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Emotion As a Mediator in The Relationship Between Green Marketing Mix and Green Purchase Intention

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Abstract: This study focuses on the key elements of green marketing mix and its impact on green purchase intention through positive and negative anticipative emotion. This study has contributed an array of results that prove to be insightful for the marketers of electrical two-wheeler vehicles in India. Data was collected from 367 respondents and PLS-SEM is used for the analysis. The direct effects of green product, green place and green promotion on green purchase intention are not significant and these factors do not have a direct impact on purchase intention. Green price alone has direct impact on Purchase intention. Upon testing the indirect path effect, it is confirmed that positive anticipative emotion plays mediating role between Green Product, Place, Promotion, and purchase intention. Further negative anticipative emotion acts as a mediator between Green Product, Price, Place, Promotion and Purchase Intention. The marketers to provoke purchase intention among the customers they use green marketing mix as their main constructs. But delving further into green marketing mix and its impact on purchase intention it is clearly identified that both positive and negative anticipated emotion move unipolarly carry out an intention to purchase electric two wheelers within the minds of the customers.

Keywords: green marketing mix, green price, green purchase intention, negative anticipative emotion, positive anticipative emotion.

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INTRODUCTION

The Government and many companies are undertaking the necessary steps to produce eco-friendly products, but it remains a million-dollar question as to whether the customers have an intention to purchase eco-friendly products. Since India is considered to be a highly populated country, the automobile industry is in constant production of manufacturing vehicles due to its high usage. As it said change brings development, new measures of keeping the environment healthy has become a necessity to transform conventional vehicles into environmentally friendly vehicles, it is necessary for the company to consider an effective green marketing mix in order to provoke the customers purchase intention. Prior studies have confirmed a direct relationship between green marketing mix and purchase intention. Our study additionally proposes how emotion plays

a significant role between green marketing mix and purchase intention. Natural gas's safety qualities and reduced greenhouse gas emissions have made it an appealing replacement compared to conventional fuels for automobiles (Yauri & Widianingsih, 2023). Compressed Natural Gas is a considered to be an alternative for traditional fuel. It has intrinsic advantages towards the environment and is referred to as the green fuel. By lowering harmful emissions, CNG reduces the effect it causes in global warming (Khan et al., 2015). The automobile industry in India has come a long way from 1950's with an average of forty thousand being its annual production and has grown enormously with a 25.93 million units of production for the year 2022-2023 which includes passenger, commercial, two and three-wheeler, and quadricycles. When compared to other vehicle categories, the sales trends for two-wheelers have resulted in around 15.86 million units, indicating a significant market share (Society of Indian Automobile Manufactures, 2023). From which eco-friendly (electric) two-wheeler vehicles have a sales volume of 7,28,054 vehicles, this data from (Satapathy, 2024) has revealed that there is yet room to transform conventional vehicles into environmentally friendly vehicles. The objective of the study is to identify the effective green marketing mix elements and its impact on purchase intention directly and indirectly. Following which to identify whether Positive and Negative anticipative emotion plays a mediating role between green marketing mix and purchase intention for two electric wheelers.

Green marketing has no pre-defined terms, but researchers and academicians have their own perspectives of coining the term "Green Marketing." Green marketing is a type of business practice with the goal of reducing waste by promoting environmentally friendly products, conserving energy, and fostering the societal sustainability and environmental health (Rahman et al., 2012). With the social interest in preserving the environment in mind, green marketing entails several actions that go beyond the needs of the customers (Chamorro & Bañegil, 2006). Any form of marketing used by a business to minimize damage to the environment is known as green marketing (Hadi et al., 2023). These days, businesses are placing a lot of priority on green marketing techniques that guarantee the sustainability of marketing activities. Green marketing involves modifying production procedures, packaging, and labelling as well as promotional tactics to connect businesses, consumers, and the environment (Chang et al., 2019). Given the fact green marketing is a prime concept that every business or organization is prone to adapt due to environmental concerns among the consumers. Every business has a strategy that incorporates green marketing there by leading the 4Ps of green marketing mix (Öztürk, 2020).

