

Green Marketing Mix and Consumer Purchase Intention: The Mediating Role of Organizational Attractiveness and Prestige

Zakari Bukari
University of Professional Studies Accra

Andrews Adugudaa Akolaa*
University of Professional Studies Accra

Ernest Mensah Abraham*
University of Professional Studies Accra

Sebrina Kafui Tsagli
Accra Technical University

This study aimed to assess the relationship between green marketing mix practices and consumer purchase intention and the role of organisational attractiveness and prestige among consumers. It used data from 215 consumers` in Accra, and structural equation modelling was used to test the hypotheses of the study. The results proved that there is a positive effect of green marketing mix on organisational attractiveness, organisational prestige, and consumer purchase intention. Similarly, organisational attractiveness and organisational prestige mediated the relationship between green marketing mix and consumer purchase intentions. This implies that green marketing mix practices of organisations can enhance organisational prestige and attractiveness to generate interest in consumers who are eco friendly-conscious to patronize the activities of the organization. Consequently, this study is an addition to the literature on green marketing mix program decision generally and specifically in Ghana where research on green marketing mix program decision have been shown to be very limited.

Keywords: green marketing activities, consumer purchase intention, organisational attractiveness, organisational prestige

INTRODUCTION

The depletion of natural resources and the negative environmental footprints of our daily activities have prompted also organizations to be increasingly interested in greening (Mehta & Chugan, 2015; Bukari et al. ,2025) including marketing practices like marketing mix decision. The unification of Marketing mix with environmental management is referred to as green marketing mix (Anlesinya & Susomrith, 2020; Renwick, Redman, & Maguire, 2013). Green marketing mix involves the use of marketing programs to positively influence the natural environment (Ren, Tang, & Jackson, 2018). Consumers are becoming more

aware of the importance of environmental sustainability (Mwita & Kinemo, 2018), and will be patronized from organizations that are eco-friendly in their marketing mix programs that will help in improving environmental performance (Mwita & Kinemo, 2018; Saini & Shukla, 2016). Hence, green marketing mix decision of organisations are aimed at producing, pricing, promoting and taking location decision that is environmentally sound and faithful to sustainability issues (Khan & Muktar, 2020) by increasing consumer purchase intentions among prospective eco-friendly consumers potentially through greater organizational attractiveness and organisational prestige.

In the views of Chapman, Uggerslev, Carroll, Piasentin and Jones (2005), consumer purchase intention is a person's desire or decision to purchase or in future an organization offering or future repeated purchase behaviour of a consumer towards an organization offering. Organizational attractiveness refers to "individuals' affective and attitudinal thoughts about particular companies as potential places to do business or to make purchase (Highhouse et al., 2003, p. 989). Consumers tend to evaluate an organisation's attractiveness before they seek purchase decision (Kumaini & Sairi, 2018). Organisational prestige encompasses current and potential consumers' opinions of how the organisation is viewed by the outside world (Uen, Ahlstrom, Chen & Liu, 2015). It enhances the urge among prospective and current consumers to be identified with a particular organisation (Akgunduz & Bardakoglu, 2015). Organizational prestige is typically modeled separately from organizational attraction since it shows the perceptions of others in addition to those of the consumers (Uggerslev, 2012).

Prior studies have examined determinants of consumer purchase intention, organizational attractiveness and organisational prestige focusing factors like green product, green pricing, green promotion and green place with more on unidimensional (e.g., Jones, Willness & Madey, 2014; Kumari & Saini, 2018; Sharma & Tanwar, 2021; Story, Castanheira & Hartig, 2016), with a little on the multidimension (Chaudhary, 2018; 2019). Similarly, empirical research on the mediating role of organisational attractiveness, and organisational prestige in the relationship between green marketing mix and consumer purchase intentions has not been given adequate research attention. Chaudhary's (2018; 2019) studies in India, which assessed the role of culture and attractiveness as mechanisms in the link between green marketing mix and consumer purchase intention, are exceptions. Relatedly, Sharma and Tanwar (2021) found that organizational prestige mediated the relationship between organizational brand and consumer purchase intention.

These few related studies could benefit from extension as further studies on the topic in different settings has the potential to enhance understanding the nature of the relationship to influence environmental sustainability and consumers purchasing decision. Besides, although there is an increasing awareness of the importance of green marketing mix (or wider green marketing practices) among researchers, a systematic review by Uzir et al. (2023) demonstrated that African voices in the literature on the topic are invisible and therefore have called for more research on the topic in various African contexts including Ghana. Thus, using the social identity theory and signaling theory, and employing survey data from prospective consumers this research aimed to examine: firstly, the influence of green marketing mix on consumer purchase intentions, organizational attractiveness, and organizational prestige among prospective consumers' in Ghana, and secondly, the mediating role of organizational attractiveness and prestige on the influence of green marketing mix on consumer purchase intention among consumers in Ghana.

Consequently, this study contributes to green marketing mix literature by demonstrating that organisational attractiveness and organisational prestige mediated the relationship between green marketing mix and consumer purchase intentions. This implies that green marketing mix decision of organisations can enhance organisational prestige and attractiveness to attract potential consumers who are eco-conscious and want to make a purchase decision. Subsequently, the study contributes to the signalling theory by showing that green marketing mix activities can influences consumers and potential consumers' about organization's commitment to environmental sustainability, and this might influence their decision to want to purchase such organization's offering

Further, it adds to the social identity theory (Taifel, 1982; Tajfel & Turner, 1979) in the sense that the findings of green marketing mix will increase the willingness of eco-friendly Consumers to be associated or identified with organizations' that engage in green marketing mix practices due to their associated green values. More recently, a systematic review by Uzir et al., (2023) showed that research on the topic is very

limited, and that there is a significant geographical imbalance in the literature. Thus, this study is a new addition to the literature on green marketing mix generally and specifically in Ghana. It would help to bridge the predominant issues of geographical imbalances in research on the topic from the wider perspective of the African context. The next sections of the study presented the theoretical frameworks and the research hypotheses, methodology, results of the analyses, and discussion and conclusion.

