

**Impact of Green Marketing Mix towards Consumer Green Purchase Intention:
Investigating the Moderating Effect of Economic Crisis**

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It is now a critical necessity for businesses to adapt green marketing strategies amidst evolving consumer preferences and increased global environmental consciousness. This study focuses on the intricate connection between ecological sustainability and economic resilience, especially during periods of economic turmoil, by exploring the dynamic interaction between green marketing mix strategies and consumer intentions to purchase green products. Through a quantitative methodology, the research examines the effects of green product offerings, pricing strategies, distribution channels, and promotional activities on the green purchase intentions of 384 supermarket patrons, utilising a structured questionnaire for data collection. Employing both descriptive and inferential statistics, the findings reveal that, under typical conditions, these green marketing components exert a significant positive impact on consumers' intentions to purchase green products within supermarket settings. However, the study notes a dilution of this relationship during economic crises, indicating a reorientation of consumer priorities towards more immediate economic concerns over environmental considerations. These insights extend the current body of knowledge by illuminating the complex interplay between green marketing initiatives and consumer behaviour in the face of economic downturns. The theoretical and practical implications of this study highlight the imperative for businesses to adeptly navigate the shifting paradigms of consumer preferences influenced by economic volatility, acknowledging the moderating role of economic crises on green marketing effectiveness.

Keywords: *Economic Crisis, Green Place, Green Price, Green Product, Green Promotion, Green Purchase Intention*