Green marketing also goes by the name "eco-friendly marketing" which in turn is said to be applicable for both the organization and the end user. The term "green marketing mix" refer to environmentally friendly product marketing that takes environmental protection into account at every stage of product development and distribution. Marketers employ methods to increase product quality and promote packaging in a way that benefits the environment, as well as initiative that are safe for the environment (Ahmed et al., 2023). In the words of Keller & Swaminathan (2020), it describes the process of marketing products while keeping their environmental benefits in mind. Putting an emphasis on the products' eco-friendliness is meant to increase their customer appeal. In this sense, the customer might learn which products are made in an environmentally responsible way and what the benefits are of buying them. In order to promote and maintain environmental welfare, pricing, distribution and promotion strategies must be implemented along with product creation as part of the green marketing mix. The four Ps (Product, Price, Place, Promotion) have been transformed into "The four GPs" (Green Product, Green Price, Green Place, Green Promotion) in the context of the green marketing mix (Hadi et al., 2023; Shalash, 2021; Sembiring, 2021; Govender & Govender, 2016).

Over the recent years the term sustainable products, eco-friendly products, bio-degradable products are considered to be important among the manufactures, the marketers and the consumers. When referring to

products in the business world that try to preserve or improve the environment, the terms "green product" and "environmental product" are typically used to describe those that use less energy and/or resources, produce less pollution, and generate less waste (Mahmoud, 2018; Tseng & Hung, 2013). Green products are the result of decisions and actions made regarding products that try to protect or improve the environment by reducing pollution and waste, consuming less energy and/or resources, and so on. According to previous research studies, green products include the five Rs like repairing, refurbishing, reusing, recycling, and remanufacturing. (Diglel & Yazdanifard, 2014) has stated that a green product is defined as a good that is produced using recycled materials, has adverse effects on the environment, is produced in an environmentally conscious manner and conserves natural resources. Nowadays, customers are left with the perception that a healthy living can be obtained as an alternative using green products (Goyal & Bansal, 2018). From the above literature it is visible that the business must create a product that meets both the customers' expectations and takes into consideration environmental sustainability. From previous research studies conducted by (Ramayah et al., 2010; Costa et al., 2021) it was proven that green product leads customers to have a purchase intention.

An essential component of green marketing is green pricing. If the consumer's expectations and thoughts of a product match and meet the worth of the product, majority of the consumers will be more than just ready and eager to pay as well. Green prices are reduced costs based on company values that take the environment into consideration. In order to achieve production efficiency, pricing in the context of green marketing requires taking into thought the ecology of communities, the environment and the revenues (Hadi et al., 2023; Mahmoud, 2018; Solaiman, 2015). Green pricing refers to the price that the consumer must pay in order to receive green products. It might be seen as a cost in exchange for the advantages to the environment. Green pricing can facilitate the economy's transition to the usage of eco-friendly and sustainable alternatives (Agrawal & Ansari, 2022). The term green pricing is often determined by taking into consideration the environmental concerns which is known to be a crucial factor. It is common for businesses to incur additional costs while making environmentally conscious products; as a result, these costs are typically included to the product's price. This means that consumers will undoubtedly consider price as important factor for environmentally friendly products (Iyer et al., 2016; Weisstein et al., 2014) When deciding whether or not to acquire a product, shoppers consider pricing to be a crucial element (Anjani & Perdhana, 2021). Therefore, pricing is known to create relevant impact on purchase intention (Long et al., 2023; Tudu & Vaibhav, 2021).

Another key element in green marketing is green place. The green place is an approach that guarantees the company's products are distributed precisely as planned, meeting consumer expectations in a less environmentally harmful manner (Kirgiz, 2016). One of the primary concerns of green place is to assure that all the consumers have an easy access to the products they buy, by considering the environmental norms and policies. In order to reduce excess carbon footprints, the company focuses on logistics management, in addition an environmentally conscious company needs to make sure that its distributors share the concern for the environment and implement an eco-friendly distribution plan (Groening et al., 2018). Because very few customers will go beyond their means to buy environmentally friendly products, businesses must position their products close to customers in order to boost sales and create an intention (Mahmoud, 2018).

Green promotion is a method of product marketing that includes messaging that may pique consumers' interest in natural empowerment while also emphasizing the benefits of the product. The goal of green marketing is to draw attention to more positive things and encourage positive customer behavior that raises environmental concerns by inviting and convincing people to purchase eco-friendly items (Tan et al., 2022). Keeping people, the environment, and profits in mind while configuring promotional tools like advertisements, promotional materials, signage, websites, public relations, sales promotions, direct marketing is known as

"green promotion" Green advertising can convey messages that are intended to appeal to people that care about the environment, (Ankit & Mayur, 2013). Green marketing also aims to raise awareness of the threats that the environment is currently facing and encourage the purchase of eco-friendly products that are biodegradable, and made with recycled materials (Khatun & Roy, 2022). A company's commitment to preserving the environment is demonstrated by its marketers through green marketing, which disseminates information to consumers with the ultimate purpose of drawing in the target market (Solaiman. et al., 2015; Ahmed et al., 2023).