LITERATURE REVIEW AND HYPOTHESES

Theoretical Frameworks

This study uses arguments from the signaling theory, and the social identity theory to understand the relationship between Green marketing mix and consumer purchase intention, and the mediating roles of organizational prestige and organizational attractiveness. The signaling theory states that in the presence of limited details about the potential organization, Consumers tend to use organizational information and cues acquired during purchasing process as its commitment to the working environment (Rynes, 1991). This makes it possible for the current and potential consumers to form perceptions about the organizational commitment they cannot observe based on observable organizational behavior (e.g., green marketing mix decision). These perceptions then lead to attraction and subsequently an improve purchase behavior (Ehrhart & Ziegert, 2005). Rupp, Shao, Thornton and Skarlicki (2013), posits that consumers may perceive that if an organization can care for the well-being of the natural environment, then it is enough signal that consumers as external stakeholders may be treated well by the organization.

By reflecting the environmental values and norms of the organization, green marketing mix can project an organization as a good corporate citizen in the eyes of prospective consumers', and hence affect their purchase intention (Chaudhary, 2018; Mensah, Braimah, Gideon, & Bukari, 2024). Besides, prior empirical evidence suggested that green marketing mix decision, and corporate pro-environmental messages can enhance environmental reputation of a company as a partner of choice (Chaudhary, 2018; Dogl & Holtbrugge, 2014; Behrend, Baker & Thompson, 2009). This implies that green marketing mix activities could provide a signal of the organization's care and concern for stakeholders (environment), and this might influence prospective consumers' decision to buy now or future from such organizations as green marketing mix practices could enhance its attractiveness and prestige as an organization.

The proposition and application of the signaling theory is complemented in this study with the social identity theory. The social identity theory (Tajfel, 1982; Tajfel & Turner, 1979) proposes that an individual bases part of his/her self-concept on the knowledge and awareness that he/she belongs to certain groups. These groups are emotionally important to the individual and serve as a source of self-enhancement by making the person distinct from non-members. Similarly, Highhouse et al. (2007) noted that people derive psychological benefits from being associated with an organization, in that, they seek or expect social approval on the basis of their organizational affiliation. As a result, people strive to attain positive social identity (Tajfel & Turner, 1979) by affiliating themselves to reputed groups/organizations.

Thus, organizations that engage in green marketing mix activities are likely to be patronized by Consumers as they may see such organizations as environmentally responsible. An organization that is known to demonstrate commitment to environmental sustainability can improve its attractiveness as an organization and the sense of prestige among those already affiliated with it, as well as those wanting to be associated with it (e.g. prospective consumers) can soar. This is similar to prior findings which suggested that social and environmental organizational messages and practices like marketing mix are positively associated with consumer purchase intention through organizational attractiveness (Chaudhary, 2018; Gully, Philips, Castellano, Han, & Kim, 2013). Therefore, it is theorized that green marketing mix decision will influence consumer [purchase intention through organizational prestige and attractiveness.

Research Hypotheses

Green Marketing Mix and Consumer Purchase Intention

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customer, clients, partners and society at large (AMA, 2013).

Green marketing refers to environmental-related activities and is described as marketing and movements aimed at the development of ecologically responsible and safe products (Agustini et al., 2021), as well as marketing methods that make use of ecological issues (Ottman, 2017). In this case, a company's marketing operations are connected to the environment through product adaptation or variation, manufacturing process, packaging, promotion methods, and an increased awareness of compliance marketing among industries (Uzir, Bukari, Halbusi, Lim, Wahab, S. N., Rasul, & Eneizan, 2023 Mukonza & Swarts, 2020). It may also include green activities that contain video, audio- and audio-visual communications or the use of online service and video communication and delivery to minimize travel requirements, reducing carbon footprint via less physical transmission of documents (Rani & Mishra, 2014; Saini & Shukla, 2016). More recently Aranganathan (2018), found that most Generation Y are very concerned and abreast with environmentalism and sustainability. Due to this, organizations can use green marketing mix decision as a platform to attract consumers who not only derive value and satisfaction out of their purchasing decision but are also concerned with issues of environmental conservation (Bashiru, Iddrisu, Bapuuroh, Takyi, Bunyaminu ., & Zakari, 2024 ; Sanyal, 2017).

A research by Chaudhary (2018) among undergraduate engineering students of a reputed engineering institute in India found that green marketing mix has a significant positive effect on consumer purchase intentions. In a similar study in Malaysia, Khan and Muktar (2020) showed that green marketing mix relates positively to consumer purchase behaviour. In Indonesia, Tarigan, Susanto and Hatane's (2021) findings suggested that Consumers have a higher intention to buy from companies that is more concern about and carry out environmentally responsible behavior.

Findings of these empirical results are similar to the suggestions of the signaling theory that (Ehrhart & Ziegert, 2005; Rynes, 1991; Rupp et al., 2013) green marketing mix activities of organizations' can make current and potential consumers to develop the intention to purchase now or in future from a particular organization because their environmental commitment is a signal that its employees would receive better treatment and care. Likewise, from the perspectives of the social identity theory (Taifel, 1982; Tajfel & Turner, 1979), green marketing mix may lead to greater consumer purchase intention among eco-friendly consumers since Consumers with environmental values would find it easier and appealing to be associated with an organization that uses its marketing mix to promote environmental sustainability. Hence, this study argued that:

H₁: Green marketing mix is positively and significantly related to consumer purchase intentions.

