

CIÊNCIAS SOCIALMENTE APLICÁVEIS E HUMANIDADES:

SABERES, PRÁTICAS E HORIZONTES DE INVESTIGAÇÃO

JESÚS RIVAS GUTIÉRREZ

NELLY ALEJANDRA RODRÍGUEZ GUAJARDO

(ORGANIZADORES)

VOL VII



**EDITORA
ARTEMIS**

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PRÓLOGO

Las transformaciones económicas, tecnológicas, ambientales e institucionales de las últimas décadas han modificado profundamente las formas de organización del trabajo, de gestión de las organizaciones, de producción del conocimiento y de toma de decisiones. En este escenario, comprender cómo empresas, instituciones y sujetos responden a nuevas exigencias de sostenibilidad, innovación y transformación digital se ha convertido en una cuestión central para las Ciencias Socialmente Aplicadas.

El séptimo volumen de ***Ciências Socialmente Aplicáveis e Humanidades: Saberes, Práticas e Horizontes de Investigação*** reúne quince capítulos organizados en cuatro ejes: **Gestión, Estrategia y Desarrollo Organizacional; Sostenibilidad, Liderazgo y Comportamiento de Mercado; Transformación Digital, Inteligencia Artificial y Gestión Institucional; y Transformación Institucional, Currículo e Innovación Aplicada.**

El primer eje presenta estudios orientados a la dinámica de las organizaciones y de los mercados. La producción científica en las escuelas de negocios latinoamericanas, la valoración del *know-how*, la gestión de los costos de calidad, la auditoría, el riesgo de fraude y los procesos de formalización empresarial son analizados como componentes de un entorno organizacional que exige una capacidad creciente de adaptación, planificación, control y toma de decisiones.

La sostenibilidad constituye el centro del segundo eje, en el cual el desempeño ambiental, el liderazgo responsable, la innovación, la conciencia ambiental y el comportamiento de consumo aparecen como dimensiones cada vez más integradas a las estrategias empresariales. Los trabajos muestran que las organizaciones enfrentan hoy el desafío de conciliar el desempeño económico, la responsabilidad socioambiental y las nuevas expectativas de los consumidores y demás actores involucrados.

En el tercer eje, los cambios asociados a la transformación digital adquieren protagonismo. La automatización de procesos, la inteligencia artificial, las competencias gerenciales, la toma de decisiones y la gestión integrada de riesgos son abordadas en estudios que revelan cómo las tecnologías digitales se incorporan tanto a pequeñas y medianas empresas como a estructuras institucionales más complejas. Más que adoptar nuevas herramientas, estos procesos exigen reorganización, capacidad de aprendizaje y formas responsables de gobernanza.

El cuarto eje traslada esta discusión hacia instituciones de formación y prácticas específicas de innovación. La reingeniería y adaptación curricular, la inteligencia artificial generativa, los escenarios clínicos ramificados, el aprendizaje basado en juegos y los objetos virtuales de aprendizaje ejemplifican diferentes formas mediante las cuales instituciones y profesionales responden a las transformaciones tecnológicas y sociales.

En este contexto, la innovación aparece no como un fin en sí misma, sino como parte de procesos más amplios de cambio institucional y perfeccionamiento de las prácticas.

El conjunto de los capítulos evidencia que gestión, tecnología, sostenibilidad e innovación son dimensiones cada vez más interdependientes. Las respuestas a los desafíos contemporáneos no dependen únicamente de la incorporación de nuevas herramientas o modelos, sino también de la capacidad de comprender sus impactos económicos, sociales, organizacionales y humanos.

Al presentar experiencias, análisis y propuestas procedentes de diferentes contextos, este volumen contribuye a ampliar el diálogo sobre las transformaciones que atraviesan las organizaciones y las instituciones y sobre los caminos posibles para construir prácticas más eficientes, responsables, sostenibles y socialmente relevantes.

¡Buena lectura!

Jesús Rivas Gutiérrez

Nelly Alejandra Rodríguez Guajardo

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GREEN MARKETING AND CONSUMER BEHAVIOR: THE INFLUENCE OF ENVIRONMENTAL AWARENESS ON THE PURCHASING INTENTIONS OF UNIVERSITY STUDENTS

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ABSTRACT: This research aimed to analyze the influence of green marketing on the purchase intentions of university students at a public university in Huancavelica, considering environmental awareness as an explanatory variable. It was conducted using a quantitative approach, with a non-experimental, cross-sectional design and an explanatory scope. The sample consisted of 247 students, selected

through non-probability convenience sampling. Data were collected using a structured questionnaire with a five-point Likert scale. Content validity reached an Aiken's V of 0.94, while the constructs showed high levels of reliability and convergent validity. Descriptive results revealed high levels of green marketing (58.3%), environmental awareness (64.8%), and purchase intention (61.9%). Correlations showed positive and significant associations between the variables. The regression model explained 62.4% of the variability in purchase intention. Furthermore, the PLS-SEM model revealed significant effects of green marketing on environmental awareness ($\beta = 0.612$), on purchase intention ($\beta = 0.351$), and on purchase intention ($\beta = 0.474$). The model explained 64.3% of purchase intention and demonstrated predictive relevance. It is concluded that environmental awareness is a key factor in shaping sustainable purchase intentions and strengthens the effectiveness of green marketing.

KEYWORDS: green marketing; environmental awareness; purchase intent; sustainable consumption; university students; PLS-SEM.

1. INTRODUCTION

Over the past few decades, growing concerns about climate change, biodiversity loss, environmental pollution, and the depletion of natural resources have profoundly

transformed the priorities of governments, businesses, and consumers (Yúñez & Mora, 2025). This scenario has driven a paradigm shift in market strategies, where economic growth can no longer be separated from environmental sustainability and social responsibility. Consequently, marketing has evolved from approaches focused exclusively on customer satisfaction toward models that incorporate sustainability principles, giving rise to what is known as green marketing or sustainable marketing (Llorente Noriega, 2026; Ruiz-Trigueros & Damián, 2020). This is understood as the set of strategies aimed at the design, promotion, distribution, and marketing of products and services that minimize negative environmental impacts and generate shared value for consumers and society.