Emotion is a vital component when it comes to marketing, green marketing mix elements stimulates the mental feeling of the customers thereby creating an emotion within themselves. Emotions tend to happen in certain circumstances and have a brief duration, ranging from a few moments to several hours. Emotions can be classified as either positive or negative (Kao & Du, 2020). The affective emotion includes a person's preferences, likes, and dislikes. It is clear that the consumers' intention to make green purchases are correlated with environmental apathy. According to Rana & Paul (2017) people's preferences and likes for sustainable consumption should only encourage them to engage in more eco-friendly purchasing. In a recent study conducted by Kao & Du (2020) it was found that emotions are categorized into three : Moral emotions express how a person feels about accepting or rejecting ecological responsibilities' and norms, the most powerful emotion is the interaction between humans and nature is thought to be emotional affinity, which also serves as an indicator for favorable environmental behavior and ecological horror is the also an emotional reaction which arises when people analyze the risk of climate change, in our research the prime focus is analyzed on emotional affinity and its impact on purchase intention. Feelings of passion, love, connection, and affection are linked to perceived emotional value. It is acknowledged that customers will evaluate products and promotions based on their emotional significance. When a product or service has the capacity to trigger the emotional and affective state of the customers emotional value can be perceived (Zhou & Tong; 2022; Dwivedi et al., 2018). According to the author (Aydinli et al., 2014) mentions that every product that involves a marketing mix elicits an easy, rapid emotional reaction.

Though emotions are perceived and explained by numerous researchers in their own light, we adopted anticipated emotions as a part of our study. Anticipated emotions are recognized as a feeling that drives the consumer to engage in decision making. Anticipatory emotions facilitate the study of emotions in relation to consumer behavior by serving as a mediator between the information consumers receive and the decision-making process (Bagozzi et al., 2016). Previous studies show that consumers anticipate what they will experience emotionally from their purchase and these feelings influence their decisions, such as whether to buy something or not (Han et al., 2016). According to He et al. (2022) has mentioned that anticipated emotions have a mediating role in encouraging purchase intention. The idea that emotions are positive or negative has served as the foundation and evolution of the scientific study of emotion (An et al., 2017). Anticipated emotion can be classified into Positive anticipation where a customer experiences emotions like (Delighted, Happy, Glad, and Proud) and Negative anticipated emotions where the customer may tend to feel (Angry, Unsatisfied, Discontented and Disappointed) in terms of their behavior (Odou & Schil, 2020; Carrus et al., 2008; He, 2023). Wolf et al. (2015) mentioned in his study when a customer feels positively anticipated it will only encourage him towards purchase intention for electrical two-wheeler vehicles. According to Carrus et al. (2008) negative anticipated emotion plays an influencing factor on determining purchase intention.

Previous research studies have contributed various mediating variables between green marketing and green purchase intention where they have implicated green purchase attitude (Long et al., 2023), Environmental Knowledge (Mahmoud, 2018) Green brand image and consumer Belief (Majeed et al., 2022) demographic

characteristics (Alharthey, 2019). Purchase intentions are defined as carrying out a planned decision to buy a particular thing in the future, although an individual's ability to carry out the intention to buy depends on it (Yeo et al., 2020). A good buying intention encourages the customer to make the actual purchase, whereas a negative purchase intention discourages the customer from making the purchase (According to Arslan & Zaman, 2014). The core Marketing mix like product, price, place and promotion plays a significant role in influencing consumers emotional trust and perceived emotional value, which in turn stimulates customers purchase intention (Zhou & Tong, 2022; Chuah & Yu, 2021). According to Swim et al. (2011) customers opinion of the advantages of packaging that protects the environment has a major influence on their intention to make a purchase through positive and negative emotional moderation. An organization or a company which involves green marketing mix tends to create a purchase intention among environmentally friendly consumers (Yusof et al., 2013). From the above-mentioned literature, the research gap was identified and as an extension to the existing research this study proves its novelty by implementing emotion as the mediator between green marketing mix and purchase intention. Consumers emotions are clearly portrayed with positive anticipation and negative anticipation and its impact on purchase intention.