Green Marketing, Organizational Attractiveness and Consumer Purchase Intention

Marketing activities has an impact on an organization's attractiveness. A study by Khan and Muktar (2020) in Malaysia indicated that green marketing mix relates positively to organizational attractiveness. This is similar to the findings obtained by Guerci, Montanari, Scapolan and Epiphanies (2016) in Italy which showed that green marketing mix enhances organizational reputation. This could mean that the display of information about environmental activities during the marketing activities and process can enhance the attractiveness of an organization to environmentally conscious consumers (App et al., 2012; Ehnert, 2009).

This is consistent with the assumptions of the social identity theory (Taifel, 1982; Tajfel & Turner, 1979) and signaling theory (Rynes, 1991) in the sense that such green practices tend to make consumers and potential consumers believe that their environmental views as prospective employees and the values of the organization are aligned, so there would be sense of pride in working in a firm that carries a good green reputation (Willness & Jones 2013; Zibarras & Coan 2015). In the light of the above discussions, it is argued that:

H₂: Green marketing mix is positively and significantly related to organizational attractiveness.

As discussed earlier, green marketing mix can enhance consumer purchase intentions (see Chaudhary, 2018; Khan & Muktar, 2020; Tarigan *et al.*, 2021), and organizational attractiveness (see Khan & Muktar,

2020; Guerci et al., 2016). Organizational attractiveness can also increase consumer purchase intentions. For instance, Guerci et al.'s (2016) analysis of data from companies that are eco-friendlier in Northern Italy supported the impact of green reputation on the ability of firms to attract consumers. Organisational attractiveness can increase consumer purchase intentions due to its instrumental and symbolic benefits. Instrumental considerations such as good will, quality, cooperate reputations are substantive in nature and offer intrinsic value to consumers. On the other hand, symbolic factors are intangible and provide symbolic meaning, such as a perception of credibility related to a business (Firfiray & Mayo 2017).

Besides, the perspectives of the social identity theory (Tajfel, 1982; Tajfel & Turner, 1979) suggests that organizational attractiveness may positively influence consumer purchase intentions because of the job applicant's desire to be affiliated with organizations with strong commitment to environmental conservation and promotion (Chapman et al., 2005; Gully et al., 2013). Similarly, the signalling theory (Rynes, 1991) postulates that consumers and potential consumers 'form perceptions of the organizational' attractiveness on the basis of the information encountered during their job search journey. Hence, information on a firm's green marketing mix can send a valuable message or signal to the labour market and specifically eco-friendly Consumers that it strongly believes in the sustainability of the natural environment (Chaudhary, 2019).

The foregoing suggests that organisational attractiveness can mediate the relationship between green marketing mix and consumer purchase intentions but studies in this regard are very limited with the exception of Chaudhary's (2019) studies in India. Chaudhary's (2019) analysis of data from 172 final year undergraduate students showed that organisational attractiveness mediated the effect of GHRM on consumer purchase intentions. Consequently, the study argued that:

H3: Organizational attractiveness will mediate the relationship between green marketing mix and consumer purchase intention.

Green Marketing, Organizational Prestige, and Consumer Purchase Intention

Green marketing mix can enhance organisational prestige to increase consumer purchase intentions. Consumers and potential consumers 'may have higher intention to join an organization that enjoys high esteem from the public. This is because external prestige associated with a particular organization will make its members or employees to be proud (Zakari. 2016; Tajfel & Turner, 1979). Organizational prestige can be developed through corporate environmental practices like green marketing mix (Ye, Zhang, Zhou, Wang & Tian, 2022) to attract prospective employees as it can give a signal of the benevolent nature and environmental sustainability values of the organization (Boateng, Nnindini, & Bukari, 2024; Chaudhary, 2019).

This is in line with the signal theory's argument that sustainability practices of organisations tend to send a strong signal to prospective employees that the organization is prestigious and respect by the public or other stakeholders (Behrend et al., 2009). Similarly, it suggests from the viewpoints of the social identity theory (Tajfel & Turner, 1992) that the organizational prestige which is developed in response to signals from green marketing mix practices will enhance consumer purchase intention among consumers and potential consumers 'because it will make the organization more attractive (Jones et al., 2014). This is similar to a few empirical studies on the topic (e.g. Chaudhary, 2019; Pham & Paillé, 2020; Sharma & Tanwar, 2021).