The consolidation of green marketing (Uribe Arévalo, 2023) responds not only to increased regulatory pressure and international sustainable development policies, but also to a progressive shift in consumer preferences. Various studies show that a growing number of people consider environmental attributes when making purchasing decisions, valuing aspects such as reduced plastic use, energy efficiency, recycling, eco-certifications, and corporate environmental responsibility (Doria Trespalacios, 2025). In this context, organizations have begun to incorporate sustainable practices as a differentiating factor capable of strengthening competitiveness, improving corporate reputation, and building more lasting relationships with consumers.

However, the existence of green marketing strategies does not, in itself, guarantee the adoption of sustainable consumption behaviors. The specialized literature has demonstrated that purchasing decisions are complex processes influenced by cognitive, emotional, social, and cultural factors (Rivera et al., 2013). Among these factors, environmental awareness (Salas Sobrado, 2025) occupies a central place, as it represents the degree to which individuals recognize ecological problems, understand the consequences of their actions on the environment, and develop a favorable disposition toward responsible consumption practices. Consumers with higher levels of environmental awareness (Parra Terán et al., 2025; Sales Melo et al., 2019) tend to show more positive attitudes toward eco-friendly products, a greater willingness to pay higher prices for sustainable goods, and a greater likelihood of supporting companies committed to environmental protection.

The study of consumer behavior has undergone a significant transformation in recent years due to the incorporation of approaches from environmental psychology, behavioral economics, and sustainable marketing (Ching Ruíz, 2025; Romero Valenzuela & Camarena Gómez, 2023; Giraldo-Patiño et al., 2021). While traditional models emphasized variables such as price, quality, and functional utility, recent research recognizes that

environmental concerns, personal values, and social norms also play a determining role in shaping purchasing decisions. In this sense, understanding how green marketing influences purchase intention requires simultaneously analyzing the psychological processes that mediate this relationship, especially those related to consumers' environmental perceptions.

From a theoretical perspective, various approaches have attempted to explain sustainable purchasing behavior. The Theory of Planned Behavior (Ordoñez Abril et al., 2021) maintains that behavioral intentions depend on attitudes, subjective norms, and perceived behavioral control, constituting one of the most widely used conceptual frameworks for understanding the adoption of environmentally responsible behaviors. Complementarily, the Stimulus-Organism-Response model (Rodríguez-Orejuela et al., 2020) posits that external stimuli, such as green marketing strategies, generate cognitive and emotional responses that subsequently translate into observable behaviors, including purchase intentions. Likewise, the Perceived Value theory (Aragón-Gutiérrez et al., 2013) and sustainable consumption approaches suggest that environmentally friendly purchasing decisions depend both on the objective characteristics of the product and on individual perceptions regarding its environmental and social benefits.

Despite the sustained growth of research on green marketing, empirical evidence continues to show heterogeneous results. While some studies report significant positive effects of green marketing on purchase intention, others find moderate or even negligible relationships when variables such as skepticism toward environmental claims, distrust of brands, or limited ecological awareness among consumers are involved (Bucio-Gutiérrez et al., 2020; Espinoza Castellanos & Peña Salas, 2024; Monge Díaz, 2022). These discrepancies suggest that the effectiveness of green marketing strategies depends on psychological and contextual mechanisms that are not yet fully understood.

Additionally, most of the available evidence comes from developed economies in Europe, North America, and East Asia, where levels of environmental education, ecological regulations, and the maturity of green markets differ considerably from those observed in Latin America. In developing countries, consumers face economic constraints, social inequalities, and different consumption priorities that could modify how they respond to environmental marketing strategies (Fairlie Reinoso, 2013). In this sense, extrapolating results obtained in other contexts could lead to biased or inappropriate interpretations for Latin American realities.

In Peru, and particularly in Andean regions like Huancavelica, research on sustainable consumer behavior remains limited. Although the region has a close

relationship with natural resources and faces significant environmental challenges related to waste management, pollution, and climate change, there is still little evidence on how university students perceive green marketing strategies and how these perceptions influence their purchasing decisions (Matos Carhuanchu, 2024). This gap is especially relevant considering that university students represent a generation with greater access to environmental information, greater interaction with digital media, and a potential role as agents of change toward more sustainable consumption patterns.

From a practical standpoint, understanding the factors that explain the purchase intention of environmentally friendly products offers strategic information for companies, public institutions, and organizations committed to sustainable development. Identifying the role of environmental awareness can contribute to the design of more effective communication campaigns, environmental education programs aimed at young consumers, and business strategies that simultaneously strengthen business competitiveness and environmental sustainability. Likewise, the findings can provide evidence for the formulation of public policies aimed at promoting responsible consumption habits among university students. In this sense, this research proposes an explanatory model in which green marketing constitutes the main antecedent of purchase intention, also incorporating environmental awareness as a fundamental explanatory mechanism of consumer behavior. This approach allows for the integration of perspectives from sustainable marketing and environmental psychology to understand how business strategies oriented toward sustainability can translate into concrete consumption decisions. Consequently, the objective of this study is to analyze the influence of green marketing on the purchase intention of university students in Huancavelica, evaluating the role of environmental awareness as an explanatory variable of consumer behavior. To this end, a quantitative approach based on structural equation modeling using partial least squares (PLS-SEM) is employed, with the purpose of offering empirical evidence that contributes to strengthening the literature on sustainable marketing in Latin American contexts and provides useful recommendations for organizations interested in promoting environmentally responsible consumption patterns

2. METHODOLOGY

2.1. RESEARCH DESIGN

This research was conducted using a quantitative approach, as it sought to objectively measure the relationships between green marketing, environmental awareness, and purchase intention through inferential statistical procedures. A non-

experimental, cross-sectional design was adopted, since the variables were observed in their natural context without manipulation by the researchers, and the data were collected at a single point in time. Furthermore, the study was explanatory in scope, aiming to identify the influence of green marketing on purchase intention and to examine the role of environmental awareness as an explanatory variable within consumer behavior.