METHODS

Green marketing is all about conservation for the environment and Indian two-wheeler manufacturing companies has taken an initiation by introducing electrical two-wheeler vehicles. This study aims to analyze electrical two-wheeler green marketing mix and its impact on purchase intention with emotion as the mediator. whether customers tend to have a purchase intention when emotion is considered as a mediator. From this statement it is predictable that change will be undertaken in the two-wheeler category by taking into consideration the conservation for the environment and adapting to electrical vehicles. The data collection was carried out in all the nearby situated electrical two-wheeler showrooms where customers were taken into the survey. A sample size of 367 Indian customers was included for the survey. Green marketing mix is measured using green product (4 items), Green Price (4 items), Green Place (4 items), Green Promotion (4 items) was adopted from (Munamba & Nuangjamnong, 2021). Emotion was further classified into two: Positive anticipated emotion (4 items) Negative anticipated emotion (4 items) was taken from (Odou & Schil, 2020; Carrus et al., 2008) and purchase intention (4 items) was taken from (B. Kaur et al., 2022). To analyze the data and for testing the framed hypothesis PLS-SEM was used by the researcher.

RESULTS AND DISCUSSION

Using PLS-SEM the conceptual model was tested empirically with the collected data.
The researcher adopted the partial least square (PLS) modelling technique, which is suitable for confirmatory analysis, to examine the data (Hair et al., 2016).

The Table 1 consists of 28 items which represents the model of the study. Cronbach's alpha was utilized to measure the reliability of the 28 items. According to Hair et al. (2022) the reliability values should be greater than 0.70 which confirms the existence of internal consistency. The greatest value identified from Table 1 was to be 0.898 and the lowest value was found to be 0.511. All the values derived from the table 1 were known to be above 0.70 or higher thereby considering it to be reliable, except the value derived from PAE4 item (Positive anticipated emotion) resulted in 0.511 proving it to be inconsistent.

Table 1 Outer Loading Values

	Green Place	Green Price	Green Product	Green Promotion	Green Purchase Intention	Negative Anticipative Emotion	Positive Anticipative Emotion
GPI1					0.735		
GPI2					0.745		
GPI3					0.898		
GPI4					0.728		
NAE1						0.771	
NAE2						0.735	
NAE3						0.793	
NAE4						0.759	
PAE1							0.746
PAE2							0.798
PAE3							0.774
PAE4							0.511
PLA1	0.745						
PLA2	0.798						
PLA3	0.743						
PLA4	0.758						
PRI1			0.746				
PRI2			0.708				
PRI3			0.712				
PRI4			0.757				
PRM1				0.761			
PRM2				0.745			
PRM3				0.718			
PRM4				0.724			
PRO1		0.728					
PRO2		0.852					
PRO3		0.785					
PRO4		0.762					

Table 2 Inner Model Evaluations

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Place	0.843	0.781	0.738	0.625
Green Price	0.822	0.846	0.730	0.611
Green Product	0.815	0.818	0.776	0.565
Green Promotion	0.877	0.776	0.805	0.608
Green Purchase Intention	0.762	0.775	0.796	0.596
Negative Anticipative Emotion	0.796	0.842	0.720	0.605
Positive Anticipative Emotion	0.825	0.839	0.751	0.604

The Table 2 values represent the inner model evaluations and its constructs. The AVE (Average variance extracted) shows the convergent validity for each construct. Hair et al. (2016) mentioned the AVE value should be higher than 0.50. All the values for the constructs under AVE are proven to be above 0.50, thereby confirming its convergence.

Table 3 HTMT Discriminant Validity

	Green Place	Green Price	Green Product	Green Promotion	Green Purchase Intention	Negative Anticipative Emotion	Positive Anticipative Emotion
Green Place							
Green Price	0.577						
Green Product	0.358	0.560					
Green Promotion	0.893	0.623	0.327				
Green Purchase Intention	0.218	0.398	0.436	0.337			
Negative Anticipative Emotion	0.671	0.714	0.538	0.732	0.451		
Positive Anticipative Emotion	0.768	0.604	0.281	0.834	0.310	0.637	

HTMT validity method was undertaken to test the discriminant validity. Franke & Sarstedt (2019) has stated that the discriminant validity can be confirmed only if the proven values are lesser than 0.90. The values identified in Table 3 were found to be lesser than 0.90, thereby confirming the existence of discriminant validity.

