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Abstract

The purpose of this study is to know the effect of green advertising practices on consumer green purchase behaviour in the food and beverage sector of Afghanistan. The current study applies Ajzen's theory of planned behavior (TPB) to evaluate the relationship between green advertising practices and consumer green purchase behaviour, including the additional predictors (green awareness, green products, and environmental concern). This study is based on a quantitative methodology. The survey based on a questionnaire was conducted with a convenient random sampling technique of the food and beverage sector consumers and a total of two hundred respondents were selected. The overall result of this study shows that three predictors significantly improve the TPB in the context of green advertising practices on consumer green purchase behaviour. This means there is a positive and significant effect of green advertising practices on consumer green purchase behaviour by considering the moderating role of environmental concern. Further, this study recommends that for future research the researcher can add more green advertising practices and increase the sample size. It is also suggested that companies emphasize green launch, use green labels or stickers on the front side of their products, ensure natural claim, sustain green profile and start using the concept of 3Rs (Reduce, Recycle and Reuse).

Keywords: *Green advertising, environmental green awareness, green product, environmental concern, and consumer green purchase behaviour.*

Introduction

The green advertisement indicates all the activities which are environmentally friendly or considered environmental concerns (Ayodele, et al., 2017). In recent years, environmental issues, like changes in climate, ecosystem changes, air pollution, and the ozone layer have been significantly increasing, damaging, and threatening natural resources, therefore, people are more concerned about these problems or threats and are working to reduce their negative impact on the environment (Alamsyah et al., 2020). One way that caused the researcher to do this research is to deal with this mentioned problem. As organizations are focusing on changes in consumer behavior, therefore, they try to care more about the environment and differentiate their products or services from other competitors in the market by considering the green market potential (Cherian and Jacob, 2012). Further, today organizations have taken different green initiatives and policies to care for the environment, gain a competitive advantage in the market and keep consumers satisfied. Green advertising emerged to attract the consumer's attention by considering green communication for getting supportable development (Pal and Khan, 2015). As consumers always communicate with Advertising in their daily life, then green advertising aims to produce products in society, maintain consumer loyalty and save the environment. Thus, the companies focus on education, awareness, and background of consumers that how to keep the environment and have a healthy life cycle. In addition, consumers need to know the importance of going green and purchasing green products.

Based on the commercial background of people, businesses are trying to advertise green labels on their products to make consumers green, attract their attention and increase sales and profits. Hence, by using green advertising practices companies obtain the objectives of being green, protecting the earth, allowing a sustainable life cycle, and increasing their profits (Hariyanto, 2018).

In the past 20 years, there has been an increase in environmental damage and irregular advertisement campaigns. Unlikely, the media did not cover this issue as well and this has made a problem between green products and advertisements. Furthermore, in the entire world, environmental concerns are increasing and are going to destroy humanity and the environment, and still, there is a problem of the attitude-behavior gap, and the reason for this behavior gap has not been sufficiently researched all over the world and yet there is a need of doing research in this regard, in different countries. Due to the fast growth of consumption all over the world, green advertising practices could be a way to minimize the negative environmental impact and achieve sustainable consumption. As the majority of recent studies on green advertising practices and their effect on consumers' purchase behavior have been conducted in developed and industrialized nations, however, their findings cannot be generalized in many countries and still many countries have not given much attention and interest about this issue, consequently, by considering this, still, there is a lack of studies and attention and a gap between green advertising practices and consumer green purchase behavior from both companies and consumers in food and beverage sectors in the world.

