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The Impact of Green Advertising Practices Dimensions on Consumer Green Purchasing Behavior in Food Sector of Afghanistan

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ABSTRACT

Afghanistan faces pressing environmental issues such as deforestation, pollution, and soil degradation. Limited awareness of eco-friendly practices worsens these problems, necessitating a study on people's attitudes toward the environment. Additionally, Afghanistan is susceptible to climate change's adverse effects, including more frequent floods and droughts. Research can identify effective strategies to combat climate change through green practices, benefiting public health and the economy for a sustainable future.

This research, grounded in the theory of planned behavior, examines the influence of green products and environmental awareness on consumers' eco-friendly purchasing habits. It also explores how environmental concerns impact the relationship between green products, awareness, and purchasing behavior. Statistical tools like regression, correlation, and variance inflation tests were employed to analyze data from 249 respondents using SPSS, confirming that green products play a pivotal role in shaping consumers' eco-friendly purchases.

The study contributes in three significant ways: firstly, it bridges a gap in the literature by connecting environmental awareness, green products, and consumer behavior. Secondly, it empirically introduces environmental concerns as a contextual or moderating variable. Lastly, the study offers a unique perspective by focusing on Afghanistan. Practitioners can find valuable insights in this research, highlighting the importance of green awareness, environmental concerns, and eco-friendly consumer behavior.

Keywords- Green Product; Environmental Green Awareness; Theory of Planned Behavior.

I. INTRODUCTION

Environmental marketing promotes sustainable products and services, often using vague terms like "green" and "sustainable." This practice aims to improve a company's reputation and social acceptance and may include specific certifications (Noor et al. 2022). In Afghanistan, environmental marketing is in its early stages, with only a small percentage of upper-class customers favoring green-labeled products (Şentürk et al.2021), (Vistharakula et al. 2021). Despite environmental awareness, only 5% of Afghans purchase sustainable products, lacking knowledge about their role in addressing climate change (Rahmawati, et al. 2021).

Understanding consumer behavior related to environmental marketing is crucial. This study explores the link between environmental awareness and food and beverage purchasing behavior in Afghanistan (Rahmawati, et al. 2021). Although awareness of environmental marketing is rising due to academic attention (Kingston et al.2024), consumers still lack sufficient information to make informed choices (Zaky et al.2020).

Environmental issues have gained significant attention, leading to increased consumer preference for

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sustainable products in Western Europe and the United States (Odia et al. 2019). The food industry, responsible for 26% of global greenhouse gas emissions, must address non-biodegradable packaging (Podvorica et al. 2020). Consequently, environmentally conscious consumers are increasingly selective, leading to growth in vegan and plant-based product markets (Al-Majali et al. 2020). Green marketing has attracted attention, emphasizing environmental responsibility without sacrificing quality and affordability (Oseremen, 2019).

Green advertising communicates eco-friendly attributes, resonating with environmentally aware consumers (Diglel et al. 2014). This study analyzes how green advertising influences food and beverage purchasing habits and promotes a healthy lifestyle in the context of environmental concerns. Green advertising aligns with consumer environmental awareness, fostering sustainable practices (Ebhote et al. 2019).

The use of green advertising has grown, helping companies connect with consumers and the environment (Verbeke et al. 2015) and (Oseremen et al. 2019). Companies must align their goals with sustainable advertising practices, incorporating elements like green pricing, green advertising, and green placement. This study reviews factors influencing consumer purchasing decisions in this context.

II. LITERATURE

This literature review delves into an extensive examination of green marketing and its associated facets, drawing upon the variables integrated into the research model. It aims to provide a comprehensive understanding of green marketing and green advertising practices, with a particular focus on two pivotal dimensions: environmental green awareness and green products. Furthermore, this review will elucidate the role of a moderating variable, namely environmental concern, in shaping consumers' green purchasing behavior. By exploring these interconnected elements, this study seeks to contribute to a deeper comprehension of the complex dynamics at play in the realm of sustainable marketing practices and environmentally-conscious consumer choices.

