



**İSTANBUL TİCARET UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
MASTER OF BUSINESS ADMINISTRATION**

**GREEN MARKETING AND CONSUMER PURCHASE
INTENTION:
A STUDY FROM THE PAKISTANI CONSUMER MARKET**

Master Thesis

Muhammad SHOAIB

ISTANBUL, 2023



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Ethic Statement

I dedicate all the required information in this title ‘Green Marketing and Consumer Purchase Intention. A study from the Pakistani Consumer Market’ has been written following academic manners and ethical commitment. I would clarify that all the materials, sources, data, and all extra inputs have benefited well throughout the writing procedure of this thesis. All matters contained in this thesis are my opinion and do not reflect the official view of Istanbul Ticaret University.

Muhammad Shoaib

Abstract

In the twenty-first century, environmental concerns are of vital importance and the success of green products is crucial for the sustainability of humankind and the planet. However, both environmental consciousness and customer interest in environmentally friendly products are growing. The human race today sustains more artificial products rather than natural ones. This paper is particularly for green products consumptions and the consumer's intention to purchase for the population of Pakistan according to the sampling. This study employs a descriptive-analytical research approach and utilizes survey questionnaires that were taken in for further results to know more about consumer's intentions when buying or consuming green products. The consumers' intentions for green products are primarily established due to green awareness, the value of green perception, the trust they perceive, their responsibility towards the environment, and the risks that come with all the situations. The outcomes gathered showed us that more the awareness the more consumers' intention toward green purchases. Moreover, there is also trust and ambition toward the green perceived value. In addition, the study also shows us a positive relation between green perceived trust and environmental responsibility towards green perceived intention while the perceived green risk negatively impacts the consumers' purchase intention. This study can provide good insight for marketers targeting green consumers together with the necessity for companies to offer a variety of green products.

Keywords: Green purchase intention, green awareness, green perceived risk, green perceived trust, green perceived value

Özet

Yirmi birinci yüzyılda çevresel kaygılar yaşamsal öneme sahiptir ve yeşil ürünlerin başarısı insanlığın ve gezegenin sürdürülebilirliği için çok önemlidir. Tüketicilerin hem çevre bilinci hem de çevre dostu ürünlere olan ilgisi gün geçtikçe artmaktadır. Bu çalışma özellikle yeşil ürün tüketimi ve çalışmaya katılım sağlayan Pakistan'lı tüketicilerin satın alma niyetini anlamaya çalışmak içindir. Bu çalışmada, tanımlayıcı bir araştırma yaklaşımı kullanılmıştır. Tüketicinin yeşil ürünleri satın alırken veya tüketirken niyetleri hakkında daha fazla bilgi edinmek amacıyla anket soruları kullanılmıştır. Tüketicilerin yeşil ürünlere yönelik niyetleri öncelikle yeşil farkındalık, yeşil algısının değeri, algılanan güven, çevreye karşı sorumluluk ve tüm durumların beraberinde getirdiği risklerden kaynaklanmaktadır. Toplanan sonuçlar, farkındalığın artmasının tüketicilerin yeşil satın alımlarına yönelik niyetinin arttığını göstermiştir. Çalışmada Yeşil Algılanan Değere yönelik bir güven olduğu görülmektedir. Buna ek olarak, çalışma yeşil algılanan güven ile yeşil algılanan amaca yönelik çevresel sorumluluk arasında pozitif bir ilişki olduğunu gösterirken, algılanan yeşil riskin tüketicilerin satın alma niyetini olumsuz yönde etkilediği görülmüştür. Bu çalışma, yeşil ürün üretmek isteyen işletmelere ve aynı zamanda yeşil tüketicileri hedefleyen pazarlamacılara bir bakış açısı verebilir.

Anahtar Kelimeler: Yeşil satın alma niyeti, yeşil farkındalık, yeşil algılanan risk, yeşil algılanan güven, yeşil algılanan değer

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List of Abbreviations

AMA	: American Marketing Association
GA	: Green Awareness
GPR	: Green Perceived Risk
GPT	: Green Perceived Trust
GPV	: Green Perceived Value
PI	: Purchase Intention
SPSS	: Statistical Package for the Social Sciences



INTRODUCTION

Around the world, people are becoming more concerned about environmental damage, and it is becoming more widely recognized. The environment's decline prompted consumers to become more sensitive to their behavior toward products that are environment-friendly (Sharma, 2021; Yam & Chan, 1998). However, Asian consumers have emerged as a prominent target for international marketers due to an increase in purchasing habits and a rise in ecological awareness (Noor et al., 2012). Due to this expanding tendency, the marketing and industrial sectors have changed their roles and tactics to recognize the importance of green marketing (Nidumolu et al., 2009).

At first, the term 'green' originated in the 1960s in the United States. Makower (1993), claimed that the 1960s was the era of 'green awakening,' a 'taking action' movement was in the 1970s, the 1980s were an era of 'accountability,' and a 'power in the market' movement occurred in the 1990s. Green marketing has since grown to be a significant field of study for academics (Juwaheer et al., 2012). However, consumers' perspectives have a significant role in how we interpret green marketing (Peattie & Crane, 2005). Green marketing is referred to as the activities that are designed to generate and entertain any sort of exchange included for the satisfaction of human needs or wants. The fulfillment of wants and needs happens so that the satisfaction of all needs has a minimum negative effect on the environment naturally (Peattie et al., 1992).