In recent years, some organizations paid attention to environmental concerns and the behavior of consumers toward environmentally green products. They changed their building's decorations, added an environmentally friendly slogan, and focused on green backgrounds or green space. However, other organizations put extraordinary efforts towards having a substantial change. As a researcher can conclude that only with a slogan or appropriate picture a company cannot be environmentally friendly by acting green and having green products or services. A crucial point is focusing on sustainable green advertising along with the performance of the organization. In Afghanistan, there are also multiple environmental problems and still, there is not much attention and still exists conflict against these environmental damages like in other countries, however, it is going to increase day by day. There is also not much information about the effect of green advertisement practices on consumer purchase behavior in the food and beverage sector, specifically in this study, in Kabul. Overall, this paper proposes further missing links that need to be included in this regard. In this research, the researcher wants to know the effect of green advertisement practices on consumer green purchase behavior by adding the moderating role of environmental concern in the food and beverage sector of Afghanistan to save humanity, the economy, and the environment.

2. Review of literature

In the last three decades, the environmental awareness of consumers has increased dramatically (Hariyanto, 2018). This increase in consumer awareness has a significant impact on consumer behavior. The trend is the growing number of environmentally conscious society groups known as the green consumer. Due to the increased public awareness, it is important to present a challenge to the product provider companies to provide assurance that their products are safe for consumers and friendly and harmless to the environment. In this case, consumers also require marketers to be more careful in

making decisions involving the environment. The company should apply green advertisement practices as a competitive advantage (Rahmi et al., 2017).

2.1 Theory of planned behavior, value-attitude-behavior hierarchy model

The current study applies Ajzen's theory of planned behavior (TPB) to know the relationship between green advertising practices (consumer green awareness and green products) and consumer green purchase behavior. Primarily, the theory of planned behavior (TPB) was introduced by Ajzen (1991). Based on this theory the framework consists of four constructs; Subjective norm, perceived behavioral control, attitude, behavioral intention, and eventually the behavior. In the previous literature, the theory of planned behavior (TPB) was discussed in a wide range of fields, like organizational studies, leadership, management, and marketing. Recently, few researchers have applied this framework in anticipating consumer intention and behavior toward green environmental products. Based on that the researchers have found the four fundamental forms of the framework and other additional constructs or forms to develop the power of the predictor framework.

2.1.1 Green purchase intention and green purchase behaviour (GPI & GPB)

Intention means a specific goal that will be achieved by consumers when they perform an action. Green Purchase Intention (GPI) shows the desire of consumers to buy or consume products that are environmentally friendly or less harmful to the environment or society. This is meant that there is a desire or interest from the consumers to buy and consume products that may or may not harm the environment. When consumers or customers are influenced by green knowledge, awareness, and environmental consciousness, the next step is GPI. Green advertisement means that the products are adjusted towards environmentally friendly products and invites customers or consumers to buy and consume these green products (Rahmi et al., 2017). Green products are those products that are less damaging to the environment and human health. Green products evolved due to increasing concerns and worries about the diminishing of natural resources, air pollution, and, global warming. Consumers who are aware of and have an interest in environmental issues and their protection are called green consumers. Green consumption shows the change in consumer behavior toward purchasing green products to decrease the environmental issues associated with consumption. There is a need to work toward creating and encouraging consumers' sense of responsibility to the environment to buy green products and overall accept an environmentally friendly lifestyle (Maichum & Peng, 2016).

2.1.2 Green consumer (GC)

Green consumers are those who prevent from using products that damage their health, and the health of other humans and harm the environment through production, usage, and post-usage of a product. Also, they avoid using those products which consume energy more, will cause some unnecessary waste, need unnecessary usage, and overall affect society, human life, the environment, and the globe negatively. (Onurlubaş, 2018). Another definition, a green consumer is an individual, who is more interested in buying new products, researching information about the product, and sharing his/her opinions or concerns with others regarding the products. Green consumers prefer the needs and protection of the environment and the globe, and they want to affect positively the environment through their purchasing decisions. Their purchasing decisions show their social responsibility (Onurlubaş, 2018).