Table 4 Variance Inflation Factor (VIF) values

	VIF		VIF
GPI1	1.268	PLA4	1.275
GPI2	1.321	PRI1	1.167
GPI3	1.191	PRI2	1.217
GPI4	1.267	PRI3	1.226
NAE1	1.181	PRI4	1.205
NAE2	1.194	PRM1	1.165
NAE3	1.100	PRM2	1.426
NAE4	1.027	PRM3	1.371
PAE1	1.100	PRM4	1.242
PAE2	1.146	PRO1	1.161
PAE3	1.156	PRO2	1.065
PLA1	1.081	PRO3	1.131
PLA2	1.057	PRO4	1.109
PLA3	1.267		

To find the model's collinearity problem, VIF was calculated. The higher VIF values are associated with a higher degree of collinearity. Hair et al. (2021) stated that when the calculated values of VIF is found to be greater than 5 or above confirms the presence of collinearity. The values found in Table 4 resulted to be below 5 and no collinearity issues.

Table 5 R square results

	R Square	R Square Adjusted
Green Purchase Intention	0.137	0.129
Negative Anticipative Emotion	0.285	0.281
Positive Anticipative Emotion	0.323	0.319

To evaluate the structural model for evaluating the variance between the endogenous and exogenous construct r square was adopted. The endogenous construct includes (green purchase intention) and exogenous constructs include (green product, green price, green place, green promotion, positive anticipated emotion, and negative anticipated emotion) The Table 5 values represent green purchase intention where R square value is 0.137 (13%) of variance are seen with the changes from the exogenous variable. Looking into the endogenous negative anticipative emotion construct the R square value is 0.285 (28%) of the variance has resulted for the changes in the exogenous construct (green product, green price, green place, green promotion). The variance for positive anticipative emotion resulted at 0.323 (32%) for the change in exogenous constructs (green product, green price, green place, green promotion). From the R square results, it is confirmed that positive anticipated emotion creates a high level of impact among the customers who purchase electrical two-wheelers.