Customers' willingness or intention to purchase green products is a key indicator of green customer behavior. Every decision a consumer makes about their purchases has an impact on the environment. Green purchase intentions encourage eliminating products that are harmful to the environment and communities and favoring those that are reusable or renewable (Chan, 2001). However, because of the catastrophic environmental conditions that currently exist, the health and well-being of consumers worldwide are progressively at greater risk. Environmental challenges and problems

have received a significant amount of attention during the past few decades. Nevertheless, a significant portion of respondents from all across the world report having some level of care or concern about environmental issues (Diekmann & Franzen, 1999). The consumer's skills, capabilities, and expertise play a vital role in their responsibilities, including the ability to understand the norms for their environmental behavior. Even though many people are conscious and concerned about ecological problems, Kaplan (2000) found that this is not necessarily reflected in their actions and their behaviors.

In addition to influencing a variety of attitudes and values, including those specific to green purchase intentions, beliefs and traditions have a key influence in determining behavior. According to studies, the central premise regarding these characteristics is important for family energy use, behavior toward conservation, and the adoption of environmentally friendly products (Armstrong, 2009).

The environmental aspects must be taken into account throughout the entire marketing process, from new product development to communication. Some terms linked to green marketing include green awareness, green risks, green value, etc. (Khan et al., 2022). However, the customers do appear to have an influence on the environment in general. Those are the behaviors that need continuous repetition of efforts, cost, and other good attempts for green goods (Kotler & Gertner, 2002).

Hence, even though there are advantages to green marketing, there are also several setbacks as they require more research and improvement. The most important thing to ponder upon in green marketing is to find out if the companies fulfill their green claims and promises (Laheer et al., 2014). The trust of the organizations needs to be fulfilled. Therefore, as a result, consumers might be reluctant to buy any goods or services if they are not meeting the demand.

Whereas green marketing is still in its development stages in many developing countries, including Pakistan (Ali & Ahmed, 2011). Subsequently, further research is needed to better understand how green marketing and purchase intentions relate, as well as their impacts on purchasing intentions. Hence, the purpose of this study is to

investigate the impact of green marketing factors on the behavior of Pakistani consumers' purchase intention. It focuses on different independent variables including green awareness, green perceived risk, green perceived trust, green perceived value, and perceived environmental responsibility and the variable which is dependent is purchase intention. However, this research has the objective to analyze the impact of independent variables on the dependent variable.

To study more about consumers' intentions when purchasing or consuming green products, this study uses a quantitative research method and a descriptive analytical research approach with a questionnaire method to gather the data from a total of 306 respondents. Therefore, the present study utilized the statistical program SPSS for the analysis of the collected data using descriptive, correlation, and regression analysis for further results.

The subsequent chapter of this study has details on green marketing and its concepts, In the next chapter the consumer purchase patterns, and the literature is reviewed. And then the following chapter has discussed the research methodology and an analysis of the survey questions that measure how consumers' green purchasing habits relate to green marketing concepts. Further, the conclusions of the study are made. Moreover, in the end, references to this study are put together.

CHAPTER 1

Green marketing is explained in the chapter with explanations of the concepts of green marketing and also its importance is explained.

1.1. Concept of Green Marketing

The world is overflowing with hazardous environments, ozone depletion, and global warming and that effect has an impact on the environment (Agarwal & Choudhary, 2021). All this is common in this century, which indicates that the world today is much more conscious. Our society today has become more concerned regarding the nature of the environment which affects the environment and its experience. The main reason for deprivation is the issues that come out because of the production, consumption, and marketing in a broad manner related to environmental difficulties and unreliable products (Nekmahmud & Fekete-Farkas, 2020). This results in the modification of behaviors in an attempt to new concerns for society. The market in general includes the sale of products that are to satisfy the consumers at an affordable rate whereas green marketing includes the extra challenge that defines which is green and then the development and selling of the products which the customers would like and want. Green marketing is the raising trend that is most important for the position of the globe today. There is a deep reason for saving the world and its natural self. Hence, green advertisement is what makes the marketing tactic effective. It can also be applied to the promotion of other things such as goods, services, and concepts of businesses (Hassan & Ali, 2015).

Environmental marketing is one of the most popular and is called green marketing. It is sustainable marketing as well. It is defined as the efforts toward the designing, promotion, pricing, and distribution of products as it proceeds with environmental protection (Ferrel 1993; Anamaria, 2014). Green marketing is said to be defined as any marketing which is designed for the generation and facilitates the exchanges which can take place with the intention to satisfy the needs of humans and want that satisfaction of the needs that has no environment impact. (*What Is Green Marketing?* 2022) Green marketing today is a major element of marketing research

which starts with the increase in exposure to media which further puts pressure on a firm's presentation of eco-friendly behavior. Green marketing has grown in the proceeding years and that has been promoted through adaptation from the packaging and then presenting the improvements to the public. However green marketing is having more challenging life objectives which are ready for upgradation and consumption which makes it more ecological and perceives them as normal.

There have been different meanings of green marketing as presented by different authors. Chaudhary (2011) stated that green marketing was a term first introduced in the 1970s. American Marketing Association (AMA) called it ecological marketing. Green marketing is what businesses aim to satisfy the desires of their customers while still reducing the damaging effect on the natural environment (Tiwari et al, 2011). Green marketing can refer to a company that endeavors to promote, price, and distribute products in an eco-friendly manner (Sarkar, 2012). According to the American Marketing Association (AMA 2017), green marketing is an approach in which marketing is done with environmental safety at the forefront; this involves modifying the business processes such as packaging, production, and advertisement (Yazdanifard & Mercy, 2011).