2.2. PARTICIPANTS

The study population consisted of students enrolled during the 2026-I academic semester at a public university located in the Huancavelica region of Peru. This population was selected because university students represent a strategic segment for the analysis of sustainable consumption, given their high levels of exposure to digital marketing campaigns, greater access to environmental information, and increasing participation in responsible consumption decisions. The sample comprised 247 university students (Table 1), selected using non-probability convenience sampling. Inclusion criteria were: (a) enrollment during the study period, (b) age 18 or older, and (c) voluntary participation in the research through informed consent. Incomplete questionnaires or those with inconsistent response patterns were excluded.

Table 1. Characterization of the study population.

Feature	Category	n	%
Sex	Male	113	45.7
	Female	134	54.3
Age	18–22 years	156	63.2
	23–27 years	72	29.1
	≥28 years	19	7.7
Academic program	Administration	42	17.0
	Accounting	39	15.8
	Economy	37	15.0
	Civil Engineering	36	14.6
	Nursing	34	13.8
	Right	31	12.6
	Electronic Engineering	28	11.3
Academic cycle	I–IV	77	31.2
	V–VIII	105	42.5
	IX–X	65	26.3
Origin	Urban	152	61.5
	Rural	95	38.5

The sample included students from different academic programs and training cycles, allowing for adequate heterogeneity in the sociodemographic characteristics of the participants.

2.3. INSTRUMENT

The information was collected using a structured questionnaire (Table 2) composed of two sections. The first section gathered sociodemographic information (sex, age, academic program, year of study, and place of origin), while the second section assessed the constructs of the conceptual model. All items were measured using a five-point Likert scale, where 1 = strongly disagree and 5 = strongly agree. The instrument consisted of three constructs:

Table 2. Characterization of the instrument.

Construct	Dimension evaluated	Items	Scale
Green marketing	Perception of environmental strategies, green advertising, sustainable products, and responsible communication	12	Likert (1–5)
Environmental awareness	Environmental knowledge, ecological concern, and environmental responsibility	10	Likert (1–5)
Purchase intent	Willingness to purchase organic products and recommend sustainable brands	8	Likert (1–5)
Sociodemographic data	Sex, age, program, cycle and origin	5 questions	Nominal

- Green Marketing (12 items). It assessed the perception of business strategies oriented towards environmental sustainability, including green advertising, sustainable product design, companies’ environmental commitment and responsible communication.
- Environmental awareness (10 items). It measured the degree of knowledge, concern and environmental responsibility of consumers in the face of ecological problems and their willingness to adopt sustainable behaviors.
- Purchase intention (8 items). It assessed the participants’ willingness to purchase environmentally responsible products, recommend sustainable brands, and prioritize companies committed to environmental protection.

The items were adapted from scales previously validated in international research on sustainable marketing and consumer behavior, making linguistic adjustments to ensure their suitability to the Peruvian context.

2.4. VALIDITY AND RELIABILITY OF THE INSTRUMENT

Content validity was assessed by five experts in marketing, consumer behavior, and research methodology, who analyzed the relevance, clarity, and pertinence of each item (Table 3).

Table 3. Psychometric quality indicators of the instrument.

Dimension / Indicator	Items	Cronbach's alpha	Composite reliability (CR)	Average variance extracted (AVE)	Worth
Green marketing	12	0.921	0.939	0.721	–
Environmental awareness	10	0.932	0.946	0.746	–
Purchase intent	8	0.918	0.936	0.709	–
Number of experts (content validity)	–	–	–	–	5
V of Aiken	–	–	–	–	0.94
Pilot test	–	–	–	–	35 students

Aiken's V coefficient reached an overall value of 0.94, indicating a high level of agreement among specialists. Subsequently, a pilot test was conducted with 35 university students to verify item comprehension and estimate the instrument's internal consistency. Reliability was determined using Cronbach's alpha coefficient, yielding values of 0.921 for green marketing, 0.932 for environmental awareness, and 0.918 for purchase intention, demonstrating excellent internal consistency. Furthermore, within the structural equation model, composite reliability (CR) and mean variance extracted (MVE) were calculated.

2.5. PROCEDURE

Data collection took place during April and May of 2026. Questionnaires were administered in person in university classrooms with the authorization of academic authorities and after obtaining informed consent from participants. Before completing the questionnaire, students received information about the study's objectives, the voluntary nature of their participation, data confidentiality, and the anonymity of their responses. The average time to complete the instrument was approximately 12 minutes. Subsequently, the database was reviewed to identify incomplete records, outliers, and potential inconsistencies before statistical analysis.

2.6. DATA ANALYSIS

The analytical strategy was structured sequentially to ensure the robustness of the results. In the first phase, IBM SPSS Statistics 29 was used to perform descriptive

and inferential analyses, allowing the sample to be characterized and linear associations between variables to be explored using Pearson correlations and multiple regression. Subsequently, SmartPLS 4.1 was used to estimate the structural equation model based on partial least squares (PLS-SEM) (Table 4). The evaluation encompassed both the measurement model, verifying the reliability, internal consistency, and convergent and discriminant validity of the constructs, and the structural model, through the analysis of path coefficients, explanatory power (R^2), effect sizes (f^2), and predictive relevance (Q^2).

Table 4. Data analysis strategy and model evaluation criteria.