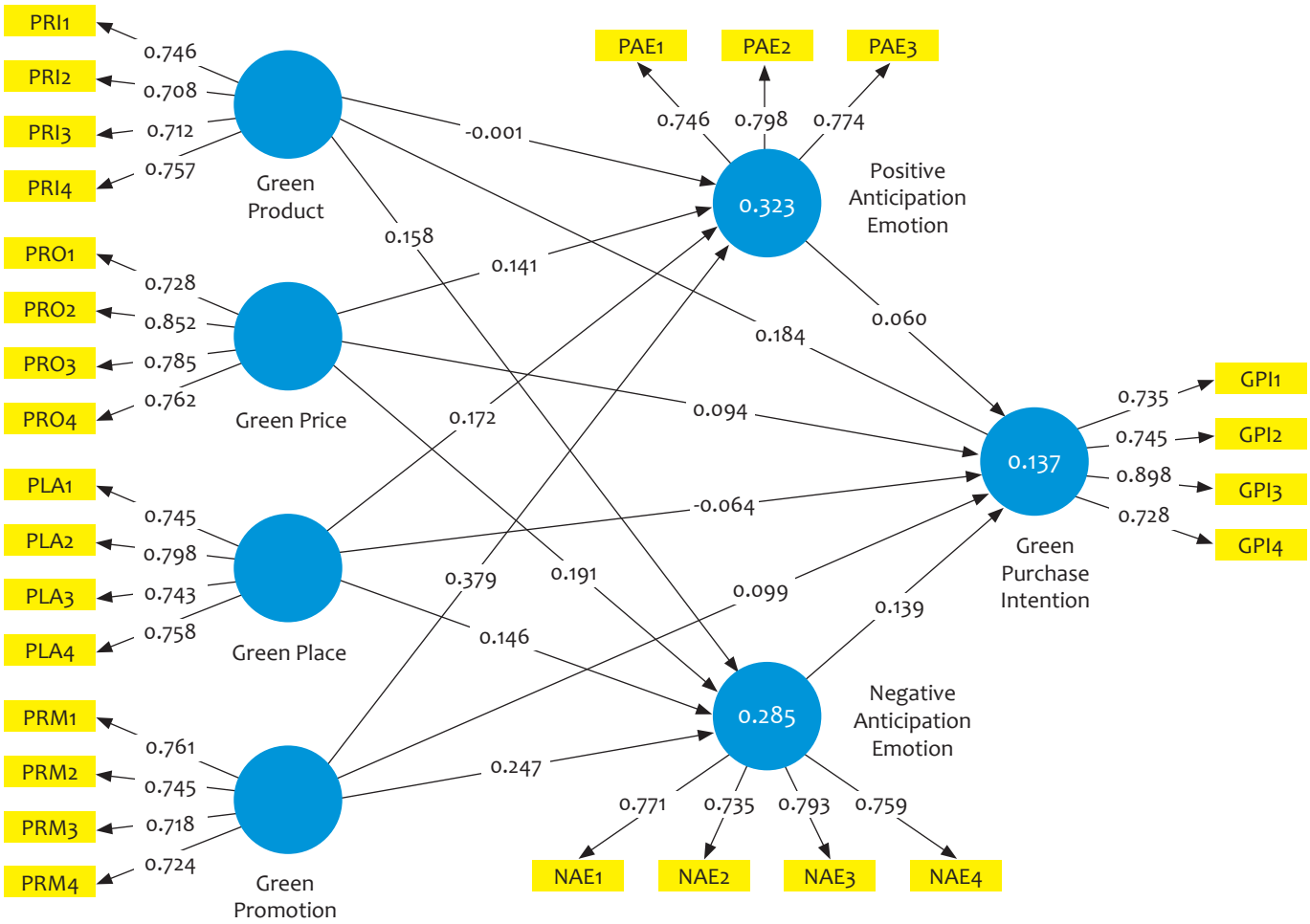

Figure 2 Tested research model

Summary of Hypothesis testing

The researchers have adopted PLS-SEM to test the framed hypothesis in the study (Table 6).

Table 6 T Statistics

	Original Sample (O)	Path Coefficient	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Green Place → Green Purchase Intention	-0.064	0.064	-0.066	0.048	1.334	0.183**
Green Place → Negative Anticipative Emotion	0.146	0.146	0.144	0.051	2.871	0.004**
Green Place → Positive Anticipative Emotion	0.172	0.172	0.179	0.040	4.274	0.000**
Green Price → Green Purchase Intention	0.094	0.184	0.095	0.049	3.796	0.000**
Green Price → Negative Anticipative Emotion	0.191	0.191	0.192	0.042	4.497	0.000**
Green Price → Positive Anticipative Emotion	0.141	0.241	0.142	0.039	0.030	0.215**
Green Product → Green Purchase Intention	0.184	0.094	0.183	0.048	1.903	0.088**
Green Product → Negative Anticipative Emotion	0.158	0.158	0.157	0.048	3.309	0.001**
Green Product → Positive Anticipative Emotion	-0.001	0.189	0.001	0.037	2.030	0.018**
Green Promotion → Green Purchase Intention	0.099	0.099	0.098	0.050	1.178	0.189**
Green Promotion → Negative Anticipative Emotion	0.247	0.247	0.252	0.057	4.353	0.000**
Green Promotion → Positive Anticipative Emotion	0.379	0.379	0.375	0.046	8.272	0.000**
Negative Anticipative Emotion → Green Purchase Intention	0.139	0.139	0.141	0.046	2.996	0.003**
Positive Anticipative Emotion → Green Purchase Intention	0.060	0.260	0.063	0.053	2.311	0.014**

** Significant at 0.05 level

H1 stated that green product has a significant relationship with green purchase intention, upon testing the hypothesis, it was found that green product has **no significant relationship** with green purchase intention. (STDEV = 0.048, T value = 1.903, P=0.088) as the p value is greater than 0.05

H2 stated that green price has a significant impact with green purchase intention, upon testing the hypothesis, it was found that green price has **a significant relationship** with green purchase intention. (STDEV = 0.049, T value = 3.796, P=0.000) as the p value is lesser than 0.05

H3 stated that green place has a significant relationship with green purchase intention, upon testing the hypothesis, it was found that green place has **no significant relationship** with green purchase intention. (STDEV = 0.048, T value = 1.334, P=0.183) as the p value is greater than 0.05

H4 stated that green promotion has a significant relationship with green purchase intention, upon testing the hypothesis, it was found that green place has **no significant relationship** with green purchase intention. (STDEV = 0.050, T value = 1.178, P=0.189) as the p value is greater than 0.05

H5 stated that positive anticipative emotion has a significant relationship with green purchase intention, upon testing the hypothesis, it was found that positive anticipative emotion has **a significant relationship** with green purchase intention. (STDEV = 0.053, T value = 2.311, P=0.014) as the p value Is lesser than 0.05

H6 stated that negative anticipative emotion has a significant relationship with green purchase intention, upon testing the hypothesis, it was found that negative anticipative emotion has **a significant relationship** with green purchase intention. (STDEV = 0.046, T value = 2.996, P=0.003) as the p value Is lesser than 0.05

Further the model construct for hypothesis testing green marketing mix (green product, green price, green place and green promotion) and its relationship with positive anticipative emotion and negative anticipative emotion are tested and the results are shown in Table 7.