Businesses and customers both are facing this challenge today, which is for the protection of resources of the earth and restore the environment. There is deeper concern towards the natural environment, which realizes that the production and realization of the behavior related to purchasing would directly impact the environment (Larochon., 2002). The concern for the environment in today's society is creating a new kind of consumer who reflects these ecological views in the products that they choose to consume (Chamorro & Banegil, 2006). Research conducted internationally has revealed that the environmental concerns of customers have resulted in them making changes to their purchasing behavior and reanalyzing the commodities that they are purchasing (Papadopoulos et al., 2010). The analysis also demonstrates that several customers are ready to pay increased amounts for merchandise that follows environmental standards to support the cause of being environmentally friendly. As social and environmental issues play an important role for customers, attention has to be paid to these factors as they

influence the consumer in deciding what products they will purchase (Kirmani & Khan, 2016). They are produced in methods that do not cause pollution, are recyclable, and demand less consumption of natural resources. In other words, green products are made with recycling strategies in mind, in the form of reducing packages and changing the materials to cause an overall less toxic impact on the environment (Chen & Chai, 2010).

Moreover, it is an essential point that there should be awareness about green products. Hence, when we talk of green products, then what we should think of is that the products should be least harmful to the environment (Machová et al., 2022). They ought to be compatible with all the balances such as performance, convenience, and affordability. They should also be durable, able to be recycled, and not toxic they would rather be made out of materials that are recyclable or even decomposable (Gbadeyan & Omolekan, 2015). The products which are created out of materials like those have the least packaging and the lowest impact on the environment.

The term "green" is used throughout the world by environmentalists and capitalists to garner the interest of the population. From a manufacturer's point of view, it means the product should have characteristics that define its nature for the goal of attracting environmentally cautious consumers. The characteristics of a product that benefit the environment are the main incentive for environmentally cautious consumers (Zia S., 2021). Some of the characteristics of green products are:

- A decrease in emissions leads to an improvement in the quality of the environment.
- A reduction of harmful components and by-products due to the process of production
- Improved longevity and decreased cost of maintenance of the product
- Usage of recycled materials in its production process
- Usage of renewable and natural resources in the production process
- Lesser energy consumption in the production process
- Made through recyclable processes, and with recyclable materials
- The consumption of local resources in its production

Polonsky (1994), demonstrated in his study that customers believe that it is the government's responsibility to safeguard the environment. Though, they don't like to be involved in the matter hence their lack of regard for safeguarding the environment. Not all customers are equally strongly influenced by green marketing, hence it is important to figure out and target those people who are concerned with the welfare of the environment (Lampe & Gazdat, 1995).

D'Souza et al., (2006) studied that the impression of green products turns negative in a customer's perception if the product is of lower quality in comparison to less environmentally friendly options despite the higher price. The argument can be made that there is an expectation in the customer's mind that the product's quality should be standard despite being environmentally friendly. Environmentally conscious consumers do not seem willing to accept a lower quality product, so industries need to improve the quality of their products alongside focusing on the benefits to the environment and advertising these aspects to the consumers to receive market recognition (D'Souza et al., 2006). Schlegelmilch (1996), stated that for organizations to improve their recognition of green products on the market, they have to advertise to increase awareness and concern among the customer base about the environment. They have got to be perfect so they can be performed in all aspects. When both are taken care of, the concerns for the environment would be the main decision maker. An additional factor is that the perceived risk for well-known brands is lower than those that are less popular, so consumers are more likely to trust the popular brands, and less likely to accept a decrease in quality. Much like their non-green counterpart, green products need to function perfectly (Pickett-Baker & Ozaki, 2008).

Tang et al. (2004), explained that there is a difference between what customers say they will do, and what they do. Most customers readily claim that they will make their purchasing decision on the environmental friendliness of products, but they do not allocate the dollars for such purchases. Therefore, concern for the environment is not only the purchase of green products, and they refuse a decline in quality because of the environment. The traditional attributes of a product, the name, pricing, and quality of a

brand are still the forefront characteristics considered by customers while making buying decisions (Gan et al., 2008).

Another study showed that customers refuse to let go of important product benefits while making their buying decisions. This means that green products have to compete not only with being environmentally friendly but also with traditional products based on essential characteristics like durability or convenience (Diamantopoulos et al, 2003). In the present day, industries have come to recognize that the future of green products remains bleak unless the balance of consumers' demand for higher quality products can be balanced with environmental friendliness, since it is not right to pay expensive prices for something that has no benefit, regardless of whether it profits the environment (Wong et al., 1996).

Green marketing is known to be involved in environmental marketing which has activities that include the alteration of products which adjusts the process of production, changes, and the modifications in the packaging too which includes advertisement modification. Tapan (2009), stated green marketing contains activities that are designed in such a way that it generates and facilitates any kind of exchange required for the satisfaction of human requirements, which must be satisfied for all of their needs and wants to materialize, with the least amount of negative effects on the environment. Green products can be defined by the measures below:

- Naturally grown products,
- Reusable, recyclable, and also biodegradable products,
- The natural ingredient products,
- The products which include recycled contents and do not have any toxic chemicals,
- The products are beneath the approved chemicals,
- The products are not harmful and do not contaminate,
- The products wouldn't be used on animals,
- The products come up with eco-friendly packaging.