Stage	Analysis	Statistic/Indicator	Acceptance criteria	Purpose
Descriptive statistics	Sample distribution	Frequencies and percentages	–	Describe the sociodemographic characteristics of the participants
	Central tendency and dispersion	Mean (M) and standard deviation (SD)	–	Describe the behavior of the constructs
Inferential statistics	Association between variables	Pearson correlation (r)	$p < 0.05$	bivariate relationships
	Explanatory capacity	Multiple linear regression (β , R^2 , F)	$p < 0.05$	To determine the influence of green marketing and environmental awareness on purchase intention
Measurement model (PLS-SEM)	Individual reliability	Factor loadings	> 0.70	Verify that the indicators adequately represent each construct
	Internal consistency	Cronbach's alpha	> 0.70	Evaluate the internal reliability of each construct
	Composite reliability	Composite Reliability (CR)	> 0.70	Confirm the stability of the measurement model
	Convergent validity	Average Variance Extracted (AVE)	> 0.50	Determine the variance explained by the construct indicators
	Discriminant validity	HTML	< 0.85	To verify the empirical differentiation between constructs

Stage	Analysis	Statistic/Indicator	Acceptance criteria	Purpose
Structural model (PLS-SEM)	Structural relationships	Path coefficients (β)	$p < 0.05$	To compare the hypotheses put forward
	Explanatory power	Coefficient of determination (R^2)	≥ 0.25 (acceptable); ≥ 0.50 (moderate); ≥ 0.75 (substantial)	Evaluate the predictive capacity of the model
	Magnitude of the effect	Effect size (f^2)	0.02 = small; 0.15 = medium; 0.35 = large	Quantify the individual contribution of each relationship
	Predictive relevance	Stone – Geisser (Q^2)	> 0	Evaluate predictive capacity outside the sample
	Statistical significance	Bootstrapping	5,000 subsamples; 95% CI; $p < 0.05$	Estimate the stability and significance of the model parameters

2.7. ETHICAL CONSIDERATIONS

The research adhered to the ethical principles established in the Declaration of Helsinki and international guidelines for research involving human subjects. All participants provided informed consent before completing the questionnaire, guaranteeing anonymity, confidentiality, and the exclusively academic use of the collected information. Participation was entirely voluntary, and students could withdraw from the study at any time without academic repercussions.

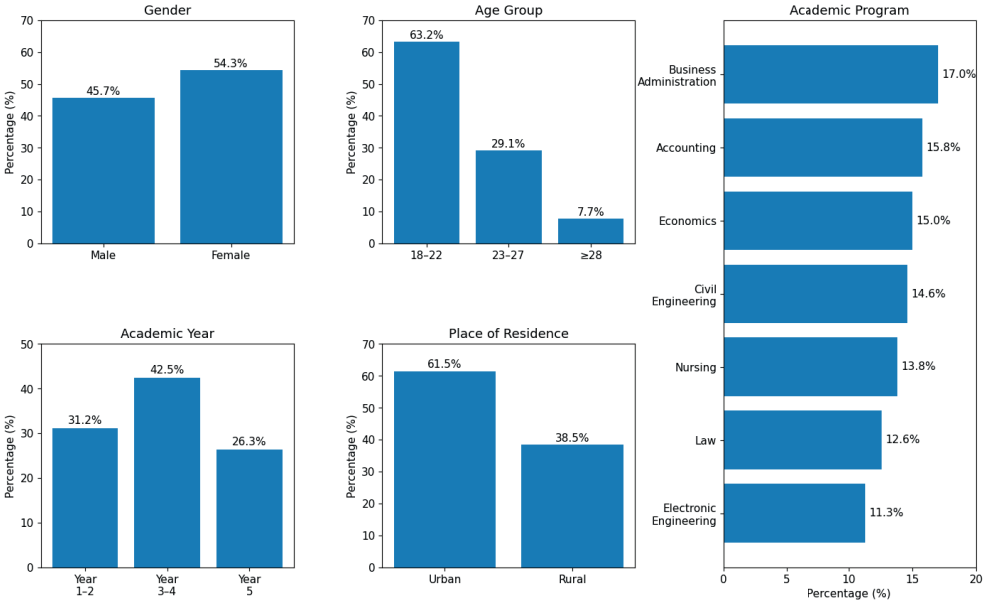
3. RESULTS

3.1. SOCIODEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

The sample consisted of 247 university students (Figure 1) from a public university in Huancavelica. The gender distribution showed a slight predominance of females (54.3%), followed by males (45.7%). Regarding age, the majority of participants were between 18 and 22 years old (63.2%), followed by the 23-27 age group (29.1%), while only 7.7% were 28 years or older. As for academic programs, students from seven professional schools participated, with the most represented being Administration (17.0%), Accounting (15.8%), Economics (15.0%), Civil Engineering (14.6%), Nursing (13.8%), Law (12.6%), and Electronic

Engineering (11.3%). Regarding academic level, 31.2% were in the first four years of study, 42.5% were in the fifth through eighth years, and 26.3% were in the final years of study. Additionally, 61.5% came from urban areas, while 38.5% came from rural areas.

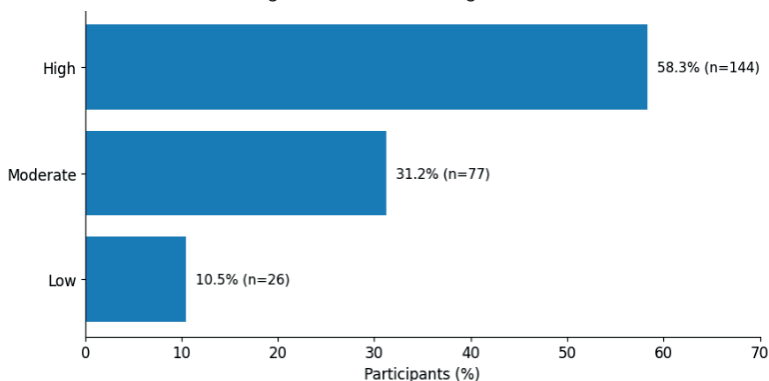
Figure 1. Sociodemographic characteristic of participants.