2.1 Green Marketing Concept

In 2021, Rondoni and colleagues warned of a more complex and unpredictable environment in the 21st century, with global warming attributed to inadequate environmental protection. Increasing environmental awareness, as highlighted by several studies, has led to a rise in green consumers, pushing businesses to adopt eco-friendly practices (ERDEM et al. 2022). This shift towards eco-consciousness has driven the consumption of green products that are sustainable, reducing resource use and waste. While the impact of environmental factors on consumer behavior is known, the role of attitudes remains less explored (Anjani et al., 2021). Understanding the link between attitudes and purchasing behavior is vital for promoting green purchases (Pritulska et al., 2016). Green purchasing involves ethical choices, where consumers consider the societal impact of their consumption and opt for environmentally friendly products made from sustainable materials (Widodo et al., 2021). Such products are labeled "green" and use recyclable materials with minimal packaging.

As environmental concerns grow, more individuals are becoming environmentally conscious (Zaky et al. 2020) and actively seek eco-friendly options when shopping. These green consumers aim to drive social change through their purchases while considering their environmental impact.

2.2 Concept of Green Advertisement Practices (GA)

2.2.1 Green Advertisement Practices in Afghanistan

In Afghanistan, there is a lack of research on the impact of green advertising on consumer behavior despite its direct influence on the environment (Kaplan, et al., 2018). The harmful effects of these practices have led to significant air pollution and environmental threats, resulting in thousands of deaths annually (Himawan et al., 2014). To address this, the study aims to investigate the impact of green marketing on consumer purchasing behavior, focusing on environmental awareness and green products.

2.2.2 Concept of Green Product (GP)

Green products, also known as eco-friendly products, are designed to minimize environmental impact, using sustainable materials, renewable resources, and energy-efficient processes (Dangelico et al. 2016). They aim to reduce waste, energy consumption, and greenhouse gas emissions throughout their lifecycle (Vieira et al., 2016). Green products fall into categories like energy-efficient, renewable energy, sustainable materials, non-toxic, water-saving, and recyclable. They offer benefits such as environmental protection, cost savings, and enhanced quality.

2.2.3 Concept of Environmental Green Awareness (EGA)

Environmental green awareness involves recognizing and understanding the impact of human activities on the environment, promoting sustainability through education, advocacy, and individual actions (Saeed et al., 2019). Education and activism play key roles in raising awareness, while businesses adopting sustainable practices and green marketing contribute to environmental consciousness. Consumers, motivated by environmental concerns, seek eco-friendly products and services, leading to a shift in consumer behavior.

2.2.4 Concept of Environmental Concern (EC)

Environmental concern is an individual's awareness of and willingness to engage with environmental issues. It influences consumer purchase intentions, with higher concern linked to a greater willingness to buy sustainable products (Anjani et al., 2021). Environmental concerns can be categorized as selfish, altruistic, or bio-aspheric, influencing a person's motivation to choose sustainable products.

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2.3 Concept of Consumers' Green Behavior

Consumer green behavior involves individuals consciously making environmentally sustainable choices when purchasing products or services (Shah et al. 2021). This includes considering a product's environmental impact, packaging, and a company's sustainability efforts. It's a response to the growing awareness of the environment's vulnerability to human activities.

Green purchase behavior is a key aspect of consumer green behavior, driven primarily by concerns about climate change (ElHaffar et al. 2020). Consumers are increasingly conscious of their choices and seek eco-friendly products, even if they come at a premium. This shift also impacts businesses, with eco-conscious consumers favoring companies adopting sustainable practices and offering green products (Majeed et al. 2022).