From an economic view, green marketing points out the behaviors which point out to the products which are able the generation of lower effect on the environment in contrast to the alternatives that are offered in the market. The main target for green marketing is making customers like it more and go for green instead of regular things. The practice of green marketing is through the firms so they can build and support the image of the eco-sensitive, though it is also able to spread and also more latest lifestyles for the consumptions and habits (Grant, 2007).

Green marketing can be explained as an activity where environmental concerns are in the spotlight of the fundamentals of the business, and it can lead to the perception of the customers switching towards that product (Peattie & Charter, 2003). The main aim of green marketing is limiting environmental damage due to the traditional means of industrial production and promoting environmental welfare from the customers' viewpoint.

Green marketing's main process is the efficient development of green products, which leads to industries moving to a green environment post haste. Green product development focuses on "end-of-pipe technology", which means the industries are known for the ecology that pops up through the process of production and design (Chen, 1994). Research conducted by Chen (2001) revealed that products that are designed to lower the consumption of non-renewable resources and use renewable materials, would be the best method to showcase green development. Green products emphasize food safety concerns, labeling, and pricing, and they may affect the behavior of customers when buying green (Bing et al., 2011). The behavior of the consumer is explained as measures undertaken through the customer base that has a specific requirement before searching for knowledge, purchasing, utilizing, and giving responses on goods and services to fulfill their demands (Vyas, 2009).

In the twentieth century, industries have come to understand the factors, behaviors, and methodology behind the buying approach of the customer, by using environmentally friendly marketing. Green marketing has been a popular tool due to the negative effect of traditional methods on the environment, and this has caused a change

in the buying strategy of customers concerning green products (Cohen, 1973). Most customers are now adjusted to being "green customers", who are well aware of environmental concerns and aim to preserve and protect the natural environment in their ever-rising demand for environmentally friendly products (Peattie, 2001). Furthermore, Boztepe (2012) explained, Customers would not use anything that would harm their health, endanger animals, or harm the environment throughout the development, disposal, or usage process. Organizations can choose the improvement for customers' awareness of environmental concerns when using strategies to promote charities that encourage and convince consumers to make the shift from traditional goods to environmentally friendly ones (Golkanda, 2013).

The use of green marketing and green development of products can also lower manufacturing costs over time for most organizations. Many industries set up the use of solar energy in their manufacturing, which leads to increased cost benefits (Ottman et al., 2006). During the method, they can also decide whether to lower the usage of materials further to improve the reusability and recyclability of the product (Polonsky, 1994). Ankit and Mayur (2013), elaborated that the use of pollution-free advertisement used by most green organizations attracts the attention of consumers and improves their knowledge of the product as well as environmental concerns. However, the biggest opportunity granted to organizations that aim to use green marketing is that they can apply for loans and grants from the environment to set up their technology towards this effort (Ottman, 2011). It is said that organizations have the opportunity to act in environmentally cautious behavior and use these economic resources to establish green products and technologies, so that they may gain profit and ensure environmental sustainability over the long term.

An idea was put forward that there are eight steps of product development (Song & Parry, 1997). These are ideal building and screening, opportunity analysis, technical implementation, product testing, and product commercialization. The development of green products also contains eight stages, both development of a product, and analysis of pollution to identify any harm to the environment, find out pollution sources during the product's life, and reduce the product's impact upon the environment (Bhat, 1993).

Environmentally conscious customers have a higher likelihood of purchasing green products if they are available; the probability of them paying higher prices is also increased if these products are more environmentally friendly (Laroche & Barbaro-Forleo, 2001).

Another important aspect of the development of green products is promoting eco-label products. Eco-labeling is a useful tool that provides information about the functions: one is the value function that provides the eco-friendly image of the industry, and the other is the information function that provides the quality of the product (Sammer & Wustenhagen, 2006). Eco-labeling is an innovation of the customers. The information about the effects present on the label has to be accurate so that they can provide proper instructions and meaning to the customers, and highly inform their decision-making process when it comes to purchasing green (Pedersen & Neergaard, 2006). Rashid (2009) claims environmental awareness of customers having knowledge that lets the differentiation among the products that are more environmentally friendly and preferable, hence eco-labels were started to promote environmental friendliness on the consumers' parts.

Green marketing is applied by many firms to achieve their aims and goals, but many other firms are not successful in implementing these strategies, due to a lack of proper structuring of the strategy appropriately, leading to an increase in problems. The regulations and laws of FTC's guidelines should be followed by all firms so that no customers or members of the industry are misguided (Chowdhury & Dasani, 2013). The industries must conform to the guidelines of the Federal Trade Commission (FTC), which describe the benefits to the environment, provide the criteria for the environment, explain the methods by which the environmental benefits are obtained, develop the comparative benefits, avoid toxic materials and showcase the environmental claims in picture or text (Polonsky, 1994). Some industries do not have extensive knowledge of science and business technology, which can lead to many wrong business decisions being made and further harm the environment. As an example, the use of DME (dimethyl ether) by some industries as an aerosol propellant brought about harm to the ozone layer (Fleisch et al., 1997). Many customers were not aware of the adverse effects

caused by this product on the environment. Since then, it is unlikely that customers will pay any attention to the claims of green advertisements promoting this product (Golkonda, 2013).