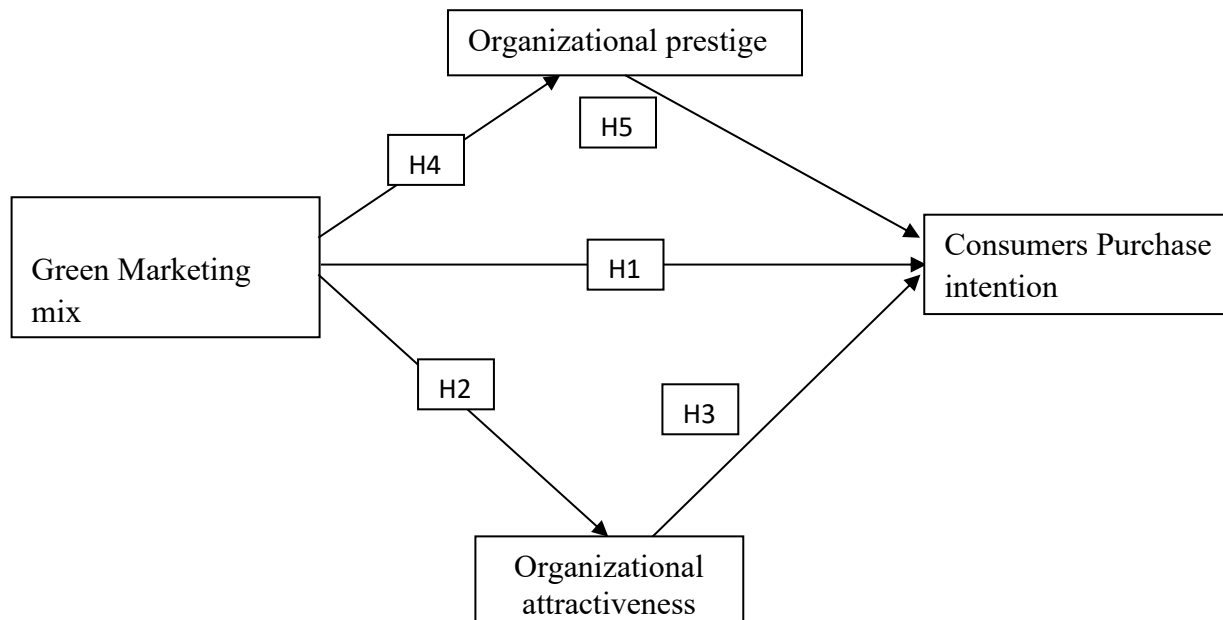
In India, Chaudhary (2019) found that organisational prestige has mediated the effect of GHRM on consumer purchase intentions among final year students of Bachelors in Technology program. A systematic review of 22 published articles by Pham and Paillé (2020) found that green marketing mix and selection practices can increase interest among consumers and potential consumers 'through the mediating mechanisms of anticipated pride, and perceived organizational prestige. Recently, Sharma and Tanwar's (2021) SEM analysis of data from 419 final year engineering university students in India showed that perceived organization prestige mediated the relationship between consumer purchase intentions and various dimensions of organizational brand (career enhancement opportunity, corporate reputation, and salary and other incentives. Consequently, it hypothesized that:

H4: Green marketing mix is positively related to organizational prestige.

H5: Organizational prestige mediates the role between green marketing mix and consumer purchase intention.

The above hypotheses are summarized in the conceptual framework below in Figure 1 below. It argues that green marketing mix will have a significant positive effect on consumer purchase intentions, organizational attractiveness, and organizational prestige, and organizational attractiveness and prestige will further mediate the influence of green marketing mix on consumer purchase intention among prospective employees.

FIGURE 1
RESEARCH FRAMEWORK



Source: Author's own conceptual framework

RESEARCH METHODOLOGY

Research Design and Data

A quantitative methodology was adopted to collect cross-sectional survey to test the direct and mediating relationship between green marketing mix, consumer purchase intention, and organizational attractiveness and organization prestige. The population for the study was all the consumers' in Accra. Consumers' in Accra were considered because all the demographics characteristics of people living everywhere in Ghana can be found in Accra. Besides, sample was selected from Accra because is the commercial hub of the country, all kinds of business activities take place in Accra. People living in Accra could provide responses that would largely reflect the experience of consumers in Ghana. The convenience sampling was also used to select participants that were readily available and accessible. The researcher gathered data from 215 consumers. The researcher followed all laid ethical guidelines in collecting the data from the respondents. The demographic characteristics of the respondents indicated that majority of them were females (63.7%) whilst males constituted 36.3%. Also, most of them were within 16 – 30 years of age (99%) and one (1) was 41 year and above, indicating that they are within the youthful age bracket. Questionnaires were used in collecting the data for the research.

Analysis of Data

Using IBM SPSS and IBM AMOS, the data were analyzed using structural equation modeling SEM because it tends to produce more accurate and valid estimates. It used confirmatory factor analyses to assess the validity and reliability of the measurement scales. It used the structural model to test the hypothesized direct effect of green marketing mix on consumer purchase intention, organizational attractiveness, and organizational prestige. Besides, the mediating role of organizational attractiveness and organizational prestige in the relationship between green marketing mix and consumer purchase intention were tested using bootstrapping in SEM.

RESULTS

Validation of Measurement Model

The validation of the measurement model was conducted by using various fit indices (see Table 1 and Figure 1) such as Chi-square (CMIN/df (χ^2/df) (1.45), Goodness-of-fit (GFI) (0.97), Adjusted Goodness-of-fit (AGFI) (0.92), Comparative Fit Index (CFI) (0.98), The Root Mean Square Error of Approximation (RMSEA) (0.04) and PClose (0.64) were within the thresholds proposed by scholars such as Schreiber et al. (2006) and Hu and Bentler (1999). Before the indices met the various thresholds, one of the items was deleted because it had weak estimates which gave weak values as far as the indices were concerned. The item deleted was “I would not be interested in this company except as a last resort” which was an item on Organizational Attractiveness.

Similarly, the CFA results in table 2 shows that the standardized factor loadings (SFL) for the variable items are above 0.5 and also significant (p-values < 0.01), which is an indication that the items loaded very well on their variables. The results of all variables met the AVE (average variance extracted) threshold of 0.5 (Fornell & Larcker, 1981), which indicate that convergent validity was sufficient. In addition, the composite reliability was used to test for the reliability of the scales. Table 2 shows the results of the reliability analyses, and the results indicated that reliability is sufficient as the measurement scales for all the variables met the threshold of 0.7.