Table 7 Mediating and Indirect Effect of positive anticipative emotion and negative anticipative emotion

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Green Place → Negative Anticipative Emotion → Green Purchase Intention	0.020	0.020	0.010	2.006	0.045
Green Price → Negative Anticipative Emotion → Green Purchase Intention	0.027	0.027	0.011	2.330	0.020
Green Product → Negative Anticipative Emotion → Green Purchase Intention	0.022	0.022	0.011	2.078	0.038
Green Promotion → Negative Anticipative Emotion → Green Purchase Intention	0.034	0.035	0.013	2.626	0.009
Green Place → Positive Anticipative Emotion → Green Purchase Intention	0.010	0.011	0.010	2.054	0.036
Green Price → Positive Anticipative Emotion → Green Purchase Intention	0.008	0.009	0.008	2.051	0.039
Green Product → Positive Anticipative Emotion → Green Purchase Intention	0.000	0.000	0.003	3.022	0.007
Green Promotion → Positive Anticipative Emotion → Green Purchase Intention	0.023	0.024	0.020	2.131	0.043

To test the H7 framed hypothesis for the mediating effect of Positive anticipative emotion between green marketing mix (green product, green price, green place, and green promotion) and green purchase intention the Table 7 indicates the results of the interpretation.

Positive anticipative emotion acts as a mediator between green product and green purchase intention for where it was found to be significant (STDEV = 0.003, T value = 3.022, P=0.007 the p value is lesser than 0.05)

Positive anticipative emotion acts as a mediator between green price and green purchase intention for where it was found to be significant (STDEV = 0.008, T value = 2.051, P=0.039 the p value is lesser than 0.05)

Positive anticipative emotion acts as a mediator between green place and green purchase intention for where it was found to be significant (STDEV = 0.010, T value = 2.054, P=0.036 the p value is lesser than 0.05)

Positive anticipative emotion acts as a mediator between green promotion and green purchase intention for where it was found to be significant (STDEV = 0.020, T value = 2.131, P=0.043 the p value is lesser than 0.05)

To test the H8 framed hypothesis for the mediating effect of negative anticipative emotion between green marketing mix (green product, green price, green place, and green promotion) and green purchase intention the Table 7 indicates the results of the interpretation

Negative anticipative emotion acts as a mediator between green product and green purchase intention for where it was found to be significant (STDEV = 0.011, T value = 2.078, P=0.038 the p value is lesser than 0.05)

Negative anticipative emotion acts as a mediator between green price and green purchase intention for where it was found to be significant (STDEV = 0.011, T value = 2.330, P=0.020 the p value is lesser than 0.05)

Negative anticipative emotion acts as a mediator between green place and green purchase intention for where it was found to be significant (STDEV = 0.010, T value = 2.006, P=0.045the p value is lesser than 0.05)

Negative anticipative emotion acts as a mediator between green promotion and green purchase intention for where it was found to be significant (STDEV = 0.013, T value = 2.626, P=0.009 the p value is lesser than 0.05)

This study primarily aims to find whether positive anticipative emotion and negative anticipative emotion plays a role between green marketing mix and green purchase intention. Pls-Sem was utilized to test the study where 27 items were found to be reliable for the taken constructs. The result of R squares interprets that 31.9% variance were seen on positive anticipative emotion through green marketing mix. Our study demonstrates that green marketing mix for electric two-wheelers leads to positive anticipatory emotions among the buyers, which is unique when compared with previous research that shows a link between green marketing mix and purchase intention (Ramayah et al., 2010; Costa et al., 2021, Sugiyanto et al., 2024). On further comparison with the result of R square for negative anticipative emotion resulted to be 28.81% which tends to lower in comparison with positive anticipative emotion. This clearly reveals that electrical two-wheeler customers seem to have higher level of positive anticipative emotion when green marketing mix influences them. The green marketing mix represents 12% of the variance for green purchase intention. Looking into the green marketing mix construct and its impact on positive anticipative emotion, the path coefficient results indicates that green promotion ($\beta = 0.379$) is highly impacting positive anticipative emotion of the customers. The result indicates that green promotion is highly impacting ($\beta=0.247$) negative anticipative emotion of the customers than green price, green place, and green product. It is necessary for the marketers to have a prime focus on green promotion related marketing mix as it is known to highly impact the emotion of the customers. The analysis of the green marketing mix and emotion constructs in relation to purchase intention reveals that the path co-efficient for positive anticipatory emotion has a higher value of ($\beta=0.260$). This demonstrates how a customer's positive anticipative emotion influences their intention to purchase electric two-wheeler vehicles.