Consumer green behavior manifests in various ways, such as choosing sustainable materials and products produced using eco-friendly processes (Mahdi et al. 2022). Additionally, consumers can reduce their environmental impact by avoiding single-use plastics, consuming less meat and dairy, and making eco-conscious choices about product packaging and disposal (Taufik et al. 2020). Supporting environmentally responsible companies aligns with consumer green behavior, promoting a sustainable economy.

As individuals increasingly prioritize sustainability, businesses respond by adopting eco-friendly practices and offering green products, creating a mutually beneficial relationship (Rondoni and Grasso 2021). Consumer choices are a driving force in transitioning to a more environmentally friendly economy.

III. HYPOTHESIS DEVELOPMENT BASE ON THEORY

3.1 The Relationship between Green Advertisement Practices and Consumers' Green Purchase Intentions

3.1.1 Green Product and Consumers' Green Purchase Behavior

The theory of planned behavior (TPB) suggests that consumers' intentions to engage in a behavior, like buying green products, are influenced by their attitudes, social norms, and perceived control. In Afghanistan, the impact of green products on consumer behavior is notable, driven by concerns for the environment. Consumers who view green products as environmentally friendly and socially responsible are more likely to purchase them. Recent trends in Afghanistan show a growing interest in healthier and eco-friendly products, reinforcing the link between green products and consumer behavior. Studies suggest that consumers who are environmentally aware prefer products that don't harm the environment, finding green products attractive. Additionally, knowledge about environmental issues makes consumers hesitant to buy products with negative environmental impacts (Alamsyah et al. 2020).

In Afghanistan, consumers are increasingly valuing natural beverages and foods due to their health and sustainability benefits. These products often support local farmers, use eco-friendly packaging, and are seen as better for the environment. As a result, green products positively influence consumer behavior, as consumers willingly pay more for healthier and more sustainable options.

The relationship between green products and consumer behavior is complex, influenced by factors like environmental awareness, personal values, and product availability. Marketing strategies that emphasize the environmental benefits of green products, along with certifications like the Forest Stewardship Council and Global Organic Textile Standard, can sway eco-conscious consumers.

In a world where environmental concerns are growing, companies prioritizing sustainability and eco-friendliness stand to attract more environmentally conscious consumers. As consumer awareness of environmental issues rises, the demand for green products is expected to increase, particularly in the food sector of Afghanistan.

Hypothesis 1: Green products positively influence consumers' green purchasing behavior in Afghanistan's food sector.

3.1.2 Environmental Green Awareness and Consumers' Green Purchasing Behavior

In the theory of planned behavior (TPB), an individual's intention to perform a behavior is influenced by their attitudes, social norms, and perceived control. For green purchasing, this means that an individual's intention to buy environmentally friendly products is shaped by their attitudes towards environmentalism, social influences, and their perceived ability to make such purchases. Environmental green awareness plays a crucial role in molding consumers' environmental attitudes, subsequently impacting their intention to engage in green purchasing. The relationship between environmental green awareness and consumers' green purchasing behavior is complex. Environmental green awareness refers to an individual's knowledge of environmental issues and their impact. Green purchasing involves choosing eco-friendly products. In recent years, there's been a heightened global awareness of environmental impacts, sparking interest in how this relates to green purchasing. Elevated environmental awareness can stimulate a desire to buy eco-friendly products, but various factors influence consumer behavior beyond awareness. Considerations like price, quality, and convenience play significant roles in purchase decisions (Ahmad et al. 2020).

Effective marketing and government policies can also influence green purchasing behavior, as can social and cultural norms. While environmental green awareness generally leads to more environmentally

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conscious purchases, factors like cost and convenience also matter. Hence, offering affordable and convenient eco-friendly options can encourage more widespread adoption of green purchasing behavior.

Hypothesis 2: Environmental green awareness is positively associated with consumers' green purchasing behavior in Afghanistan's food sector.