TABLE 1
MODEL FIT MEASURES AND THEIR INTERPRETATIONS OF THE MEASUREMENT MODEL

Measure	Estimate	Threshold	Interpretation
CMIN/df (χ^2/df)	1.454	Between 1-3	Excellent
GFI	0.972	≥ 0.95	Excellent
AGFI	0.922	≥ 0.90	Excellent
CFI	0.983	≥ 0.95	Excellent
RMSEA	0.043	<0.06	Excellent
PClose	0.640	>0.05	Excellent

TABLE 2
FACTOR LOADINGS FOR (CFA) MEASUREMENT MODEL

Consumer purchase Intention (<i>AVE</i> = 0.661, <i>CR</i> = 0.907)	SFL	t-value
JPI1: I would accept a job offer from this company	0.852	1.000
JPI2: I would make this company one of my first choices as an organizational	0.758***	12.946
JPI3: If this company invited for a job interview, I would go	0.801***	14.278
JPI4: I would exert a great deal of effort to work for this company	0.835***	15.779
JPI5: I would recommend this company to a friend looking for a job	0.815***	14.847

Green marketing mix (<i>AVE</i> = 0.696; <i>CR</i> = 0.872)		
GR1: Green marketing mix companies will attract green job candidates who use green criteria to select Organizations	0.793	1.000
GR2: Green marketing mix companies will use green organizational branding to attract green employees	0.929***	14.407
GR3: Green marketing mix companies will recruits' employees who have green awareness	0.772***	12.182
Organizational Attractiveness (<i>AVE</i> = 0.603; <i>CR</i> = 0.858)		
OA1: For me, this company would be a good place to work	0.832	1.000
OA3: This company is attractive to me as a place of employment	0.768***	13.837
OA4: I am interested in learning more about this company	0.742***	12.286
OA5: A job at this company is very appealing to me	0.761***	12.673
Organizational Prestige (<i>AVE</i> = 0.720; <i>CR</i> =0.928)		
OP1: Consumers are probably proud to say they work at this company	0.824	1.00
OP2: This is a reputable company to work for	0.875***	18.167
OP3: This company probably has a reputation as being an excellent organizational	0.820***	14.155
OP4: I would find this company a prestigious place to work	0.878***	15.779
OP5: There are probably many who would like to work at this company	0.843***	14.847

Source: Field Survey (2021)

NB: *** = Significant at 0.001 level ** = Significant at 0.01 * = Significant at 0.05 level

Descriptive and Correlation Analysis

Table 2 shows the correlation matrix representing the linear relationships that exist among the variables under study. The results indicated that green marketing mix positively correlated with Consumer purchase intention ($r = 0.61$, $p < 0.01$); organizational prestige ($r = 0.76$, $p < 0.01$), and organizational attractiveness ($r = 0.80$, $p < 0.01$). The results further showed that the mediation variables (organizational prestige and organizational attractiveness) positively correlated with consumer purchase intention (dependent variable). However, the control variables (gender, age, level of education and religion) failed to correlate with consumer purchase intention (dependent variable).

TABLE 4.3
PEARSON CORRELATION ANALYSIS

Variables	Mean	S.D	1	2	3	4	5	6	7	8
1. JPI			1.0							
2. GR			0.61**	1.0						
3. OP			0.76**	0.62**	1.0					
4. OA			0.80**	0.57**	0.78**	1.0				
5. Gender			0.09	0.12	0.14	0.12	1.0			
6. Age			0.08	0.12	0.06	0.05	-0.01	1.0		
7. Education			0.00	-0.04	-0.03	-0.09	0.08	0.15*	1.0	
8. Religion			0.10	0.04	-0.03	0.04	-0.11	0.26**	0.08	1.0

NB: **, *, Correlation is significant at the 0.01 and 0.05 level (2-tailed) respectively; GR = Green marketing; OA = Organizational attractiveness; JPI = Consumer purchase intention; and OP = Organizational Prestige.

Hypotheses Testing

Table 4 shows the results of the hypothesized relationship. The results indicated that green marketing mix has a significant positive influence on and consumer purchase intention ($\beta = 0.61$, $p < 0.01$). Thus, hypothesis 1 (H1) which states that “green marketing mix is positively related to consumer purchase

intention” was supported. Also, green marketing mix has a significant positive influence on organizational attractiveness) ($\beta = 0.57$, $p < 0.001$). Hence, Hypothesis 2 (H2) which states that “green marketing mix is positively related to organizational attractiveness” was supported. Furthermore, bootstrapping mediation results in Table 4 indicated that organizational attractiveness mediated the relationship between green marketing mix and consumer purchase intention, hence, hypothesis three (H3) is supported. Similarly, the influence of green marketing mix on organizational prestige is positive and statistically significant ($\beta = 0.62$, $p < 0.001$). Thus, hypothesis four (H4) which states that “green marketing mix positively related to organizational prestige” was supported. Finally, the results showed that hypothesis five (H5) is supported because organizational prestige mediated the relationship between green marketing mix and consumer purchase intention.