Research conducted by Chan (2004) revealed the vague environmental declaration of ads did not very well demonstrate the eco-friendly reputation of the firm, hence the product that was advertised did not attract the attention of the consumers. As a result, the customers feel that the green products that were developed with recycled ingredients or remanufactured materials had poor performance compared to the traditional products, and they were hence unwilling to buy these green products at a higher cost (Michaud & Llerena, 2011). Due to a lack of awareness of the consumers, they do not trust many eco-labels, which results in consistent ignorance of consumers when it comes to eco-labeling (Cherian & Jacob, 2012).

1.2. Importance of Green Marketing

Green marketing holds a lot of advantages for the environment which accepts the new concepts. The most important benefits are the ones that have increased in revenue (Khatri, 2021). Moreover, the consumers are the ones which prefer every latest and newer concept of positivity so there is a vital role in the segment. There is success in the products that fulfill the satisfaction of the customers, which increases sales and revenue. The other important advantage is that the cost is reduced (*Green Marketing: Benefits & Ideas*, 2022). Hence, in green marketing, the raw material cost is less and that leads to increased production and saving capital. To top it off, green marketing enables to build off the value of the brand. Great green practicing companies can get a new brand value in the eyes of customers (Simão & Lisboa, 2017). Another important reason for green marketing is that there can possibly be tax breaks and even loans from the government that could be related to the innovative companies that help the nation living in rural areas so they can hold uncertain risks. Moreover, the environment and the health issues of the government can be prevented as well.

Ultimately, the most vital green advantage is in the world's salvation. There is also disposal and treatment and process of production in the companies that will

produce the emission of various greenhouse gases that contribute to climate change which can occur due to the greenhouse effect. It can follow a great way for the practice in which the company can help the world in the way they can save the health of people and also the environment (Rajeshkumar, 2012).

Green marketing has a positive effect on health and the people related to the ecological environment (Majeed et al., 2022). The people know much about the products which are of pure methods those include the producing, disposing and even using the products. There is encouragement that is integrated with the efforts for purity in production as well as consumption. Green marketing includes various purities from fair price, quality, and even dealings worth. Green marketing also has its focuses on the market of eco-friendly products so they can satisfy the needs of the people and all that they want (M.D. & Akhil, 2017).

1.3. Difference between Traditional and Green Marketing

Traditional marketing refers to the promotion of the products or even the service by the sponsor via social media, TV, radio, or billboards. The main aim of traditional marketing is the creation of awareness that the brand so there is an increase in demand for the products. Moreover, there can even be more sponsored content available such as ads and even replaced products in the movies. The methods of traditional marketing are not efficient for the generation of results as there is less transparency or even the visibility of the person's customer segment (Roziyah, 2022).

Green marketing on the other hand is a marketing strategy which has its focuses on the environment and also the positive impacts that it has on the environment. This is the latest trend as it is getting popular because of the demand for environmentally friendly products and also its services. Moreover, green marketing can also help in the communication and commitment towards environmental responsibility. It helps in setting the goals for the company which in turn helps in the recruiting of the employees that share the connection, values, and the environment which in turn shows the regulations that one is going through and follows each law as it comes in the management of waste and pollutants. Green marketing is not only the talk of advertising

but, it is mainly about product development which is least harmful to the environment and would create the least problem in the level of pollution (*Traditional Marketing vs. Green Marketing*, 2022).

1.4. Green Marketing Mix (4Ps)

The green marketing mix consists of the 4Ps that are product, price, promotion, and place. The elements of the green marketing mix are the main importance for the users of marketing to use and even achieve the objectives of the firm.

1.4.1. Product

Green products are those whose production processes have fewer negative effects on the environment. Utilizing ecological principles when producing goods helps to reduce pollution levels and prevent the depletion of rare and limited resources (Thakur, 2016). Whereas the majority of consumers believed that green products are an energy-efficient, water-conservational aid and they are procedures of being safe for the consumers, users, and even disposal. The unsafe part of the product affects the consumer's decision to purchase, therefore the manufacturers then use to produce products that are environmentally friendly and also satisfy the demands of green consumers (Young et al., 2010).

A green product is developed by product-related actions and decisions that seek to protect the environment in a variety of ways, including natural resource conservation, energy conservation, waste management through designing products with lower pollution risks, and waste minimization. There are also firms at an international level that uses the green marketing process for the production of hybrid cars which have their main aim for the balance and demands for the firm's responsibilities and revenues of the firms which are for the reduction of environmental impacts towards pollution. There are, for example, the production of the Prius by Toyota that has offers that are desired for the benefit of consumers and their natural environment (Halbright & Dunn, 2010).

Green products are the products that provide environmental, economic, and even social advantages to the environment, health, and the total cycle of life. Moreover, there

are even extractions of raw materials till they are disposed of (Sustainable products, 2022). According to Bhalerao and Deshmukh (2015), there are several factors to consider when incorporating a green product into the marketing mix i.e. Design; it should be user-friendly, eye-catching, and memorable, Technology; the manufacturing technology should be environment responsible, Usefulness; meets the needs of consumers, Value; provide value to both consumers and environment, Convenience; should be easily available and easy to use, Quality; should have a high quality that satisfies the consumers need at a premium level, Packaging; should be environmentally friendly and recyclable.