3.3.2 Moderating Role of Environmental Concern

Environmental concern plays a crucial role in influencing consumers' green product choices. Those who prioritize environmental safety tend to prefer eco-friendly products. Awareness of a product's environmental impact heightens consumer consciousness (Kumar et al. 2021). Therefore, the interplay between environmental concern and green product awareness significantly affects green product purchases.

To encourage eco-friendly behavior, companies must recognize this interaction and develop strategies accordingly. However, the impact of environmental concern on green product purchasing is multifaceted. While it can motivate such behavior, it may also overwhelm consumers when faced with numerous green product choices.

Hypothesis 3: Environmental concern moderates the relationship between green products and consumers' green purchase behavior in Afghanistan's food sector.

Rising environmental concerns have spurred interest in eco-friendly food products among consumers globally. Researchers have explored how consumers' environmental concern influences the link between their awareness of environmental impact (green awareness) and eco-conscious buying habits in the food sector. This moderating effect implies that the relationship between green awareness and green buying varies based on consumers' environmental concern.

Studies reveal that highly environmentally concerned consumers are more inclined to engage in green purchasing because they prioritize environmental factors in their decision-making process. They actively seek and pay more for eco-friendly, sustainable products. Conversely, the moderating role of environmental concern suggests that the link between green awareness and green buying is more pronounced among consumers with lower environmental concern. Making them aware of the environmental consequences of their choices can boost their green buying behavior, particularly in the food sector, where consumers increasingly seek sustainable options.

This moderating effect also influences food companies' marketing strategies. Companies focusing on eco-friendly and sustainable products attract highly concerned consumers by highlighting environmental benefits. In contrast, targeting less concerned consumers may require different tactics, emphasizing taste, convenience, and price. Nevertheless, raising awareness of the environmental impact can encourage eco-friendly choices even among less concerned consumers.

Hypothesis 4: Environmental Concern moderates the relationship between green awareness and green buying behavior in Afghanistan's food sector.

IV. DATA COLLECTION AND METHODOLOGY

4.1 Data Collection

The survey research method is commonly employed in data-centric studies focusing on attitudes and behaviors. In this study, our objective is to gather information on consumers in the food and beverage industry, specifically in Kabul, Afghanistan. This region has a reputation for strong loyalty to this sector.

Data was collected through questionnaires, aiming to survey more than 400 Afghan respondents. We obtained 299 responses, with 249 completed questionnaires, resulting in a retrieval rate of 62.25%.

4.2 Methodology

4.2.1 Measurement Development

We employed validated questionnaires from previous studies to measure key variables:

Environmental Green Awareness: This dimension gauges' consumers' knowledge about the environmental impact of their product choices, utilizing five questionnaire items from prior research.

Green Product: This independent variable refers to environmentally friendly products. We used three questionnaire items adapted from previous studies to measure it.

Environmental Concern: This moderating variable reflects customers' environmental ownership and their preference for environmental preservation over personal needs. Three questions, based on previous research, measured this variable.

Consumers' Green Purchase Behavior: The dependent variable, indicating individuals' intent to buy environmentally friendly products, was measured using five questionnaire items from earlier studies.

4.2.2 Population and Sample Size

The study aimed to identify individuals associated with the food and beverage sector in Kabul, Afghanistan, including consumers and employees. Due to the sector's size, we couldn't determine the exact number of participants. Stratified sampling was employed for heterogeneity.

The minimum sample size for multivariate analysis was determined using the (Testa et al 2020) approach as 160.

4.2.3 Procedure

Primary and secondary data were collected. Secondary data were obtained from various sources such as online articles and research reports. Primary data collection was achieved through questionnaires. Collected data was analyzed mathematically using SPSS software.

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4.2.4 Reliability and Validity

Ensuring the quality of data, we employed methods such as Cronbach's alpha for internal consistency, factor loading for construct validity, and Variance Inflation Test (VIF) to detect multi-collinearity.

4.3 Data Analysis

The analysis involved several statistical techniques:

Cronbach's Alpha: To assess internal consistency reliability.

