

# Research on the Influence of Green Marketing on Consumers' Purchase Intentions — A Case Study of Li-Ning's Footwear and Apparel Products

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## Abstract

Green marketing, by promoting environmentally friendly products and the concept of sustainable development, meets consumers' environmental needs and helps enterprises gain a competitive edge in the marketplace. This study uses Li-Ning's footwear and apparel products as a case to analyze the impact of green marketing strategies on consumers' purchase intentions. Based on 842 valid survey responses and quantitative analysis, the results show that perceived value, consumer attitude, and motivation have a significant positive impact on purchase intention, whereas perceived risk has a significant negative effect. It is recommended that enterprises enhance product perceived value, raise consumers' environmental awareness, stimulate and satisfy intrinsic motivation, reduce perceived risk, and strengthen brand social responsibility in order to improve market competitiveness.

**Keywords:** green marketing, purchase intention, consumer behavior theory, quantitative research

## 1. Introduction

With the continuous rise of global environmental awareness, green consumption has become a key development trend across various industries. In recent years, China's green consumption has grown at an annual rate of 3.6%, with the rise of the middle class further accelerating this trend. Against this backdrop, enterprises are required to promote environmentally friendly products and advocate sustainable development concepts to meet market demands. As a leading sports brand in China, Li-Ning faces the challenge of enhancing its brand image and increasing market share in a highly competitive environment. Studying the impact of green marketing on consumers' purchase intentions, particularly through the example of the Li-Ning brand, holds significant practical value. Existing studies have shown that green marketing can greatly influence consumer purchasing behavior by enhancing perceived brand value and environmental image. However, empirical research on the practical application of green marketing in the Chinese market remains relatively limited, and systematic analysis of domestic brands is lacking. Based on consumer behavior theory, this study analyzes the combined effects of perceived value, consumer attitude, motivation, and perceived risk on purchase intention, providing new empirical evidence and theoretical support for the practice of green marketing in the Chinese market.

## 2. Research Design

### 2.1 Theoretical Framework

#### 2.1.1 Overview of Consumer Behavior Theory

Consumer behavior theory aims to explain and predict the decision-making processes and behavioral patterns of consumers when purchasing goods or services. The theory indicates that consumer purchasing behavior is influenced by a variety of factors, including psychological factors such as motivation, perception, attitude, learning, and memory; personal factors such as age, occupation, lifestyle, and economic status; as well as social factors such as family, social class, reference groups, and culture. Within the framework of consumer behavior theory, the formation of purchase intention is regarded as a complex decision-making process, typically involving problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior[1-3].

#### 2.1.2 Consumer Behavior Theory and Green Marketing

Green marketing is a strategy in which enterprises promote environmentally friendly products and services to align with consumers' needs for sustainable development. When explaining the influence of green marketing on consumers' purchase intentions, consumer behavior theory provides insight into the psychological and behavioral

responses of consumers to green marketing. In the context of green marketing, the theory primarily focuses on four key aspects: perceived value, attitude, motivation, and perceived risk[4, 5].

## 2.2 Research Hypotheses

H1: The higher consumers' perceived value of Li-Ning's green marketing strategies for footwear and apparel products, the stronger their purchase intention.

H2: A proactive environmental attitude significantly increases consumers' intention to purchase Li-Ning's footwear and apparel products.

H3: The stronger the consumers' motivation to purchase Li-Ning's footwear and apparel products, the stronger their purchase intention.

H4: The lower the perceived risk of Li-Ning's footwear and apparel products, the stronger the consumers' purchase intention.

## 2.3 Research Model

To better analyze the impact of green marketing on consumers' purchase intentions, this study constructs a research model based on consumer behavior theory. In this model, purchase intention is treated as the dependent variable, while perceived value, attitude, motivation, and perceived risk are used as independent variables. Statistical analysis methods are employed to test the relationships among these factors.