3.2. LEVEL OF GREEN MARKETING

Figure 2 shows the distribution of participants according to their perception of the green marketing implemented by companies. The results demonstrate a predominantly favorable assessment of business strategies geared toward environmental sustainability. Specifically, 58.3% of students reported a high level of awareness of green marketing, 31.2% a medium level, and only 10.5% a low level. These results indicate that the majority of students recognize and identify business actions related to environmental protection, such as communicating sustainable practices, developing environmentally friendly products, and incorporating environmental criteria into marketing strategies. The high proportion of participants with a high perception suggests that green marketing initiatives have a significant presence among university consumers, who are showing increasing awareness of companies' environmental attributes. In contrast, the small percentage of students with a low perception indicates that only a minority have little awareness of or exposure to these types of strategies, reflecting a widespread acceptance of sustainability-oriented marketing.

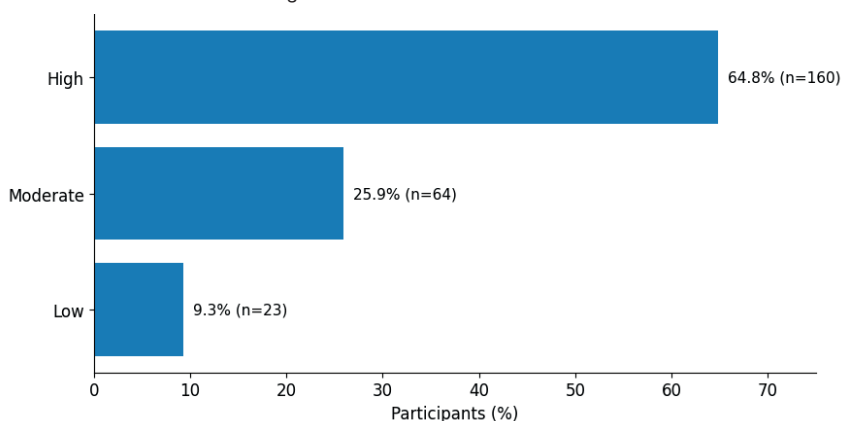
Figure 2. Green marketing level.



3.3. LEVEL OF ENVIRONMENTAL AWARENESS

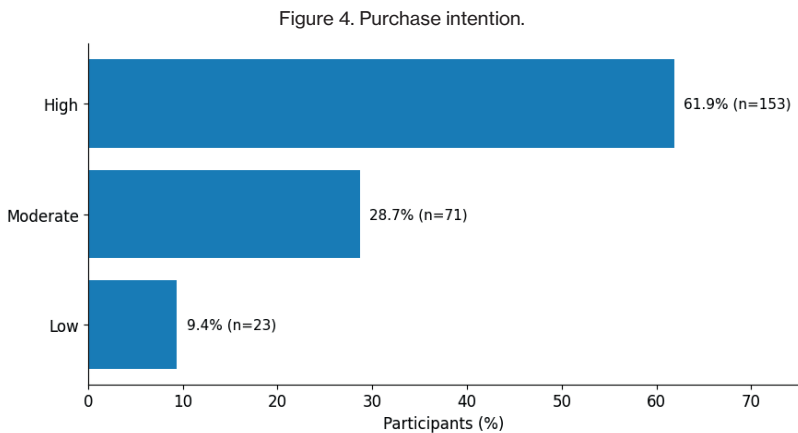
Figure 3 presents the distribution of participants' levels of environmental awareness. The results show a predominance of high levels of environmental awareness, with 64.8% reaching a high level, 25.9% a medium level, and only 9.3% a low level. The predominance of high levels of environmental awareness demonstrates that students possess a significant degree of knowledge, concern, and responsibility regarding contemporary environmental problems. This distribution reflects the existence of values and attitudes favorable to environmental conservation, as well as a willingness to recognize the importance of adopting environmentally responsible behaviors. Furthermore, the small proportion of participants with low levels of environmental awareness suggests that concern for sustainability is a widely shared characteristic within the university population analyzed, creating a favorable context for strengthening responsible consumption practices.

Figure 3. Environmental awareness.



3.4. LEVEL OF INTENTION TO PURCHASE ORGANIC PRODUCTS

Figure 4 shows the distribution of participants according to their level of purchase intention for eco-friendly products. It can be seen that 61.9% of students showed a high purchase intention, 28.7% a moderate intention, and only 9.4% a low intention. These findings demonstrate a marked predisposition among students toward acquiring environmentally responsible products. The high proportion of participants with a high purchase intention suggests that environmental considerations are a relevant criterion in their consumption decisions, reflecting a favorable attitude toward companies that develop sustainable products and adopt environmentally responsible practices. Conversely, the small percentage of students with a low purchase intention indicates that resistance to consuming eco-friendly products is limited within the sample. Taken together, these results describe a profile of university consumers with a high willingness to support business initiatives geared toward sustainable development through their purchasing decisions.



3.5. DESCRIPTIVE STATISTICS

Table 5 shows a favorable assessment of the three constructs. Environmental awareness has the highest mean ($M = 4.22$; $SD = 0.66$), followed by purchase intention ($M = 4.16$; $SD = 0.74$) and green marketing ($M = 4.08$; $SD = 0.71$). Qualitatively, these results reflect that students demonstrate a high level of awareness regarding environmental issues, a favorable predisposition toward environmentally friendly consumption, and a positive perception of green marketing strategies.

Table 5. Pearson correlations.

Variable	Average	OF
Green marketing	4.08	0.71
Environmental awareness	4.22	0.66
Purchase intent	4.16	0.74

(Likert scale from 1 to 5).

3.6. CORRELATIONS BETWEEN VARIABLES

Table 6 shows positive and statistically significant relationships between all variables ($p < .001$). The strongest association is between environmental awareness and purchase intention ($r = .715$), followed by green marketing and purchase intention ($r = .683$), and green marketing and environmental awareness ($r = .612$). Qualitatively, this indicates that students with greater environmental awareness tend to be more inclined to purchase eco-friendly products, while a favorable perception of green marketing is also related to both variables.