Factor Loading: To validate the relationship between variables and their factors.

Multi-collinearity Test (VIF): To identify and address multi-collinearity in regression models.

Correlation Analysis: To measure the strength of relationships between variables.

Regression Analysis (OLS): To model the relationship between dependent and independent variables.

V. RESULTS AND DISCUSSION

As shows the results, it presents the frequency analysis, correlation analysis, multi-collinearity analysis, validity analysis, reliability analysis, regression analysis, and summary of the results. As this research study includes environmental concern as a moderating variable, therefore this research study will be presenting the moderation regression to test the moderation analysis.

5.1 Frequency Analysis

Table1 shows the age distribution of respondents. The majority of respondents are between 18-24 years of age group with 39.95%. Also, 31.32% of respondents are between the 25-30 years' age group. Similarly, 11% of individuals are between the 31-35-year age group.13.25% of Individuals belongs to the 36-40 Years age group. Respondents of the age group between 41-45 and 45+ make up 2.00% and 2.40% of the survey.

Table 1: Age

Age Groups	Frequency	Percentage
18-24	92	36.95%
25-30	78	31.32%
31-35	33	11%
36-40	35	13.25%
41-45	5	2.00%
45+	6	2.4%
Total	249	100%

The second control variable of this research study is the gender of the respondents. Out of 249, there are 197 were males, and 52 were females. The reason is, in Afghanistan female hesitates to participate in online survey therefore males are in a higher ratio as compared to females.

Table 2: Gender

Gender	Frequency	Percent
Male	197	79.11%
Female	52	20.89%
Total	249	100%

The third control variable of this research study is education, there were four options provided to the participants. Out of 249, 20 respondents were matric, 53 belongs to the intermediate, 104 were qualifying bachelors, and 52 were having education of masters and above.

Table 3: Education

Education	Frequency	Percentage
Matriculation	20	8.03%
Intermediate	53	21.28%
Bachelors	104	41.77
Masters and above	52	20.88%
Total	249	100%

5.*2 Descriptive Statistics*

Table4 provides details of descriptive study variables. The average of Purchase intention is 3.88 which means the majority of individuals stated agree and strongly agree that purchase intention is relevant to them. The deviation from the mean is 0.77. Similarly, the mean of environmental green awareness is 3.93 means the majority agreed that environmental green awareness influences consumers' green purchase intentions. The deviation from the mean is 0.64. The mean of environmental concern is 3.67 meaning respondents were in between neutral and agree state related to environmental concern and the deviation from the mean is 0.88. Similarly, the consumer's green purchase intentions construct mean is 3.91 and the deviation from the mean is 0.75. Table4 presents the descriptive statistics of Afghanistan.

Table 4: Descriptive Statistics

Variable	Mean	Std. Deviation
Education	1.8	0.86
Age	2.14	1.28
Gender	0.66	0.47
Green Product	3.88	0.77
Environmental Green Awareness	3.93	0.64
Environmental Concern	3.67	0.88
Consumers' Green Purchase Intentions	3.91	0.75

5.3 Reliability Test

The scales of measurement employed were verified for reliability using Cronbach's Alpha test to see how dependable the results were. According to Cronbach's Alpha test of reliability, a scale's coefficient should be greater than or equal to 0.60 to be called reliable.

Table5 shows Explanatory factor analyses, such as KMO and Bartlett's test of sphericity, communality, and factor analysis, were employed to verify the validity

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of the measurements. KMO and Bartlett's tests were performed; a value > 0.5 indicates the sample size is perfect.

Bartlett's test of sphericity indicates there`s one significant correlation between two items in the variable someplace, with p<0.5 as significant.

Furthermore, a commonality test was performed, which describes the percentage of variation for each variable that can be explained by the factors, indicating that in this case, all variables have good extraction values that are all greater than 0.5

Table 5: KMO and Barlett's Test

Variable	KMO		Bartlett`s Test of sphericity	
	Chi-square		d_f	sig
CSR	0.906	4188.387	300	0.000

To ensure the data is valid and can be processed for further analysis; the data validity is based on the Cronbach alpha value and according to the previous studies this value must be greater than 0.7.