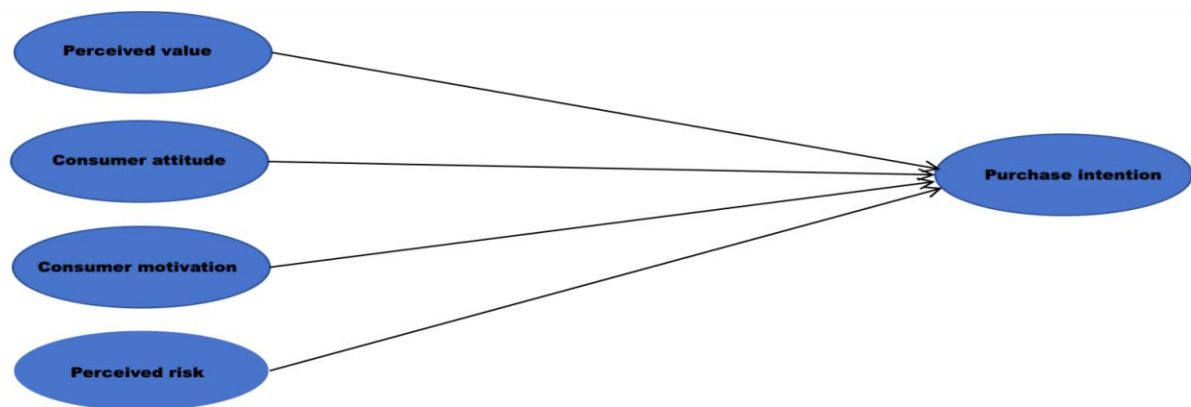


Figure 1. Research Model

## 2.4 Research Method

This study adopts a quantitative research approach. Data is collected through a questionnaire survey, and statistical analysis is used to test the proposed hypotheses.

## 3. Data Collection

### 3.1 Sample Selection

This study adopts a random sampling method, targeting adult consumers in China. The sample selection criteria are defined as follows. The gender ratio is approximately 1:1, minimizing gender-related bias in the perception of green marketing and purchase intention. Respondents range from 18 years old to over 56, divided into five groups: 18–25, 26–35, 36–45, 46–55, and 56 and above. Respondents represent various income levels, categorized into five brackets: below ¥5,000; ¥5,001–10,000; ¥10,001–15,000; ¥15,001–20,000; and above ¥20,001 per month.

### 3.2 Questionnaire Design

Data were collected using a questionnaire designed based on consumer behavior theory, focusing on five core dimensions: perceived value, consumer attitude, consumer motivation, perceived risk, and purchase intention. The questionnaire contains 24 items, all measured using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree), to ensure suitability for quantitative analysis.

### 3.3 Questionnaire Distribution

A total of 1,000 questionnaires were distributed, and 875 were returned, resulting in a response rate of 87.5%. After removing 33 invalid responses due to incomplete answers or extreme values, 842 valid questionnaires were retained for analysis.

## 4. Data Analysis

### 4.1 Data Analysis

#### 4.1.1 Descriptive Statistical Analysis

A descriptive statistical analysis was conducted on the 842 valid responses. In terms of gender distribution, male respondents accounted for 49.3%, and female respondents accounted for 50.7%, indicating a relatively balanced gender ratio, which helps ensure the generalizability of the findings.

Regarding age distribution, the largest group was aged 26–35, comprising 36.8% of the sample, followed by the 18–25 age group at 26.1%. Younger consumers represent a key segment for Li-Ning's footwear and apparel products, as they tend to be more sensitive to environmental awareness and corporate social responsibility in sports brands.

In terms of educational background, 82.2% of respondents held a college degree or above, reflecting that consumers with higher education levels tend to have greater awareness of and acceptance toward green marketing strategies.

Table 1. Gender Distribution

Gender	Number of participants	Percentage(%)
Male	415	49.3%
Female	427	50.7%

Table 2. Age Distribution

Age group	Number of participants	Percentage(%)
18-25years old	220	26.1%
26-35years old	310	36.8%
36-45years old	180	21.4%
46-55years old	100	11.9%
55 years old and above	32	3.8%

Table 3. Educational Background Distribution

Education level	Number of participants	Percentage
High school or below	150	17.8%
Associate degree	270	32.1%
Bachelor's degree	325	38.6%
Master's degree or above	97	11.5%

Table 4. Descriptive Statistical Analysis

Variable	N	Minimum value	Maximum value	Mean value	Standard deviation
Age	842	18	65	34.7	10.8
Monthly income (in thousands of yuan)	842	3.0	20.0	9.5	4.2
Gender (1 = Male, 2 = Female)	842	1	2	1.51	0.50
Education level (1 = High school or below, 2 = Associate degree, 3 = Bachelor's degree, 4 = Master's degree or above)	842	1	4	2.68	0.73

#### 4.1.2 Reliability and Validity Analysis

The reliability analysis shows that the Cronbach's  $\alpha$  coefficients for the scale items range from 0.78 to 0.87, indicating a high level of internal consistency across all dimensions of the questionnaire. Among them, the Cronbach's  $\alpha$  for the purchase intention items is the highest at 0.87, suggesting that responses in this dimension are highly consistent and that the questionnaire is reliable in measuring purchase intention.

For validity analysis, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were applied. The KMO value is 0.825, and the p-value for Bartlett's test is 0.000, indicating that the data is suitable for factor analysis. The total variance explained by the factors reaches 71.20%, and all factor loadings fall within a reasonable range. These results confirm that the questionnaire has good construct validity and effectively captures the five core dimensions: perceived value, consumer attitude, consumer motivation, perceived risk, and purchase intention.