1.4.2. Price

Price is the sum of money that a consumer must spend to purchase a product. Price is a crucial element in the green marketing mix. Generally, green products cost more than traditional ones. The price varies per product category, with product's brand impacts the price, the product's material influences the price, the product's value and its uniqueness also effect the price (Deshmukh & Bhalerao, 2015). Whereas the price of the product is matched with the income of the consumer. The majority of companies use the least pricing strategy so they can encourage consumers to purchase eco-friendly products. Therefore, some firms make a competitive advantage in the market as the reason to increase their growth of the business. When the price of a product is high then, the firms need to sort out the value of the special product in the means of quality, appearance, and specifications (Chandra, 2009). Green prices are generally considered to fall under the premium pricing category since consumers are willing to pay more for goods or services because of their environmental benefits (Peattie, 2001). Solvalier (2010), stated that in some situations, buyers' primary concern when selecting products can be price, while in other situations price might not be important, consumers choose products based solely on their eco-friendliness. Besides, in the marketing mix price is seen as its optimal component since it maintains the link between returns and profit, while other strategies merely lead to increased costs (Awan, 2011).

The term "green price" refers to a price that has been established by a business while taking into account their internal policies intended to promote awareness of environmental issues (Hashem & Al Rifai, 2011). In Europe and the US, the cost of green products has been rising though mirroring the price of re-engineering the method of production to be more environmentally friendly, as well as the process of disposal, and the packaging of products. The products that cause less pollution are generally more expensive to produce, so green products are expensive hence they are considered to be an indicator of environmental friendliness (Mahenc, 2008). Because of an increased number of concerns for the environment, customers are willing to pay higher prices for green products. Another survey showed that consumers are willing to pay from 7% up to 20% higher prices for green products. (Reitman, 1992).

There are consumers which are ready on the price for the sensitivity and are ready to pay for more than the product as then the price variance is present, also the perseverance and value of the product is eco-friendly (Eze & Ndubisi, 2013). Hence, some consumers are ready to pay for the brand, and the green quality which in turn debates about climate change as that has a proactive pollution issue. Moreover, the consumers also consider that the green products would bring a positive effect on brand equality as that would increase the probability of the present and future (Chen, 2010).

1.4.3. Place

The place is a distribution network of products. It can either be a virtual store or a physical one (Deshmukh & Bhalerao, 2015). There are many words for the phase 'Place' as it is involved in the marketing mix that refers to the physical contribution to the activities of the business that includes the movements, storing, and transport of the products that are manufactured. While firms continue to relocate products, environmental responsibilities towards the firm must be preserved. Arseculeratne and Yazdanifard (2014), emphasized green distribution which focuses on safety precautions and it also reduces the environmental damage that one has to go through in the process of product deliveries. The reduction in the packaging can also reduce fuel as it connects the consumed trucks and can lessen the impact on the roads. The other emphasis is on

the centralized distribution program as it is the program which is made on the policy of bringing the benefits of health as it lessens the number of the movement of the vehicles. Additionally, there is reduced consumption of fuels, which eventually reduces pollution problems (Peattie & Charter, 2003).

According to Awan (2011), green place is a component of green marketing that does not add expense and cost but can provide a variety of benefits to the organization. A green place can also be regarded as a place where both manufacturers and customers can save time and their efforts. Due to the fact that businesses now have their own websites where customers can purchase their products, the internet and websites are also seen as green places because it saves customers' time and effort in locating the needed product (Deshmukh & Bhalerao, 2015). Another author stated that the concept of a "green place" refers to a location designed to be used for the sale of environmentally friendly products though, this concept shouldn't be limited to physical locations because the modern world also includes online marketplaces (Eric, 2007).

1.4.4. Promotion

Green promotion is another activity that undertakes promotional actions so they can create awareness about the products they make (Deshmukh & Bhalerao, 2015). Green promotion is an advertising approach that allows marketers to portray products in unique and innovative ways. It is a process of convincing through the green advertisements that make the consumers focus on the problems that they explain to them which would also be an influence on the consumer's behavior related to purchase as those are concerning the image of the firm (Zinkhan & Carlson, 1995). There are a total of three criteria for green advertisement that start with contents that are educational and also have concerns about the environment. Some ads show that the firms have changed their process for production so for the promotion of a green lifestyle, the advertisement addresses the image of the firm that is responsible environmentally (Sharma, 2011).

Promotion involves a variety of strategies for drawing attention to green products and communicating their significance and advantages. The promotion of green

products can be done through direct marketing, sales promotions, public relations, and advertising, although the last two strategies are the ones that receive the most attention from the business community (Yazdanifard, 2014). Green promotion plays a significant role in revealing the environmental views of a company by demonstrating its dedication to environmental protection (Peattie, 2009). This kind of advertising should enlighten consumers on the benefits of environmental products, encourage them to live sustainably, and help spread the brand's green image (D'Souza et al., 2007).

As Laric and Lynagh (2010), have stated that Samsung is the company that had an environment program, and it was said to be named Planet First as its purpose was the introduction of the balance and demands for technology which is cutting edge with responsibilities and ending the environmental impacts that it has on the promotional way of our life. Also, Samsung had stated that their responsibility of the technology had its demands and responsibilities too. However, Samsung had given the responsibility of the commitment to going green and the messages it has to the consumers on the Samsung website to promote the sustainability of the firm (Laric & Lynagh, 2010). Hence in this regard, some consumers emotions are affected by the green advertisement as they affect the view of perception one has about the beliefs of the firms (Cox, 2008). Additionally, it has been claimed that the ads would eventually lead the consumers to behave in a positive form as the environmental system of the world would influence the product's purchase intention (Davis, 1993).