2.1.3 Green awareness (GA)

Green awareness shows the consciousness level of a consumer when consuming green products, by considering environmental protection (Rahmi et al., 2017). Environmental green awareness is stated as “knowing the effect of human behavior on the environment.” Green awareness has both a knowledge and cognitive-based component and an affective, perception-based component. The more consumers have knowledge, and information and are conscious of societal and environmental issues the more they are engaged or involved in pro-social and pro-environmental behavior (Kaufmann, 2012). Also, this research recommends that the government should enforce laws and guidelines to educate and influence public awareness about environmental products. Besides, marketers must promote environmentally friendly products by encouraging consumers toward green products to protect themselves, their hearts, and the environment (Ayodele, et al., 2017). A study conducted on green awareness effects on consumers' purchasing decisions with moderating role of environmental concern. The result of this study shows that consumers' awareness of the products is important in guiding their making purchasing decision for environmentally green products. A total of two hundred responses were collected by survey based on the questionnaire. Responses were randomly collected from the students at a public university in the Federal Territory of Labuan, Malaysia. Results show that consumers' awareness significantly influences their purchasing decision of green products and consumer green purchase behavior with the moderating role of environmental concern (Suki, 2013).

2.1.4 Environmental knowledge (EK)

Environmental knowledge is defined by Taufique et al., and Fryxell and Lo as knowledge of facts, key relationships that lead toward environmental impacts, and environmental responsibility of everyone in the society that causes sustainable development. Hill and Lynchehaun also stated that environmental knowledge (EK) is the knowledge of an individual about the environment, and it has a key role and significant impact on environmental issues. Increasing consumers' environmental knowledge may lead to the raising possibility of high purchase intention (Maichum & Peng 2016).

2.1.5 Consumer buying approach (CBA)

Consumer buying behavior has been defined as the action of consumers identifying their needs or wants, looking for information, buying the product or services, and giving feedback about the products and services to meet their desires. In the twenty century, most companies or markets know the actual need, behavior, factors, and aim of consumers' buying behavior by looking at and using environmentally friendly products and marketing. Due to having destructive impacts of products or services of the companies on the society and natural environment, many firms apply green marketing activities as a popular tool to decrease the negative impact of their services on the environment. On the other hand, these events caused a shift in consumers' buying approach towards being green, acting green, and using green products. Therefore, most consumers have applied the concept of “green consumers,” which means the ones who are aware of the environment; and who have knowledge about the importance of natural environment protection and preservation. As the consumer's demand for green consumption grows or increases, they will seek eco-friendly products (Yan & Yazdanifard).

2.1.6 Environmental concern (EC)

Environmental concern is ranged from very unconcerned to overly concerned and is measured by applying the new environmental paradigm. Environmental concern is a necessary variable that affects the consumer's decision-making. Studies show the more a consumer has a concern about the environment and environmental protection, the more he/she is interested to know the effects of their purchases on the environment (whether it has a positive or negative impact). There are three environmental concern factors, which are: egoistic (i.e., concern for the self), altruistic (i.e., concern for others), and the bio spherical. These factors may have a profound influence on individuals' motivation and purchasing decisions to buy environmentally friendly products and to work toward solving environmental problems (Dagher, et al., 2015).

2.1.6 Environmental attitude (EA)

The main purpose of humankind from birth to death is to look for ways to access different resources from various ecosystems, like food, shelter, clothes, energy, and other materialistic needs), to sustain their life. Also, humankind has got benefited from these resources of nature without any concern for thousands of years. These resources are used to satisfy the basic needs of humankind or in some cases give profits. Regardless, nature is always renewing itself to a huge extent and granted its resources frequently for mankind's welfare and this cycle is continued without any problem for a long time. Nevertheless, the population increases with high usage of these naturally limited environmental resources every day and on the other hand, the rising of some environmental problems in the meantime has caused concerns and worries among people about having a healthy life, environmental sensitivity, environmental changes today or in the future and landing a good environment to the next generations in the globe. It is also stated that environmental attitude has a positive impact on consumers' product selection (Onurlubaş, 2018).