Table 5. Reliability Analysis

Item	Number of Items	Cronbach's $\alpha$	$\alpha$ Range After Item Deletion
Perceived Value	4	0.82	0.80-0.84
Consumer Attitude	4	0.85	0.83-0.86
Consumer Motivation	4	0.78	0.75-0.79
Perceived Risk	4	0.80	0.77-0.82
Purchase Intention	4	0.87	0.85-0.88

Table 6. KMO and Bartlett's Test of Sphericity

Test Type	Value
kaiser-Meyer-Olkin(KMO)	0.825
BartlettTest of Sphericity	0.000
Approximate Chi-Square	1426.534
-df	136
-p-value	0.000

Table 7. Factor Analysis (Total Variance Explained)

Factor	Eigenvalue	Variance Explained	Cumulative Variance Explained
Factor 1	4.56	28.52%	28.52%
Factor 2	2.73	17.06%	45.58%
Factor 3	1.80	11.25%	56.83%
Factor 4	1.25	7.81%	64.64%
Factor 5	1.05	6.56%	71.20%

Table 8. Factor Loading Matrix (After Rotation)

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Perceived Value1	0.812				
Perceived Value2	0.789				
Consumer Attitude1		0.856			
Consumer Attitude2		0.834			
Consumer Motivation1			0.764		
Consumer Motivation2			0.742		
Perceived Risk1				0.710	
Perceived Risk2				0.682	
Purchase Intention1					0.897
Purchase Intention2					0.854

#### 4.1.3 Correlation Analysis

Using Pearson correlation analysis, significant relationships were found among the variables. The correlation coefficient between perceived value and purchase intention is 0.62, indicating a moderately strong positive correlation. This suggests that the higher the perceived value of Li-Ning's footwear and apparel products, the stronger the consumers' purchase intention.

The correlation between consumer attitude and purchase intention is 0.55, also showing a positive relationship. A more positive attitude toward environmental protection and greater recognition of green marketing strategies significantly enhance the intention to purchase Li-Ning products.

The correlation coefficient between consumer motivation and purchase intention is 0.60, demonstrating that purchase motivation has a substantial impact on purchase intention. This implies that factors such as environmental motivation and the need for self-fulfillment strongly drive consumers to buy green products.

The correlation between perceived risk and purchase intention is -0.40, indicating a negative relationship. Higher perceived risk—related to concerns about product quality, pricing, etc.—reduces purchase intention. Therefore, reducing consumers' perceived risk is key to enhancing their willingness to purchase green products.

Table 9. Correlation Analysis

Variable	Perceived Value	Consumer Attitude	Consumer Motivation	Perceived Risk	Purchase Intention
Perceived Value	1	0.45**	0.48**	-0.30**	0.62**
Consumer Attitude	0.45**	1	0.50**	-0.28**	0.55**
Consumer Motivation	0.48**	0.50**	1	-0.35**	0.60**
Perceived Risk	-0.30**	-0.28**	-0.35**	1	-0.40**
Purchase Intention	0.62**	0.55**	0.60**	-0.40**	1

#### 4.1.4 Regression Analysis Result

The regression model yielded an R value of 0.735, an  $R^2$  of 0.540, and an adjusted  $R^2$  of 0.536, indicating that the independent variables (perceived value, consumer attitude, consumer motivation, and perceived risk) explain 54.0% of the variance in the dependent variable (purchase intention), and the model has a good overall fit.

In terms of specific regression coefficients, the standardized coefficient ( $\beta$ ) for perceived value is 0.350, with a t-value of 8.762 and a p-value of 0.000, indicating that perceived value has a significant positive effect on purchase intention.

The standardized coefficient for consumer attitude is 0.298, with a t-value of 7.345 and a p-value of 0.000, indicating that a positive consumer attitude significantly enhances purchase intention.

The standardized coefficient for consumer motivation is 0.260, with a t-value of 6.893 and a p-value of 0.000, showing that motivation has a very significant impact on purchase intention.

The standardized coefficient for perceived risk is -0.201, with a t-value of -5.643 and a p-value of 0.000, indicating that perceived risk significantly reduces purchase intention. This result is consistent with the correlation analysis and suggests that reducing perceived risk is crucial to improving purchase intention.