Direct path effect of green marketing mix → purchase intention

On testing the direct effect of green marketing mix on purchase intention, it was found that H1, H3, H4 is not significant as electrical two-wheelers product, place and promotion information cannot create a purchase intention among the customers. The direct effects of green promotion, green place and green product on green purchase intention are not significant ($p > 0.05$), suggesting that these factors do not have a strong direct impact on green purchase intention. This result is contradictory to (Ansu-Mensah, 2021; R. Kaur et al., 2022) where the researcher states that green product, place, and promotion leads to purchase intention, whereas testing the direct relationship between green price and green purchase intention it is proved to be significant. Electrical two-wheeler manufacturers need to primarily focus on the pricing aspects of their products. Though electrical two wheelers are eco-friendly products, in this regard companies should not charge a higher price when compared with conventional products. Pricing of e-two wheelers should be proportional to the quality which attracts customers for purchase, whereas a higher price only leads the customer to refuse purchase.

Indirect path effect – mediating role of positive anticipative emotion

To test the indirect path effect positive anticipative emotion construct is taken as the mediator to test the relationship between green marketing mix and purchase intention. As mentioned in the direct path effect it is found that green product, green place, and green promotion is not significant with green purchase intention. Under green marketing mix it was found that green price alone has a direct relationship with purchase intention. Similarly testing the indirect impacts of green promotion, green place, green price, and green product on green purchase intention through positive anticipative emotion reveals significant results ($p < 0.05$), suggesting that these constructs have an indirect impact on green purchase intention.

In summary, while Green Price directly affects Green Purchase Intention, other green marketing elements exert their influence indirectly through anticipative emotions. This suggests a partial mediation model where both direct and indirect paths are significant for Green Price, whereas for Green Promotion, Green Place, and Green Product, the mediation is full.

Indirect path effect – mediating role of negative anticipative emotion

To test the indirect path effects of negative anticipative emotion as a mediator between green marketing mix and purchase intention it is found that all four green marketing mix constructs Green Promotion, Green Place, Green Price, and Green Product impact purchase intention through Negative Anticipative Emotion are found to be significant ($p < 0.05$), which means all green marketing factors influence Green Purchase Intention indirectly via Negative Anticipative emotion.

The marketers to provoke purchase intention among the customers they use green marketing mix as their main constructs. But delving further into green marketing mix and its impact on purchase intention it is clearly identified that both positive and negative anticipated emotion move unipolarly carry out an intention to purchase electric two wheelers within the minds of the customers. The positive emotion towards the environmental concern makes the customers to feel.

CONCLUSION

The findings of this study reveal that the green marketing mix for electric two-wheelers plays a crucial role in shaping both positive and negative anticipative emotions, which in turn influence consumers' purchase intentions. While only Green Price demonstrates a significant direct effect on Green Purchase Intention, other elements such as Green Promotion, Green Place, and Green Product exert their influence indirectly through the mediation of anticipative emotions, with full mediation observed for these three constructs. The results indicate that consumers of electric two-wheelers tend to exhibit higher levels of positive anticipative emotions compared to negative ones when exposed to green marketing mix strategies, with Green Promotion emerging as the strongest driver of emotional responses. From a practical perspective, manufacturers should focus on offering competitive pricing and designing impactful green promotional campaigns that evoke positive emotions while reducing negative emotional barriers, thereby enhancing purchase intentions and fostering wider adoption of electric two-wheelers in an increasingly competitive market. This research outcome is useful for electrical two wheeler marketers and result cannot be justified for other businesses. The theoretical model is framed by considering only positive and negative anticipative emotions as mediating variables which is considered to be another limitation. For future research this theoretical model can be applied in other products like jewellery, car etc. and in different locations, to find the role of Positive and Negative anticipative emotion.

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