2.2 Green prorduct and consumer green purchase behaviour: Moderating role of environmental concern

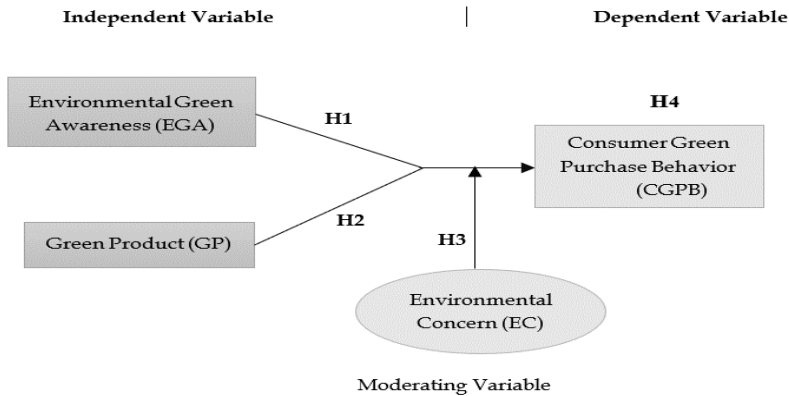
A study conducted about the green product attributes and green purchase behavior with moderating role of environmental concern: a theory of planned behavior perspective with implications for a circular economy. This study shows the relationship between green products and consumer pro-environmental behavior with the moderating role of environmental concern. This means the more a person's environmental concern, the greater this person will be concerned and will engage in pro-environmental behavior toward purchasing green products. Environmental concern is a major factor in the consumer decision-making process toward the green product and expressed environmental concern by using three dimensions (knowledge about green issues, environmentally sensitive behavior, and attitudes toward environmental quality). This study also shows that environmental concern will have resulted from the increasing number of intentions toward purchasing green products (Sharma & Foropon, 2019). An empirical study was done to operationalize the relationship between green products and environmental concerns on consumer purchase behavior to validate the proposed research model in the Indian context of ecologically friendly buying behavior. The model was based on attitude-intention-behavior and was analyzed by using structural equation modeling. Data were collected from 351 Indian consumers. The findings show that green purchase behavior was significantly and directly driven by attitude towards green products, environmental concern, and perceived consumer effectiveness. Hence, the

present model provides valuable inputs to policymakers and marketers to plan from the perspective of green advertising policies and strategies to cope with the indigenous Indian context (Jaiswal and Kant, 2018).

3. Theoretical Framework

As the purpose of this research is to investigate the effect of green advertisement practices on green purchase behavior. So, in this research, green advertising practices are independent variables and consumer green purchase behavior is a dependent variable.

Figure 1. Research model



In the above theoretical framework, green purchase behavior is the dependent variable; green advertisement practices like environmental green awareness and green products are independent variables, and environmental concern moderates the relationship between green advertisement practices (Environmental Green Awareness & Green Products) and consumer green purchase behaviour.

4. Research methodology

This study is about knowing the effect of green advertisement practices on consumer purchase behavior in the food and beverage sector of Kabul, Afghanistan. To respond to the research questions and perform the objective of this research, the research philosophy is positivism (based on data and observation) to test the relationship between variables and to know the impact of independent variables (green advertisement practices) on the dependent variable (consumer purchase behavior). The research approach is deductive; because this study is testing or applying the existing theories or models in the context of Afghanistan and seeing their effect. The investigation is based on the hypothesis which needs both a literature review and observation and confirmation of the result of observation. The research methodology is quantitative, and it is used to gather quantifiable data or the data which is numerical. In this research, both primary and secondary data are used. The unit of analysis is based on an individual level of analysis, judgments, experience, and perception. The unit of analysis is the food and beverages sector's consumers who consume the products. The targeted population in this research is a number of consumers who purchase or consume from the food and beverage sector in Kabul, Afghanistan. Since the study population is heterogeneous or not known, using the convenience random sampling technique, a non-probability sampling technique, the sample size of this study is 200 consumers, with 95% confidence and a 3% of error margin. This study is done in (Alokozay Company, Cristal Mineral Water, Payman Ice Cream

Company, and Spinghar Vegetable Oil). The structured questionnaire method is used for data collection. In this study, the final processing of data is ended by entering the data into a computer with the help of Statistical Package for Social Science (SPSS) software for getting the right figures.