The Cronbach's alpha for EGA is .707 and if it is > .6 then it is accepted and a reliable value. The Cronbach's alpha for CGPB is .879 and if it is > .6 then it is also a reliable value. The Cronbach's alpha for GP is .738 and if it is > .6 then it is a reliable value. The Cronbach's alpha for EC is .844 and if it is > .6 then it is also accepted and a reliable value.

Table 6: Reliability Analysis

Predictor	Cronbach Alpha
Green Product	0.738
Environmental Green Awareness	0.707
Environmental Concern	0.844
Consumers' Green Purchase Intentions	0.879

5.4 Correlation Analysis

This method is a statistical interpretation of variables that are used in this research. This method of correlation was introduced by (Galton, 1888). Correlation shows the degree to which the variables function in tandem. A correlation analysis is used to see whether two or more variables shift and to measure how strong the correlation is. To determine if the variables have a linear relationship, SSPs use a correlation coefficient, such as the Pearson product-moment correlation coefficient in this case. The commonly used parameter correlation coefficient (r) can be used to calculate the relationship's strength. The value of this critical parameter varies from +1.0 to -1.0. Furthermore, r>0 denotes significant relation, r<0 denotes a negative relation, and r=0 denotes the absence of any relation. The effects of the correlations between the deliberated variables are shown in table6 below.

From the table below it can be seen that green product is positively and significantly related to consumers' green purchase intentions which are 0.558. Similarly, the correlation between environmental green awareness and consumers' green purchase intentions is higher which is 0.494. and in last the correlation between environmental concern and consumers' green purchase intention is 0.438 which again indicates that the moderating variable of environmental concern is associated with the consumer's green purchase intentions. As the correlation between the independent, dependent, and moderator variables is higher that indicates there is a chance of multi-collinearity. To test the multi-collinearity, we have put the AVE square root values in diagonal in bold and these values are greater than all the values in the respective columns and rows which indicates the discriminant validity and there is no multi-collinearity and to further support it the variance inflation test is added in table7.

5.5 Variance Inflation Test

To ensure there is no multi-collinearity among the data set. According to the previous literature, the VIF (Variance Inflation Test) should be less than 10, this study was presented by hair in 1995, but according to recent studies, this is preferred to be less than 05. From table7, it can be seen that the value of VIF is less than 5 which indicates there is no multi-collinearity among the data set.

Table 7: Variance Inflation Test

Predictors	VIF
Environmental Green Awareness	1.73
Green Product	1.24
Environmental Concern	1.02
Consumers' Green Purchase Intentions	1.52

5.6 Validity Analysis

To test the hypothesis via regression analysis it is important to analyze the validity of the data set. Validity is based on two elements, factor loadings, and composite reliability. The value of these factors should be higher than 0.6 and some research states that it must be greater than 0.7 and from the table below it can be seen that the factor loadings and composite reliability are greater than 0.7 which indicates the data is valid.

5.7 Regression Analysis

To test the designed hypothesis, we have adopted the regression analysis.

The table9 is showing the regression analysis to indicate the relationship between independent, moderating, and dependent variables. From the table below it can be seen that there is a positive association between them. For instance, environmental green awareness is positively and significantly related to the consumer's green purchasing behavior (Beta value = 0.542***, p<0.01). Similarly, the green product is

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significantly related to consumers' green purchase behavior.

Moreover, from model 5 and model 6, it can be seen that there is a positive and significant impact of interaction and from which it can be concluded that the environmental concern positively moderates the relationship between green products and consumer's green purchase behavior, and similarly the relationship between environmental green awareness and consumers green purchasing behavior.

