclusively for research purposes. Considering that the statistical population of the present study is unlimited, the statistical sample size of the study was 384 people based on Morgan's table. Therefore, the present study used a non-probability sampling method known as convenience sampling to select participants, where the survey link was shared through social media platforms, online forums, and email invitations.

Research Findings

Data analysis was conducted at both descriptive and inferential levels, including structural equation modeling. The results showed that green marketing positively affected all green outcomes, and green advertising, brand loyalty, brand equity, and brand innovation had a positive effect on repurchase intention. However, it did not find a significant moderating effect of green awareness on green brand equity and green repurchase intention.

Conclusion

The present study aimed to investigate the effect of green marketing on green repurchase intention. The findings of the present study are consistent with previous studies that show that companies engaging in green marketing have a positive impact on various aspects of green consumer behavior, including green repurchase intention, green advertising, green brand loyalty, green brand equity, green innovation, and green branding (Mahmoud et al., 2024; Ramadan et al., 2024; Hu et al., 2024; Huang et al., 2024; Molana and Haryadi, 2024). This suggests that companies can focus on something other than increasing green awareness to improve their brand and increase consumer intention to repurchase their products. These findings can help companies develop more effective green marketing strategies, enhance their brand, and increase consumer willingness to repurchase their products. Given the varying levels of green awareness and global perceptions, it will be interesting to see whether these findings are consistent across cultures and regions.