Table 6. Pearson correlations.

Variables	1	2	3
Green marketing	1		
Environmental awareness	.612**	1	
Purchase intent	.683**	.715**	1

Note. $p < .001$.

3.7. MULTIPLE LINEAR REGRESSION

Table 7 shows that both green marketing ($\beta = 0.421$; $p < .001$) and environmental awareness ($\beta = 0.493$; $p < .001$) positively influence purchase intention. The model explains 62.4% of its variability ($R^2 = 0.624$). Qualitatively, this means that the intention to purchase environmentally friendly products is strongly associated with both the perception of sustainable business practices and the students' environmental awareness, with the latter being the most important predictor.

Table 7. Multiple regression.

Variable	β	t	p
Green marketing	0.421	8.91	<0.001
Environmental awareness	0.493	10.47	<0.001

 $R^2 = 0.624$ Adjusted $R^2 = 0.621$ $F = 202.73$ $p < 0.001$

3.8. STRUCTURAL EQUATION MODEL (PLS-SEM)

Table 8 presents high reliability and validity values for the three constructs: Alpha and CR above 0.90 and AVE between 0.709 and 0.746. Qualitatively, these results indicate that the instruments used consistently and adequately measure green marketing, environmental awareness, and purchase intention, providing a solid basis for interpreting the relationships of the structural model.

Table 8. Measurement model.

Construct	Alpha	CR	BIRD
Green marketing	0.921	0.939	0.721
Environmental awareness	0.932	0.946	0.746
Purchase intent	0.918	0.936	0.709

All constructs passed the reliability criteria (α and CR > 0.70) and convergent validity (AVE > 0.50).

Table 9 shows that all three hypotheses were supported ($p < .001$). The strongest effect corresponds to green marketing $\rightarrow$ environmental awareness ($\beta = 0.612$), followed by environmental awareness $\rightarrow$ purchase intention ($\beta = 0.474$) and green marketing $\rightarrow$ purchase intention ($\beta = 0.351$). Qualitatively, the results suggest that green marketing strategies are particularly related to strengthening environmental awareness, while the latter plays an important role in shaping purchase intention.

Table 9. Structural Model.

Hypothesis	β	t	p	Result
Green marketing $\rightarrow$ Environmental awareness	0.612	15.84	<0.001	Accepted
Green marketing $\rightarrow$ Purchase intent	0.351	6.43	<0.001	Accepted
Environmental awareness $\rightarrow$ Purchase intention	0.474	8.76	<0.001	Accepted

Table 10 shows that green marketing explains 37.5% of environmental awareness ($R^2 = 0.375$), while green marketing and environmental awareness together explain 64.3% of purchase intention ($R^2 = 0.643$). Qualitatively, this indicates that the model has significant explanatory power, particularly for understanding students' predisposition toward purchasing environmentally friendly products.

Table 10. Coefficient of determination.

Endogenous variable	R^2
Environmental awareness	0.375
Purchase intent	0.643

Table 11 shows a strong effect of green marketing on environmental awareness ($f^2 = 0.60$) and of environmental awareness on purchase intention ($f^2 = 0.34$), while the direct effect of green marketing on purchase intention is moderate ($f^2 = 0.19$). Qualitatively, this suggests that green marketing contributes significantly to the consumer's environmental awareness, while environmental awareness is a particularly relevant factor in explaining purchase intention.

Table 11. Effect size (f^2).

Relationship	f^2
Green marketing → Environmental awareness	0.60
Green marketing → Purchase intent	0.19
Environmental awareness → Purchase intention	0.34

Table 12 presents positive Q^2 values for environmental awareness (0.262) and purchase intention (0.431). Qualitatively, these results indicate that the model has the capacity to adequately predict both variables, with greater predictive relevance for purchase intention, reinforcing the usefulness of the proposed model for understanding sustainable consumption behavior.

Table 12. Predictive relevance.

Variable	Q^2
Environmental awareness	0.262
Purchase intent	0.431

4. DISCUSSION

The results show a predominantly favorable assessment of green marketing among university students, with 58.3% reporting a high level and 31.2% a medium level. This behavior may be related to the increasing incorporation of environmental criteria into consumer decisions, as consumers progressively value attributes linked to sustainability, the reduction of environmental impacts, and corporate responsibility (Yañez & Mora, 2025; Doria Trespalacios, 2025). In this sense, the high perception found among students in Huancavelica suggests that business strategies associated with environmentally friendly products, environmental communication, and corporate responsibility have a recognizable presence within this consumer segment.

The mean score obtained for green marketing ($M = 4.08$; $SD = 0.71$) reinforces this trend and is consistent with the evolution of marketing towards approaches that incorporate environmental and social dimensions within the value proposition. The

literature indicates that green marketing has ceased to be solely a differentiation strategy and has progressively become a component of business management oriented towards sustainability (Ruiz-Trigueros & Damián, 2020; Uribe Arévalo, 2023). Therefore, the favorable perception identified can be interpreted as a response from students to a business environment in which companies are increasingly communicating their environmental commitments.

Regarding environmental awareness, the results show that 64.8% of participants reached a high level, while only 9.3% presented a low level. The mean of 4.22 (SD = 0.66) confirms that this is the construct with the highest rating in the study. This result coincides with the findings of Parra Terán et al. (2025), who highlight the importance of environmental awareness in shaping responsible consumption behaviors. Similarly, Sales Melo et al. (2019) maintain that greater sensitivity to environmental issues can foster positive attitudes and dispositions toward sustainable products and consumption practices.

The high level of environmental awareness observed can also be interpreted in light of the transformation in consumer behavior patterns noted by Ching Ruiz (2025) and Romero Valenzuela and Camarena Gómez (2023). From these perspectives, contemporary consumption decisions depend not only on economic or functional variables, but also on values, environmental concerns, and social considerations. Consequently, the results obtained in Huancavelica suggest that university students constitute a segment with a favorable cognitive and evaluative predisposition toward issues related to sustainability.