TABLE 4
RESULTS OF THE DIRECT HYPOTHESES

Hypothesis	Direct Relationships Tested	Estimate	S.E	t-value
H1:	GR -----> JPI	0.607***	0.052	11.163
H2:	GR -----> OA	0.568***	0.053	10.099
H4:	GR -----> OP	0.617***	0.055	11.477
Mediated Hypotheses		Estimate	Confidence interval	
H3:	GR -----> OA -----> JPI	0.379***		
H5:	GR -----> OP -----> JPI	0.389***		

*NB: ***, **, *; Correlation is significant at the 0.001; 0.01 and 0.05 level respectively; GR = Green marketing; OA = Organizational attractiveness; JPI = Consumer purchase intention; and OP = Organizational Prestige.*

DISCUSSION AND CONCLUSION

This study assessed the relationship between green marketing mix and consumer purchase intention and the mediating role of organisational attractiveness and prestige among prospective workers (final year undergraduate students of University of Ghana), and structural equation modelling was used to test the hypotheses of the study. The results proved that there is a positive effect of green marketing mix on organisational attractiveness, organisational prestige, and consumer purchase intention. Similarly, organisational attractiveness and organisational prestige serially mediated the relationship between green marketing mix and consumer purchase intentions.

Theoretical Implications

The study found that green marketing mix has a significant positive influence on consumer purchase intention among prospective customers. This means consumers and potential consumers have a higher intention to join and accept job offers from organizations that engage in green marketing mix activities. The positive effect of green marketing mix on consumer purchase intention suggests that by reflecting the environmental values and norms of the organization in its marketing activities, green marketing mix can project an organization as a good corporate citizen in the eyes of prospective applicants, and hence affect their consumer purchase intention (Chaudhary, 2018). This result is consistent with prior findings by Chaudhary (2018) in India; Khan and Muktar (2020) in Malaysia and in Indonesia by Tarigan et al.'s (2021). It further provided supports for the signaling theory's argument that (Rynes, 199, Bukari, Abdul Hamid, Md. Som, Agbemabiese & Quansah, 2022) green marketing mix activities of organizations can be a signal of proper treatment of customers within such organizations. It further supported the social identity theory (Tajfel, 1982; Tajfel & Turner, 1979) because Consumers with environmental values would find it easier to be associated with an organization that uses its marketing activities to promote environmental sustainability.

Similarly, the findings that green marketing mix enhances the attractiveness and prestige of organizations could be explained by the social identity theory. In particular, it implies that many consumers and potential consumers 'are increasingly striving to attain positive social identity (Tajfel & Turner, 1979) by affiliating themselves to organizations that are reputed for green practices in the marketing activities. The results are also similar to the findings of prior empirical evidence on the topic (Guerci et al., 2016; Chaudhary, 2018; Khan & Muktar, 2020). Again, as noted by the signalling theory (Rynes, 1991), information on a firm's green marketing mix can send a valuable message or signal to eco-friendly Consumers about why it is environmentally prestigious to work with it (Bukari, Hamid, Md. Som, Hossain Uzir, Bashiru, Agyepong Al Halbusi, 2023; Chaudhary, 2019). This is because it is a pride for environmentally conscious individuals to work in a firm that has good green reputation (Willness & Jones 2013; Zibarras & Coan 2015) in its marketing activities.

Moreover, this study contributes to green marketing mix literature literature by demonstrating that organisational attractiveness and organisational prestige serially mediated the relationship between green marketing mix and consumer purchase intentions. This implies means that green marketing mix practices of organisations can enhance organisational prestige and attractiveness to generate interest in prospective customers who eco-conscious to want to enter and stay in their marketing activities pool. Similarly, organizational prestige can be developed through green marketing mix (Ye et al., 2022) to attract prospective customers as it can give a signal of the benevolent nature and environmental sustainability values of the organization (Uzir, Jumaan, Wahab, Amin, Bukari, Shukran, & Hassan, 2025 Chaudhary, 2019). Thus, it contributes to the signalling theory by showing that green marketing mix activities can signal to prospective customers about organization's commitment to environmental sustainability, and this might influence their decision to apply and work for such organizations. Third, it adds to the social identity theory (Tajfel, 1982; Tajfel & Turner, 1979) by demonstrating that green marketing mix increases the desire of eco-friendly Consumers to want to affiliate with organizations that engage in green marketing mix practices due to their complementary green values. Finally, it contributed towards bridging the prevailing case of geographical imbalances in research on the topic from the wider perspective of the African context (Uzir, Bukari, Jerin, Hasan, Abdul Hamid, & Thurasamy Ramayah. (2022). Anlesinya & Susomrith, 2020).

Practical Implications

The results from the study indicate organizations which practice green marketing mix are more likely to record a higher number of skilled applicants as they are seen as responsible. Therefore, organizations in Ghana should incorporate the practice of green marketing mix into their marketing activities practices to attract skilled candidates. This is because it can increase the ability of organizations to attract customers who not only have valuable skills and knowledge valuable but are also concerned with issues of environmental conservation (Sanyal, 2017). They should coherently communicate their organizations environmental values and orientation during green marketing mix processes to increase their attractiveness and external prestige to attract eco-conscious customers (Chaudhary, 2019).

These findings should be applied in the light of the following shortcomings; first, only students from University of Ghana participated in this study. Irrespective of the fact that there are numerous universities across nation, it is prudent that further research be undertaken involving other universities in order to make an accurate comparison. Finally, other variables like corporate social responsibility and organisational reputation can be tested by other researchers within the Ghanaian context.

REFERENCES

- Akgunduz, Y., Bardakoglu, O., & Alkan, C. E. (2015). The moderating role of job resourcefulness in the impact of work-family and family-work life conflict on the burnout levels of travel agency customers. *Turizam*, 19(3), 111–126.
- Anlesinya, A., & Susomrith, P. (2020). Sustainable human resource management: A systematic review of a developing field. *Journal of Global Responsibility*, 11(3), 295–324.