4.1 Instrumentation and operationalization of the study

As the research methodology is quantitative, so based on that the researcher will determine the research Instrumentation; it is a tool that is used to collect the primary data, measure, and analyze it based on the research. In this research, a survey is used as instrumentation; where survey research (questionnaire) in this study includes asking questions from responders to collect the primary data. Furthermore, in this research four variables have been used (environmental green awareness, green products, environmental concerns, and consumer green purchase behavior). These variables are taken from different articles that were reviewed and followed by the researcher. Variables are measured by different questions and the data was obtained from the questionnaire by adopting the Likert Scale from 1 to 5 where 1 stand for strongly disagree and 5 stands for strongly agree. Each variable is considered as below:

The first variable is (EGA), and for its measuring five (5) questions are developed (*EGA1*: I prefer to check the eco-labels and certifications on green products before purchase. *EGA2*: I would prefer to gain substantial information on green products before purchase. *EGA3*: I am very knowledgeable about environmental issues. *EGA4*: I know that I buy products and packages that are environmentally safe. *EGA5*: There is a green advertisement to increase knowledge about the green product). These questions or items are adopted from the article (Rahmi, et al., 2017). Based on the results that are analyzed in the fourth section of this research, show that the mean for EGA is (4.02), which means that on average all 200 respondents agreed. The Cronbach's alpha for EGA is .707 and if it is $> .6$ then it is accepted and a reliable value. The result of the analysis shows that EGA is $.000 < .05$, and it is significant. This means that EGA significantly affects consumer green purchase behavior. The first hypothesis is accepted.

The second variable is (GP), and for its measuring three (3) questions are developed (*GP1*: I have a favorable attitude towards purchasing a green version of a product. *GP2*: I think that purchasing a green product is a good idea and safe. *GP3*: I always buy recycled and green products from the creative industry). These questions or items are adopted from the article (Maichum, et al., 2016) and (Paul, et al., 2016). For GP, the mean is (4.16), so the respondents also agreed. The Cronbach's alpha for GP is .738 and if it is $> .6$ then it is a reliable value. Based on the result of the analysis in the fourth chapter, the green product is $.003 < .05$ and it significantly affects the consumer green purchase behavior then the second hypothesis is also accepted.

The third variable is (EC), and for its measuring three (3) questions are developed (*EC1*: I am worried about the worsening quality of the environment in Kabul, Afghanistan. *EC2*: I am emotionally involved in environmental protection issues in Afghanistan. *EC3*: I am willing to reduce my consumption to help protect the environment). These questions or items are adopted from the article (Jaiswal & Kant, 2018) and (Junior, et al., 2015). For EC, respondents are near to strongly agree because the mean is (4.89). The Cronbach's alpha for EC is .844 and it is $> .6$ then it is also accepted and a reliable value. The environmental concern or moderating variable is $.009 < .05$, and it is significant. This means that it is directly playing a moderating role.

The fourth variable is (CGPB), and for its measuring five (5) questions are developed (CGPB1: When I want to buy a product, I look at the ingredients label to see if it contains things that are environmentally damaging. CGPB2: I prefer green products over non-green products when their product qualities are similar or if they are more expensive than non-green ones. CGPB3: I plan to switch to a green version of a product next time because of its positive environmental contribution and concern. CGPB4: Overall, I am glad to purchase a green product because it is environmentally friendly. CGPB5: Green purchase brings me more benefits than non-green purchase). These questions or items are adopted from the article (Rizwan, et al., 2013). For CGPB, the mean is (4.04) and on average all respondents show agreement. The Cronbach's alpha for CGPB is .879 and it is $> .6$ then it is also a reliable value. Based on the result shown in fourth chapter of this research, all the above three variables have an impact on consumer green purchase behavior.

The study of secondary data was collected from different journals and scholarly articles. The questionnaires were administered by multiple approaches method which included (the drop and pick method).