CHAPTER 2

In order to provide a deeper understanding of the topic, this chapter includes a review of the relevant literature, which is drawn from relevant papers, journals, and books.

2.1. Concepts and Definitions

In this section, several variables of this study were examined, including purchase intention, green awareness, green perceived value, green perceived risk, environmental responsibility, and green perceived trust.

2.1.1. Concept of Consumer and Green Consumer

The consumers are the people that are either an individual or a group that orders or even use the purchased goods, the products, and the services either for personal use or for social, family, and other needs. Those can either be related to business or not (Nordqvist, 2019). In our research, the consumers are mostly the ones referred to as the consumers of green products.

While Green consumer is a kind of consumer that purchases eco-friendly, organic, or energy-efficient products, as a result consuming less natural resources. However, it is a type of consumption that is compatible with environmental preservation for current and future generations. These concerns, though, aren't limited to products; they might also have an impact on how green consumers commute, work, or take time off. Green consumerism includes analyses and estimates of products based on green consumption and illustrates how new consumers behave in terms of environmental preservation (Ottman, 1992). Green consumer can also be defined as a customer who considers the environment's sustainability before making a purchasing decision. The objective of green or environmentally conscious consumers is to protect the environment through their own purchasing power (Arif & Haneen, 2019). Green consumers avoid using products that are potentially harmful to human health, have a negative impact on the natural environment during and after production, consume a significant amount of energy, result in increased waste, includes ingredients that pose a

significant threat to the environment and humidity, and have a negative impact on the environments of other regions (Elkington, 1994).

The main focus is that it is believed that awareness is related to the belief which is said to be that there is a limit in the natural resources supply of the world. Moreover, the majority of the issues concerned with the environment are related to the consumer's intentions toward a product (Hayes, 1990). Hence there is more focus on communication from the media, peers, and other sources which causes changes in the attitudes of the people and their behaviors. In some countries, the government has made sure to make some changes in the consumers and their attitudes towards consumption.

2.1.2. Consumer Purchase Behavior

Consumer purchase behavior is a unique and particular type of behavior that reveals people's needs, wants, and pursuit of material and spiritual interests. Purchasing of a consumer is an intention that has a major factor in the determination and then the overall decision of purchasing a product (Tao et al., 2022).

Consumer purchasing behavior is significantly impacted by social, cultural, personal, and psychological traits. Personal characteristics can influence consumer behavior. Lifestyle, financial situation, employment, age, personality, and self-concept are some significant personal aspects that affect purchasing behaviors. Consumer purchasing behavior is influenced by four key psychological elements. They are perception, desire, education, beliefs, and attitudes. Social variables have an impact on customers' purchasing decisions. Reference groups, families, roles, social media, and status are significant social influences. Culture is the combination of fundamental beliefs, values, desires, and behaviors that a person in a community learns from their family and other significant groups. In essence, culture is an integral component of every community and a key driver of personal desires and actions. Different cultures have different effects on consumer behavior (Jisana, 2014).

Nevertheless, firms that are interested in learning how customers react to marketing stimuli have established a "stimulus-response model" to look into consumer

behavior. However, those marketing stimuli may vary depending on the price, product, place, or promotion. Along with those events, external factors like the state of the economy, technological advancements, political developments, or shifts in cultural perceptions may also have an impact on consumer behavior (Kotler 2011).

2.1.2.1. Consumer Purchase Behavior Model

One of the notable models is the EKB model, as it is a comprehensive model and emphasizes mostly identifying the thought processes consumers used to decide whether to buy, repurchase, or reject a product because the decision process consists of the main five provisions of various types. The recognition, search for information, alternative evaluation, purchase decision, and then the outcome (Ashman et al., 2015).