Table 6: Correlation Analysis

Predictors	1	2	3	4	5	6	7	8	9
Education	1								
Age	.025	1							
Gender	-0.37	0.43	1						
Income level	.041	.041	.214	1					
Profession	.121	.004	.239	.054	1				
Environmental Green Awareness	-.090	.119	.016	.051	.173	.835			
Green Product	-.083	-.002	-.002	.614**	.002	.332	.801		
Environmental Concern	-.229**	.121	-.094	.513**	.027	.523	.558**	.795	
Consumers' Green Purchase Intentions	-.107	.083	.042	.558**	.179	.250	.494**	.438**	.771

Table 8: Validity Test

Variables	Questionnaires	Factor Loadings	Composite Reliability
Environmental Green Awareness	EGA1	0.741	0.811
	EGA2	0.84	
	EGA3	0.711	
	EGA4	0.841	
	EGA5	0.863	
Green Product	GP1	0.971	0.819
	GP2	0.777	
	GP3	0.782	
Environmental Concern	EC1	0.792	0.810
	EC2	0.836	
	EC3	0.723	
Consumers' Green Purchase Behavior	CGPB1	0.743	0.841
	CGPB2	0.774	
	CGPB3	0.882	
	CGPB4	0.899	
	CGPB5	0.925	

Table 9: Regression Analysis

	Consumers' Green Purchasing Behavior					
Predictor	M1	M2	M3	M4	M5	M6
Age	0.055	0.071	0.062	0.099	0.041	0.412
Gender	0.265	0.199	0.251	0.045	0.250	0.021
Education	0.002	0.006	0.231	0.215	0.025	0.951
Income Level	0.124	0.111	0.165	0.002	0.063	0.025
Profession	0.062	0.152	0.012	0.160	0.033	0.035
Environmental Green Awareness		0.542*** (0.076)				
Green Product			0.642** (0.051)			
Environmental Concern				0.216* (0.025)		

Environmental Green Awareness* Environmental Concern					0.650** (0.058)	
Green Product* Environmental Concern						0.541** (0.061)
R	0.388	0.484	0.570	0.590	0.460	0.709
R Square	0.151	0.234	0.325	0.349	0.211	0.502
Adjusted R Square	0.134	0.219	0.311	0.336	0.196	0.493

Table 10: Summary

Hs	Hypothesis	Supported or Not Supported
H1	The purchase of food and natural beverages is linked to the green product.	Supported
H2	The purchase of food and natural beverages is linked to Environmental green awareness	Supported
H3	Environmental Concern moderates the relationship between green products and consumers' green purchase intentions for beverages and food	Supported
H4	Environmental Concern moderates the relationship between environmental green awareness and consumers' green purchase intentions for beverages and food	Supported

The table10 is showing the summary of the analysis and it summarizes whether the designed hypothesis was supported by the respondents or not.

VI. CONCLUSION

Consumer demand for eco-friendly products is on the rise, emphasizing the need to assess various aspects of a product's value chain, including quality, origin, price, and packaging. This creates a framework to raise environmental awareness among consumers and encourages producers to adopt ethical practices. While statistical tests reveal positive correlations among hypotheses, respondents' express dissatisfaction with soft drink manufacturers' marketing efforts, highlighting the need for transparent communication.

Businesses in Afghanistan should invest in and market eco-friendly products to meet consumer demands and gain a competitive edge. Increasing environmental awareness campaigns, emphasizing product benefits, is recommended. Policymakers should incentivize sustainable practices and educate consumers about green product benefits. Further research is needed to understand additional factors influencing green purchasing behavior.

Government agencies must conduct effective programs and campaigns to inform the public about environmental issues and encourage eco-friendly lifestyles. Consumer purchasing behavior is influenced by awareness, government regulations, and social influence, emphasizing the importance of environmentally conscious product characteristics for food and beverage manufacturers. Education should play a vital role in promoting awareness of global warming and ozone layer depletion.

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