Regarding purchase intention, 61.9% of students showed a high level and 28.7% a medium level, with a mean of 4.16 (SD = 0.74). This result demonstrates a favorable disposition toward acquiring environmentally friendly products and supporting companies committed to environmental protection. This finding is consistent with the arguments of Rivera et al. (2013), who point out that purchasing decisions result from the interaction of cognitive, emotional, social, and contextual factors. Therefore, the high intention identified should not be interpreted solely as a consequence of exposure to green marketing, but rather as the result of a combination of external stimuli and internal consumer dispositions.

The correlations obtained provide further evidence of this relationship. Green marketing showed a positive association with environmental awareness ($r = .612$; $p < .001$), while purchase intention showed a stronger relationship with both green marketing ($r = .683$; $p < .001$) and environmental awareness ($r = .715$; $p < .001$). The higher correlation between environmental awareness and purchase intention is particularly relevant, as it suggests that consumers' internal environmental dispositions may be more closely related

to behavioral intentions than external business strategies. This result is consistent with the tenets of the Theory of Planned Behavior, according to which favorable attitudes and evaluations are fundamental elements in the formation of behavioral intentions (Ordoñez Abril et al., 2021).

The multiple regression model further supports this interpretation, showing that both green marketing ($\beta = 0.421$; $p < .001$) and environmental awareness ($\beta = 0.493$; $p < .001$) have significant positive effects on purchase intention. The $R^2 = 0.624$ indicates that these two predictors together explain 62.4% of the variability in purchase intention. The larger magnitude of the coefficient corresponding to environmental awareness indicates that this variable has a relatively greater influence. This result supports the arguments of Parra Terán et al. (2025) and Sales Melo et al. (2019), who highlight the role of environmental awareness in guiding sustainable consumption decisions.

The PLS-SEM results confirm this pattern. The relationship between green marketing and environmental awareness was positive and significant ($\beta = 0.612$; $t = 15.84$; $p < .001$), with a large effect size ($f^2 = 0.60$). This result is consistent with the Stimulus-Organism-Response model, according to which certain external stimuli can generate cognitive and emotional processes in consumers that subsequently translate into behavioral responses (Rodríguez-Orejuela et al., 2020). From this perspective, green marketing strategies can contribute to activating or reinforcing consumers' perception and valuation of environmental issues. Likewise, the direct relationship between green marketing and purchase intention was positive and statistically significant ($\beta = 0.351$; $t = 6.43$; $p < .001$), with a medium effect size ($f^2 = 0.19$). This finding aligns with research that has found favorable associations between environmental marketing strategies and consumer purchase responses. However, the magnitude of the coefficient is lower than that observed for the relationship between environmental awareness and purchase intention. This difference suggests that corporate communication of environmental attributes can stimulate purchase intention, but its effectiveness also depends on the consumer's prior environmental awareness (Bucio-Gutiérrez et al., 2020; Espinoza Castellanos & Peña Salas, 2024).

Environmental awareness, for its part, showed the greatest direct effect on purchase intention ($\beta = 0.474$; $t = 8.76$; $p < .001$), accompanied by a large effect size ($f^2 = 0.34$). This result constitutes one of the main findings of the study, since it demonstrates that the intention to purchase environmentally friendly products is more closely linked to the consumer's environmental awareness than to the isolated perception of green marketing strategies. In this sense, the results are consistent with the perspective that

environmental concerns and personal values play a significant role in shaping sustainable consumption decisions (Giraldo-Patiño et al., 2021; Romero Valenzuela & Camarena Gómez, 2023). The R^2 obtained for environmental awareness (0.375) indicates that green marketing explains 37.5% of its variability, while the R^2 of 0.643 for purchase intention shows that the model explains 64.3% of this construct. These results demonstrate significant explanatory power and support the conclusion that the combination of green marketing and environmental awareness constitutes a relevant framework for understanding the purchase intention of environmentally friendly products. Furthermore, the positive Q^2 values for environmental awareness (0.262) and purchase intention (0.431) reinforce the model's predictive relevance.

The combined pattern of results also allows us to interpret the potentially explanatory role of environmental awareness in the relationship between green marketing and purchase intention. Green marketing shows a significant relationship with both environmental awareness and purchase intention, while environmental awareness, in turn, maintains a significant relationship with purchase intention. This configuration is compatible with the Stimulus-Organism-Response model proposed by Rodríguez-Orejuela et al. (2020), in which external stimuli can activate internal processes before generating behavioral responses. However, to formally affirm the existence and magnitude of a mediating effect, it would be necessary to estimate the indirect effect through *bootstrapping*, an aspect that should be incorporated in subsequent research.

The findings also partially explain the discrepancies noted in previous research. Bucio-Gutiérrez et al. (2020), Espinoza Castellanos and Peña Salas (2024), and Monge Díaz (2022) have shown that the effects of green marketing on consumer behavior are not necessarily homogeneous. Factors such as skepticism, the credibility of environmental claims, and trust in companies can influence consumer responses. In the present study, high environmental awareness may help explain the strength of the observed relationships, as participants appear to have a favorable predisposition toward sustainability, which facilitates their acceptance of environmental stimuli from companies.

Finally, the results acquire special relevance in the Latin American context and, particularly, in an Andean region like Huancavelica. Fairlie Reinoso (2013) warns that the economic and social conditions of developing countries can modify consumer behavior patterns and the likelihood of adopting sustainable practices. In this sense, finding high levels of environmental awareness and purchase intention among students at a public university in Huancavelica provides empirical evidence for a context still underrepresented in the literature on green marketing. However, due to the non-probability sampling and

cross-sectional design, the results should not be automatically generalized to the entire Peruvian university population.