- App, S., Merk, J., & Büttgen, M. (2012). Organizational branding: Sustainable HRM as a competitive advantage in the market for high-quality customers. *Management Revue*, 23, 262–278.
- Aranganathan, P. (2018). Green marketing: A new-fangled approach to attract and retain talent. *Management & Research*, 8(2), 69–76.
- Behrend, T.S., Baker, B.A., & Thompson, L.F. (2009). Effects of pro-environmental recruiting messages: The role of organizational reputation. *Journal of Business and Psychology*, 24(3), 341–350.
- Bashiru, S., Iddrisu, A.J., Bapuuroh, C.B., Takyi, G.A., Bunyaminu, A., & Zakari, B. (2024). Factors Influencing Fans to Attend Matches Amid Pandemic: Exploring the Role of Trio of Team Affiliation, Sportscape, and Team Quality. *Qualitative Report*, 29(5).
- Boateng Dankwah, J., Ibrahim Nnindini, S., & Bukari, Z. (2024). Innovation orientation and firms' financial performance: The moderating role of new product development. *Cogent Business & Management*, 11(1), 2292525.
- Bukari, Z., Abdul Hamid, A.B., Md. Som, H., Agbemabiese, G.C., & Quansah, F. (2022). Does political issue matter in voting intention in Ghana? A political marketing perspective. *Cogent Business & Management*, 9(1), 2034227.
- Bukari, Z., Hamid, A.B.A., Md. Som, H., Hossain Uzir, M.U., Bashiru, S., Agyepong, L & Al Halbusi, H. (2023). Determinants of voters' behaviour and voting intention: The mediating role of social media. *Cogent Business & Management*, 10(2), 2140492.
- Bukari, Z., Nnindini, S.I., Agbemabiase, G.C., & Nyamekye, M.B. (2025). Customer satisfaction of online purchases and repurchase intentions: the moderating role of return services. *The International Review of Retail, Distribution and Consumer Research*, 35(2), 103–126.
- Chapman, D.S., Uggerslev, K.L., Carroll, S.A., Piasentin, K.A., & Jones, D.A. (2005). Applicant attraction to organizations and job choice: A meta- analytic review of the correlates of recruiting outcomes. *Journal of Applied Psychology*, 90(5), 928–94.
- Chaudhary, R. (2018). Can green marketing programs attract young talent?: An empirical analysis. *Evidence-based HRM: A Global Forum for Empirical Scholarship*, 6(3), 305–319.
- Chaudhary, R. (2019). Green marketing programs and consumer purchase intention: Examining the underlying processes. *Corporate Social Responsibility and Environmental Management*, 26(4), 929–937.
- Dogl, C., & Holtbrugge, D. (2014). Corporate environmental responsibility, organizational reputation and employee commitment: An empirical study in developed and emerging economies. *The International Journal of Human Resource Management*, 25(12), 1739–1762
- Ehnert, I. (2009). *Sustainable human resource management. A conceptual and exploratory analysis from a paradox perspective*. Physica-Verlag, Heidelberg.
- Ehrhart, K.H., & Ziegert, J.C. (2005). Why are individuals attracted to organizations? *Journal of Management*, 31, 901–919.
- Firfiray, S., & Mayo, M. (2017). The lure of work-life benefits: Perceived person-organization fit as a mechanism explaining job seeker attraction to organizations. *Human Resource Management*, 56(4), 629–649.
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Guerici, M., Montanari, F., Scapolan, A., & Epifanio, A. (2016). Green and nongreen marketing mix practices for attracting job applicants: exploring independent and interactive effects. *The International Journal of Human Resource Management*, 27(2), 129–150.
- Gully, S.M., Philips, J.M., Castellano, W.G., Han, K., & Kim, A. (2013). A mediated moderation model of recruiting socially and environmentally responsible job applicants. *Personnel Psychology*, 66(4), 935–973
- Highhouse, S., Lievens, F., & Sinar, E.F. (2003). Measuring attraction to organizations. *Educational and Psychological Measurement*, 63(6), 986–1001.
- Highhouse, S., Thornbury, E.E., & Little, I.S. (2007). Social-identity functions of attraction to organizations. *Organizational Behavior and Human Decision Processes*, 103(1), 134–146.