Table 10. Regression Model Summary

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Standard Error	F-value	P-value
Regression Model	0.735	0.540	0.536	0.412	165.43	0.000**

Table 11. Multiple Regression Analysis Results

Variable	Unstandardized Coefficients $\beta$	Standardized Coefficients $\beta$	t	p	Confidence Interval	VIF
(Constant)	1.123		4.213	0.000	[0.58, 1.67]	
Perceived Value	0.421	0.350	8.762	0.000**	[0.32, 0.52]	1.45
Consumer Attitude	0.325	0.298	7.345	0.000**	[0.24, 0.41]	1.48
Consumer Motivation	0.287	0.260	6.893	0.000**	[0.20, 0.37]	1.52
Perceived Risk	-0.215	-0.201	-5.643	0.000**	[-0.29, -0.13]	1.38

## 5. Discussion and Findings

Perceived value has a positive impact on consumers' purchase intentions, indicating that enterprises should focus on enhancing consumers' value perception of products when implementing green marketing strategies. This can be achieved by improving both functional and emotional product value and by highlighting environmental benefits, while also refining how products at different levels contribute to overall brand value.

Given the significant positive effect of consumer attitude, enterprises should strengthen environmental education and raise awareness to improve consumers' understanding and recognition of environmental protection and green marketing.

Consumer motivation is also a significant factor. It is important to identify and meet internal drivers such as environmental consciousness and the need for self-fulfillment.

During the green marketing process, enterprises must avoid negative perceived risks. By providing quality-assured products, reasonable pricing, and transparent production and usage information, companies can reduce consumers' perceived risk at the green marketing stage.

## 6. Managerial Implications

### 6.1 Enhance Perceived Product Value

Enterprises can improve customer loyalty by focusing on multiple aspects such as innovation, product quality and service, added value, brand image, personalized experience, communication, and customer relationship management. Innovation directly influences customer loyalty through technology and value-added products. Product quality and customer service ensure reliable usage and repurchase behavior. Added value enhances a sense of ownership and emotional satisfaction, demonstrating the company's commitment to consumer well-being. Brand image serves as a foundation for building brand favorability and loyalty. Personalized experiences strengthen loyalty through customized product usage. Effective communication helps companies understand and connect with consumers, resolve issues, and maintain strong relationships[6].

### 6.2 Strengthen Consumers' Environmental Awareness

Companies should actively expand environmental education and publicity efforts to improve consumers' awareness and recognition of green marketing. Collaborating with nonprofit organizations to host environmentally themed events and campaigns can be effective. At the same time, using social media platforms to share environmental content can further reinforce this awareness. For younger generations, launching limited-edition eco-friendly products can attract environmentally conscious consumers, enhance the brand's green image, and increase alignment with green marketing strategies[7].

### 6.3 Stimulate Consumers' Intrinsic Motivation

It is crucial to understand consumer motivations, such as environmental concern and the pursuit of self-fulfillment. Companies can engage consumers through social media and brand communities, encouraging the expression of environmental attitudes. Personalized green product offerings and services can meet self-expression needs. By proactively identifying and fulfilling these needs, companies can launch eco-friendly products that resonate with customers, highlight their benefits, and educate consumers to foster environmentally responsible behavior. This approach builds emotional bonds and long-term connections between the brand and its consumers[8].

### 6.4 Reduce Consumers' Perceived Risk

To reduce perceived risk, companies should provide detailed product information and credible environmental certifications to enhance product awareness. When consumers are well-informed, they can better recognize the environmental and value-related attributes of products, enabling informed, eco-friendly choices. Ensuring high product quality strengthens consumer trust and encourages purchase. Emphasizing environmental benefits during product promotion and implementing robust green marketing strategies can significantly reduce perceived risk[9].

### 6.5 Strengthen Brand Social Responsibility

Through internal green production and sustainable supply chain management, companies can adopt energy-saving, eco-friendly production equipment to minimize waste and emissions, reducing environmental impact and operating costs while increasing corporate value. Publicizing corporate environmental and social responsibility efforts via self-media, social platforms, and official websites can influence consumer perceptions, improve brand communication, and ultimately enhance consumer trust and loyalty[10].

## 7. Retrospect and Prospect

This study investigates the impact of perceived value, attitude, motivation, and perceived risk on green purchase intentions, using Li-Ning's products as a case and grounded in consumer behavior theory. Survey results (n=842) show that the first three factors positively influence green purchase intention, while perceived risk has a negative effect. Practical suggestions include enhancing value perception, environmental awareness, and motivation, while reducing risk and strengthening corporate responsibility.

Limitations include a geographically narrow sample and reliance on cross-sectional survey data. Future research should adopt broader and more diverse methods. As green consumption shifts toward active engagement, businesses must refine their strategies through digital tools and deeper consumer insights. Further studies should explore variables like trust and loyalty to expand green marketing theory.

## Disclosure Statement

The authors declare no conflict of interest.

## Author Contributions

Wenjia Wang conceived the idea of the study. Zhaoyong Ouyang analyzed the data and wrote the paper.

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