4.2 Reliability and validity of the study

Reliability and validity of the study are very important in every research to prove its accuracy. Often in the research, the main goal of the researcher is to test and find any false in the process and later reclaim the questionnaire accordingly to get the scoped data and information. This study is going to test and make sure that the length of the questionnaire, the quality of the questionnaire, and the merit of the respond, meet the objectives of the research accordingly. The researcher will try to become very familiar with green advertisement practices and their effect on green purchase behavior to have the real process of data collection for reliable, valid, and accurate data. To check the *reliability* of data, the study will use internal consistency in designing the question and check the inter-item consistency through Cronbach Alpha. For the *validity* of the data, the study will use construct types of validity using a convergent method to show the correlation between the items. In short, for more reliability of data in terms of accuracy and correctness, the researcher will use the SPSS software through specific analysis of the system and will compare it with other research results.

4.3 Data analysis method

In the proposed study, for analyzing data, the researcher will check the normality and non-normality of the data through Skewness and Kurtosis method. In case, if data is normal, one of the parametric test methods will be used; if the data is non-normal, one of the methods from the non-parametric test will be used. In case the data was normal to study will check the hypothesis with the Pearson test method, and if the data is non-normal this research will use the spearman method to test the hypothesis. Also, for having a real analysis of the primary data collected from the questionnaire, the researcher will analyze the data systematically by using the SPSS statistic computer program to know the process of computation of frequencies and percentages. Also, for analysis of the data, reliability analysis, regression analysis, and ANOVA analysis were used.

4.4 Significance Test

The significant test gives information on how the results of this research have the chance of being right. Based on that the smaller number of significances, the smaller size of sample size, or vice versa. To get a good number in significance, one must have a large

sample size or vice versa; the probability of error will be more when the sample size is small. In this study SPSS will be used as follow:

- When the significance result < 0.05 , then there is a positive and significant relationship between variables (green advertisement practices and consumer purchase behavior).
- When the significance result > 0.05 , then there is a negative and insignificant relationship between variables (Chan et al., 2019).

5. Data analysis and findings

5.1 Descriptive statistics mean and standard deviation

Table 1. Descriptive Statistic Mean and Standard Deviation

	N	Minimum	Maximum	Mean	Std. Deviation
EGA	200	4.00	5.00	4.0290	.68986
GP	200	4.00	5.00	4.1683	.65500
EC	200	4.00	5.00	4.8900	.71121
CGPB	200	2.00	5.00	4.0430	.69233
Valid N (listwise)	200				

Source: Data output from SPSS

Based on table (4.2), (5, 4, 3, 2, and 1) in order shows strongly agree, agree, neutral, disagree, and strongly disagree. So, the above table shows that for EGA the mean is (4.02), which means that on average all 200 respondents agreed. For GP, the mean is (4.16), so the respondents also agreed. And for EC, respondents are near to strongly agree because the mean is (4.89). And for the last CGPB, the mean is (4.04) and on average all respondents show agreement.

5.2 Reliability analysis

Table 2. Reliability Analysis

Variable	Number of items	Item deleted	Cronbach's alpha
EGA	5	-	.707
GP	3	-	.738
EC	3	-	.844
CGPB	5	-	.879

Source: Data output from SPSS

Based on the above table, reliability means consistency or getting the same result, and any value more than $> .6$ is accepted or considered as a reliable value, and the value less than $< .6$ is considered unaccepted or not reliable data. The table shows that Cronbach's alpha for EGA is .707 and it is $> .6$ then it is accepted and a reliable value. The Cronbach's alpha for GP is .738 and it is $> .6$ then it is a reliable value. The Cronbach's alpha for EC is .844 and it is $> .6$ then it is also accepted and a reliable value. The last Cronbach's alpha for CGPB is .879 and it is $> .6$ then it is also a reliable value.