- Hu, L.T., & Bentler, P.M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55.
- Jabbour, C.J.C., & Santos, F.C.A. (2008). The central role of marketing programs in the search for sustainable organizations. *The International Journal of Human Resource Management*, 19(12), 2133–2154.
- Jones, D.A., Willness, C.R., & Madey, S. (2014). Why are consumers and potential consumers ‘attracted by corporate social performance? Experimental and field tests of three signal-based mechanisms. *Academy of Management Journal*, 57(2), 383–404.
- Khan, M.H., & Muktar, S.N. (2020). A bibliometric analysis of green human resource management based on Scopus platform. *Cogent Business & Management*, 7(1), 1831165.
- Kumari, S., & Saini, G.K. (2018). Do instrumental and symbolic factors interact in influencing organizational attractiveness and consumer purchase intention? *Career Development International*, 23(4), 444–462.
- Mehta, K., & Chugan, P.K. (2015, June 1). Green HRM in pursuit of environmentally sustainable business. *Universal Journal of Industrial and Business Management*, 3(3), 74–81.
- Mensah, K., Braimah, S.M., Gideon, A., & Bukari, Z. (2024). The Role of Social Media as a Promotional Tool for SMEs in Ghana. In *Advanced Computing Techniques: Implementation, Informatics and Emerging Technologies* (pp. 106–127). Bentham Science Publishers.
- Mwita, K.M., & Kinemo, S.M. (2018). The role of green marketing mix and selection on performance of processing industries in Tanzania: A case of Tanzania tobacco processors limited (TTPL). *International Journal of Human Resource Studies*, 8(4), 35–46.
- Paillé, P. (2019). Green marketing mix and selection: An insight into green patterns. *International Journal of Manpower*, 41(3), 258–272.
- Rahman, D.M.A., Khan, T.A.H.S.I.N.A., Emon, M.M.H., Bukari, Z., & Nath, A. (2024). *NEW MARKETING PARADIGM: From Traditional to Digital*. Notion Press.
- Rynes, S.L. (1991). Marketing activities, job choice, and post-hire consequences: A call for new research directions. In M.D. Dunnette & L.M. Howe (Eds.), *Handbook of industrial and organizational psychology* (pp. 399–444). Palo Alto, CA: Consulting Psychologists Press.
- Rupp, D.E., Shao, R., Thornton, M.A., & Skarlicki, D.P. (2013). Applicants' and customers' reactions to corporate social responsibility: The moderating effects of first-party justice perceptions and moral identity. *Personnel Psychology*, 66(4), 895–933.
- Rani, S., & Mishra, K. (2014). Green HRM: Practices and strategic implementation in the organizations. *International Journal on Recent and Innovation Trends in Computing and Communication*, 2(11), 3633–3639.
- Ren, S., Tang, G., & Jackson, S.E. (2018). Green marketing programs research in emergence: A review and future directions. *Asia Pacific Journal of Management*, 35(3), 769–803.
- Renwick, D.W., Redman, T., & Maguire, S. (2013). Green human resource management: A review and research agenda. *International Journal of Management Reviews*, 15(1), 1–14.
- Saini, P., & Shukla, K.K. (2016). Green marketing: A new tool of cost cutting (conceptual study). *International Journal of Scientific and Innovative Research*, 4(1), 195–198.
- Sanyal, L. (2017). Green Human Resource Management: Policies and Practices. *African International Journal of Research in Management*, 9(5), 43–55.
- Schreiber, J.B., Nora, A., Stage, F.K., Barlow, E.A., & King, J. (2006). Reporting structural equation modeling and confirmatory factor analysis results: A review. *The Journal of Educational Research*, 99(6), 323–338.
- Sharma, R., & Tanwar, K. (2021). Organisation Pursuit Intention Through Perceived Organizational Brand, Person Organisation Fit and Perceived Organisational Prestige. *Corporate Reputation Review*, pp. 1–21.

- Story, J., Castanheira, F., & Hartig, S. (2016). Corporate social responsibility and organizational attractiveness: Implications for talent management. *Social Responsibility Journal*, 12(3), 484–505.
- Taifel, H. (1982). *Social identity and intergroup relations*. Cambridge, MA: Cambridge University Press.
- Taifel, H., & Turner, J.C. (1979). An integrative theory of intergroup conflict. In W.G. Austin, & S. Worchel, *The social psychology of intergroup relations* (pp. 33–47). Monterey, CA: Brooks/Cole.
- Tarigan, J., Susanto, A.R.S., Hatane, S.E., Jie, F., & Foedjiawati, F. (2020). Corporate social responsibility, consumer purchase intention, quality of work life and employee performance: Case study from Indonesia controversial industry. *Asia-Pacific Journal of Business Administration*, 13(2), 141–158.
- Uzir, M.U.H., Bukari, Z., Al Halbusi, H., Lim, R., Wahab, S.N., Rasul, T., . . . Eneizan, B. (2023). Applied artificial intelligence: Acceptance-intention-purchase and satisfaction on smartwatch usage in a Ghanaian context. *Heliyon*, 9(8).
- Uzir, M.U., Bukari, Z., Jerin, I., Hasan, N., Abdul Hamid, A.B., & Thurasamy Ramayah. (2022). Impact of COVID-19 on psychological distress among SME owners in Ghana: Partial least square–structural equation modeling (PLS-SEM) approach. *Journal of Community Psychology*, 50(3), 1282–1314.
- Uzir, M.U.H., Jumaan, I.A., Wahab, S.N., Amin, M.B., Bukari, Z., Shukran, K., . . . Hassan, H.C. (2025). Investigating Satisfaction and Loyalty of the House-Owner and the Tenant From Dual Perspectives Using Social Exchange Theory and Stimulus-Organism-Response Approach. *International Journal of Consumer Studies*, 49(2), e70027.
- Uen, J.F., Ahlstrom, D., Chen, S., & Liu, J. (2015). Organizational brand management, organizational prestige and customers' word-of-mouth referrals in Taiwan. *Asia Pacific Journal of Human Resources*, 53(1), 104–123.
- Uggerslev, K.L. (2012). Recruiting through the stages: A meta analytic test of predictors of applicant attraction at different stages of the marketing activities process. *Personnel Psychology*, 65(3), 597–660.
- Willness, C.R., Jones, D.A., & Talent, A. (2013). Corporate environmental sustainability and employee marketing activities: Leveraging “green” business practices to attract talent. *Green Organizations: Driving Change with IO Psychology*. Routledge Academic: New York, NY, USA, 231–250.
- Ye, J., Zhang, X., Zhou, L., Wang, D., & Tian, F. (2022). Psychological mechanism linking green marketing programs to green behavior. *International Journal of Manpower*, ahead-of-print.
- Zakari, B.U.K.A.R.I. (2016). *Students' perception of service quality in higher educational institutions in Ghana and its effects on their loyalty*. University of Ghana.
- Zibarras, L.D., & Coan, P. (2015). HRM practices used to promote pro-environmental behavior: A UK survey. *The International Journal of Human Resource Management*, 26(16), 2121–2142.