5. CONCLUSIONS

This study concludes that green marketing and environmental awareness are significant determinants of university students' purchase intention toward environmentally friendly products in Huancavelica, Peru. The descriptive findings reveal a favorable sustainability-oriented consumer profile, characterized by high levels of green marketing perception, environmental awareness, and purchase intention. In particular, environmental awareness obtained the highest mean score, suggesting that students' internal environmental dispositions constitute a relevant component of sustainable consumption behavior.

The inferential results provide consistent evidence of strong and positive associations among the three constructs. Green marketing was significantly related to environmental awareness and purchase intention, while environmental awareness showed the strongest bivariate relationship with purchase intention. The multiple regression model further demonstrated that both predictors significantly contribute to purchase intention, jointly explaining 62.4% of its variance, with environmental awareness exhibiting the greater standardized effect.

The PLS-SEM analysis reinforced these findings by confirming significant structural relationships between green marketing, environmental awareness, and purchase intention. Green marketing exerted a substantial effect on environmental awareness, whereas environmental awareness showed a comparatively stronger direct effect on purchase intention than green marketing. The model explained 37.5% of the variance in environmental awareness and 64.3% of the variance in purchase intention, while the positive Q^2 values confirmed its predictive relevance. These findings support the theoretical proposition that environmental marketing stimuli may strengthen consumers' internal environmental evaluations, which are subsequently associated with stronger sustainable purchasing intentions.

Overall, the evidence suggests that green marketing is more effective when it is accompanied by genuine environmental awareness among consumers. Thus, companies seeking to promote sustainable consumption should move beyond the mere communication of environmental attributes and incorporate credible, transparent, and educational strategies that strengthen consumers' ecological knowledge and responsibility. From an academic perspective, the study contributes empirical evidence from an underrepresented Andean

and Latin American context and supports the integration of sustainable marketing and environmental psychology perspectives. Nevertheless, the use of convenience sampling and a cross-sectional design limits causal inference and population-level generalization. Future research should employ probabilistic and longitudinal designs and formally test the mediating role of environmental awareness through bootstrapped indirect effects, while also incorporating variables such as environmental skepticism, perceived credibility, trust, and perceived value.

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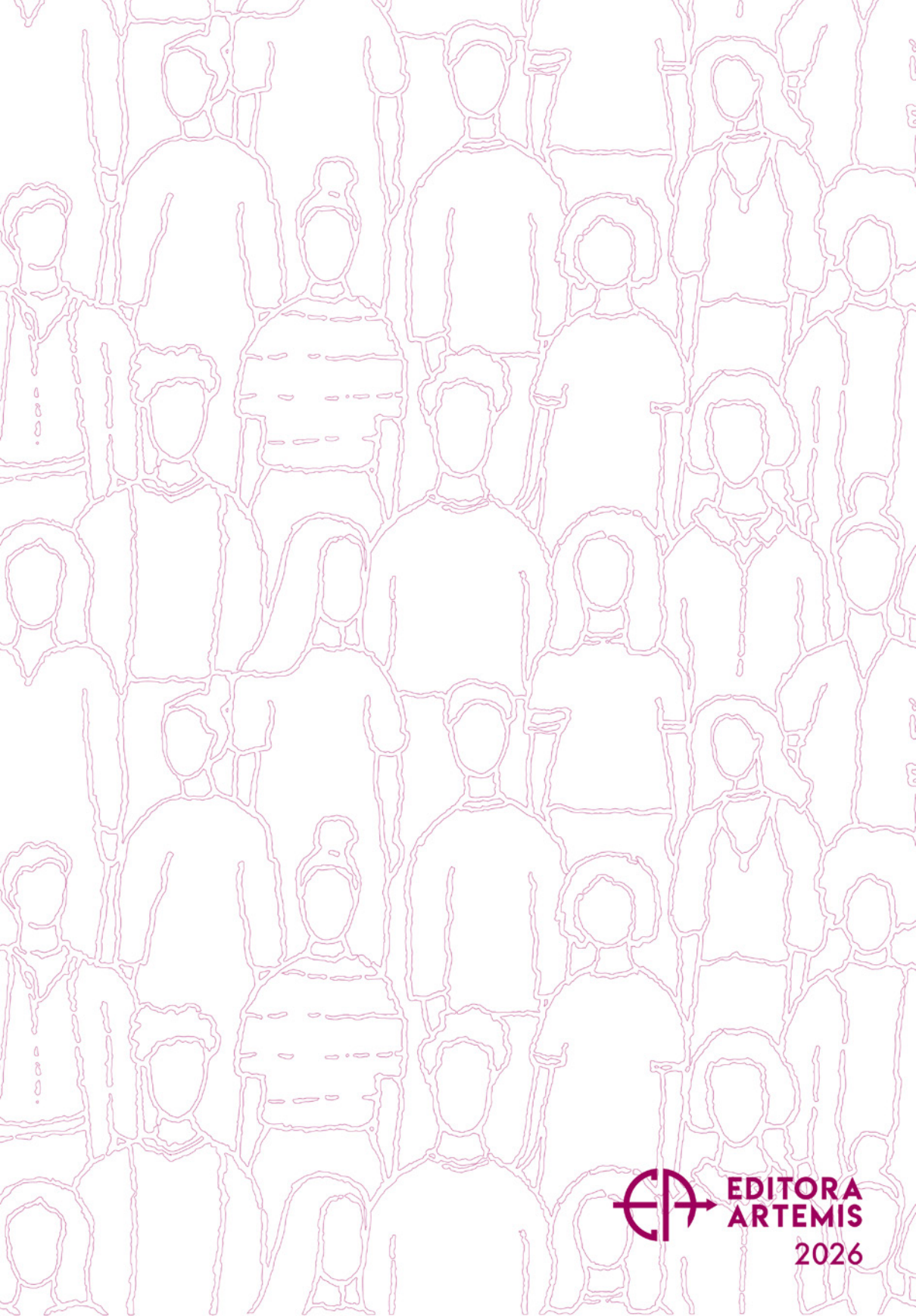
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