5.3 Regression analysis

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.853 ^a	.645	.643	.37071	.645	128.734	2	197	.000
2	.831 ^b	.645	.609	.37111	.000	.101	1	196	.712
3	.873 ^c	.703	.705	.35403	.058	7.636	2	194	.000

Source: Data output from SPSS

a. Predictors: (Constant), GP, EGA

b. Predictors: (Constant), GP, EGA, EC

c. Predictors: (Constant), GP, EGA, EC, GP×EC, EGAXEC

Based on the above table (5), R square change tells that adding moderating variable and interaction affect how much change will come. The above table shows that for the first model R square, or independent variables .645 change has come, and it is significant; for the second model R Square, by adding moderating variable .000 change has come and for the third model R square, by adding interaction effect .058 change has come and it is significant. As R square for the first model or independent variables was .645 but when the interaction effect was added then the .058 change was come and changed to .703 and R square becomes significant due to addition of interaction affect.

5.4 Hypothesis testing and path coefficient

Table 4: Hypothesis Testing and Path Coefficient

	Standardized Coefficients Beta	Std. Error	T-Value	Significant Value
EGA	0.49	0.169	5.111	.000
GP	0.45	0.150	3.245	.003
EC	0.37	0.130	2.261	.009
EGAXEC	0.33	0.128	0.531	.005
GP×EC	0.25	0.123	4.331	.000

Source: Data output from SPSS

A dependent variable is CGPB. Also, EGA = Environmental Green Awareness, GP = Green Product and EC = Environmental Concerns.

Based on the result in table (7), we check the significant result. The table shows that EGA is $.000 < .05$, and it is significant. This means that EGA significantly affect the consumer green purchase behavior. Then first hypothesis is accepted. Secondly, the green product is $.003 < .05$ and it significantly affect the consumer green purchase behavior then the second hypothesis is also accepted. The environmental concern or moderating variable is $.009 < .05$, and it is significant. This means that it is directly playing the moderating role.

In the above table the two interaction effects show that environmental green awareness and environmental concern (EGAXEC) is $.005 < .05$, and it is significant. This means that the environmental concern plays the moderating role between EGA and CGPB or the interaction effect of EGAXEC is significant. Secondly, GP×EC is $.000 < .05$ and it is significant. This means that EC plays the moderating role between GP and CGPB or the interaction effect of GP×EC is significant. Then the moderating hypothesis is also accepted.

5.5 Discussions

The findings of the current study show that overall, there is a significant and positive relationship between green advertising practices (environmental green awareness and green product) and consumer green purchase behavior. Means, green advertising practices have a positive effect on consumer green purchase behaviour. Majority of the respondents in the survey stated that green advertising practices have effect on consumer green purchase behavior. Findings of this study is similar with the results of the study by (Rahmi, Rozalia, Chan, Anira, & Prima, R. in 2017) because their research findings also showed that green advertising practices influence consumer green purchase behavior. Also, with the findings of a research by Kumar, 2019 that conducted on the impact of green advertising on consumer purchase behavior towards green products. In the article, author says that green advertising practices has a significant positive relationship on consumer purchase behavior and says that green advertising play a significant role in consumer's life; advertising help in solving the consumers social problems, and it

increases to its importance day by day; also, in the other hand consumers increase their green information about green advertisement too. Based on the findings, the current study also shows that there is a relationship between green advertising practices (environmental green awareness and green product) and consumer green purchase behavior; means the more people have green awareness about the green product and its benefit for their lives, society and for the environment, the more this directly will impact their green purchase behavior, which align with the research that conducted by Chahal & Kaur in 2015 whose findings also revealed that there is a relationship between green advertising practices and consumer green purchase behavior, green advertising used as a tool for consumers to absorb the attention of them. Furthermore, the current study shows that there is a significant relationship between green advertising practices (environmental green awareness and green products) and consumer green purchase behavior; which means if people have the knowledge and are well aware of the green product and its features and benefits for their future lives and the environment, they will tend to change their purchase behavior towards these green products, which align the research conducted by Batool & Iqbal in 2016 whose findings also revealed that there is a significant and positive relationship between green advertising practices and consumer green purchase; means that the more companies conduct green advertising practices, the more consumers will know and have adequate knowledge of environmental issues and will care more about the protection of the environment, will buy green products and further positively will react toward green advertising practices.

6. Conclusion

The aim of this study was to examine the impact of green advertising practices on consumer green purchase behavior with moderating role of environmental concern in the food and beverage sector of Kabul, Afghanistan. The results, according to the interpretation, show that green advertising practices (green products, green awareness) have an impact on consumer green purchase behavior. Green advertising practices is one of the famous and remarkable topics in the food and beverage sector nowadays. However, the concept is recently introduced in the food and beverage sector contexts with a focus on companies, but green advertising practice was already there very long back times, and preparers for their environment and environmentally friendly products by using different methods. Based on the findings, green advertising practices are considered innovative tools for attracting consumers' attention and having a positive impact on consumers' green purchase behavior by highlighting eco-friendly products and green features with the purpose of saving the environment. These practices will help consumers to turn towards more natural products like organic good goods and nic products, replacing paper bags to plastic bags, green tea, wax paper, and so on, and will increase the sales and demand for green products as well. These are all environmentally friendly products and will cause green and sustainable development. The green product can be costly because green products need renewable and recycled materials for the company that already put high-cost equipment in their production unit. Green advertising practices help in spreading information fort aware consumers about eco-friendly products and their features. Green advertising is an important part of advertising in the food and beverage industry to advance the companies' products, grabbing consumers' attention toward eco-friendly products, moving toward green and having green environment. Though green advertising practices and being green may be expensive for the companies, but they will be profitable in the long run for companies, impacting positively the consumer's green purchase behavior and environmental

protection. As researcher can conclude that by considering the moderating effect of environmental concern, green advertising practices can positively affect consumer green purchase behavior. Also, only without having a slogan or appropriate picture, a company cannot be environmentally friendly by acting green and having green products or services, however, an important point here is focusing on sustainable green advertising along with the performance of the organization.

6.2 Recommendations for future research

A lot of efforts and studies need to be done to improve awareness and to know more the effect of green advertising practices on consumers' green purchase behavior in the context of Afghanistan. Here are some suggestions that will be helpful to be considered for future studies:

- Future studies might be done and must expand the research in other different industries and countries to know whether environmental concerns have different effects in other contexts or not.
- For future studies, it is suggested to include more provinces of Afghanistan.
- For future research, researchers can consider more and different green advertising practices, like green brand image, green price, and so on.
- In the current study, data was only collected from the food and beverage sector consumers by using a convenient random sampling method only from Kabul, with a sample size of 200 respondents. In the future, the researcher can do research into different sectors and can add a greater number of respondents to get a clearer and a comprehensive result.

For future studies, the theory of planned behavior can be tested by adding more different additional predictors as well.

6.3 Theoretical and practical implication of the study

The current study and its results pose some important theoretical implications for both consumers and companies. The theoretical framework of green advertising practices considering the moderating effect of environmental concern shows that there is a direct relationship between green advertising practices and consumer green purchase behavior and shows that environmental green awareness and green products can positively affect the consumer green purchase behavior toward purchasing the green products. Future studies could expand the theoretical framework by adding more practices and considering different moderators to know their effect on consumer green purchase behavior. The findings also believe that there is a strong relationship between green advertising practices and consumer green purchase behavior. The more application of green advertising practices by companies, the more chance of absorbing consumers' attention. The findings of the research also indicate that companies should focus on green products and adopt green advertising practices to save consumers' life and to consider the green environment as well. This study indicates the key importance of expanding the advertising framework by considering the green advertising practices by companies and tying it with the health and need of consumers, which will facilitate the green product experience by consumers and will help the long-term benefits of the companies as well. This study will enable the industry/companies to acquire an insight into green advertising practices and knowledge of applying these practices in their advertising activities/campaigns with the goal of considering the health and safety of consumers and caring the environmental concerns.

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