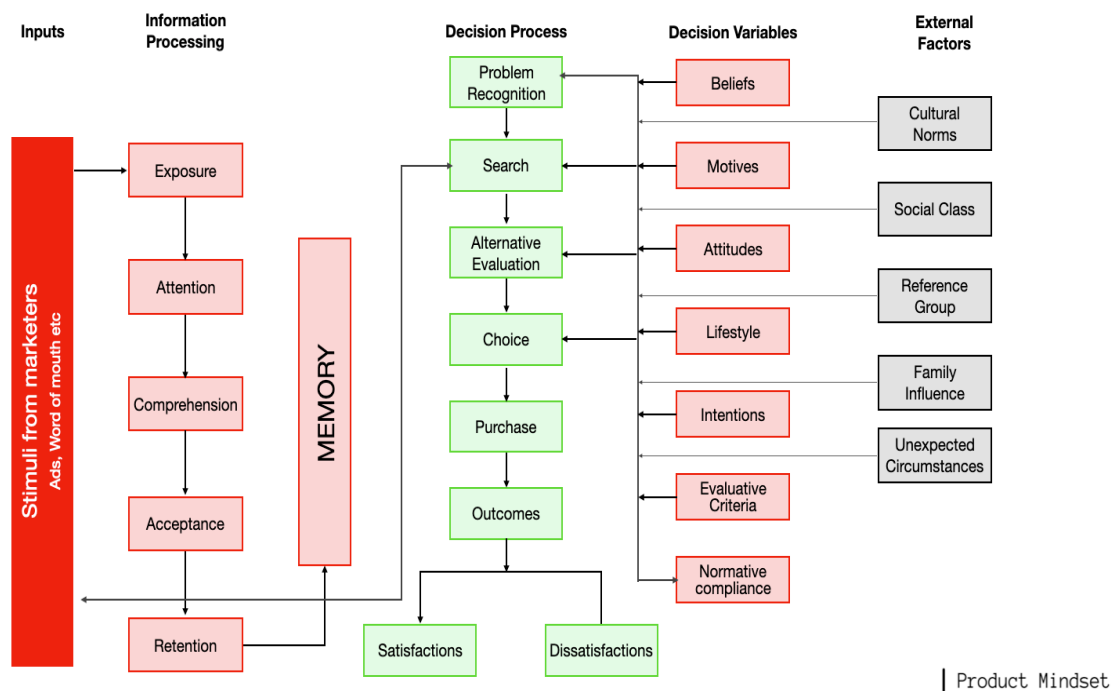


Figure 1. Engel Kollat Blackwell's (EKB) Model of Consumer Behavior
Source: (Product Mindset, 2022).

The EKB is a comprehensive model of consumer behavior which includes the cognitive procedure that also helps in the prediction of the customers purchase behavior. It was first developed by Engel, Kollat, and, Blackwell in 1968 and it has undergone

numerous revisions to enhance its descriptive power. The five stages of the EKB model, which is based on consumer decision-making, are information input, information processing, decision process, variables influencing the decision process, and external factors (Fan & Zang 2011).

Information input: It is the term used to describe the information that consumers use to enter the decision-making stage after obtaining it through marketing activity. After entering the consumer's memory, this knowledge will have an impact on decision-making and demand cognition. Customers will continue to gather relevant information through external exploration if the information is still insufficient.

Information processing: It is a stage where consumers must select whether to retain information after being introduced to it and undergo the processes of focus, observation, and adoption before they can be stored in long-term memory.

Decision process: The EKB consists of five essential steps for the decision-making process that are problem detection, alternative search, alternative evaluation, purchase, and outcomes; they make up the model's main focus. However, not every customer must go through each stage; it depends on whether the problem-solving activity is extended or habitual.

Variables influencing the decision process: This stage comprises human and environmental elements that affect all five stages of the decision process. Motives, values, lifestyle, and personality are examples of personal qualities. Culture, peer groups, and family are examples of external influences. Situational factors, such as the financial situation of the consumer, might also affect the decision-making process (Fan & Zang 2011).

2.1.3. Consumer Purchase Intention

A consumer's motivation for making purchases can be characterized as a certain intention or behavioral attitude. According to Bhaskar and Kumar (2016), consumer purchase intention is that after evaluating the product a consumer is prepared to engage in a purchase. Green marketing has expanded on a large scale now and due to it,

numerous marketing approaches apply to different elements such as products, prices, and other relevant, things one wants to get, it is the consumer's choice and their intention on what they want to purchase as the products can be from various goods and brands. Though, the purchase intention has the act of making decisions. Thus, it is the buyers' choice what kind of brand they want to buy or what sort of goods they want to purchase. It is the act of making a decision hence, so it is important to know the intention of the customer on the product they want to get (Patwary et al., 2021). Whereas actual conduct and consumer intention are interchangeable terms. Some suggested that the customer judge and shape the products by composing the elements influencing their purchase intentions (Arora & Chahal, 2017).

The spreading of knowledge and awareness about the problems faced by the environment can lead even those people to be convinced who otherwise do not favor green purchasing (Schwepker. & Cornwell, 1991). Purchase intention is a very valuable idea in marketing literature. It is used by most industries to predict the alteration of newer products and to increase consumption of the existing products. Earlier research has shown that customers who intend to buy a product do so at increased costs than the consumers who declare their intentions of not buying (Brown, 2003). Blackwell et al., (2001) concluded that the intentions to purchase represent what the customers think they will purchase. Others such as (Eagly & Chaiken, 1993) said that a person's intention is what represents their plan to conduct any sort of behavior. Furthermore, the behavior of a person towards any object, in particular, is preceded first by a purpose to carry out that behavior (Malhotra & Mccort, 2001). According to the research study conducted by Chan (2001) and Beckford et al., (2010), purchase intention can predict the green purchase behavior with a significant degree of accuracy, meaning that the purchase intention has positivity on the green purchase behavior of a client's decision to purchase green.

2.2. Consumer Response due to Green Marketing

The mind of the customer once altered, would not go back again to the past. This resulted in green marketers adopting green thinking, they strive their best to cultivate

higher levels of consumer satisfaction as well as their needs and benefits. (Keller, 1993). That leads to a much happier life, more life fulfillment, and the power that makes the world an even better place to live. In turn, there are the promises that one should take and the rewards professional of green marketers.

Consumers have responded to green marketing in a variety of ways, including the following:

1. People are happy when using green products and are insisting on using pure only, those include edible items that are fruits, vegetables, and even organic farming. There are several people which seek vegetarian food that is high on top (Dilucia et al., 2020).
2. There is a reduction in the usage of plastic and even the objects that are plastic-based (UNEP, 2021).
3. More usage of herbal products is used rather than processed products (Najafabadi et al., 2017).
4. There is a recommendation that makes use of leaves instead of pieces of plastic bags, the bags are made of jute or cloth (*Green Marketing*, 2018).
5. Bio-fertilizers are used more instead of chemical fertilizers including the least usage of pesticides.
6. There are efforts on a wide basis which recycle consumers and industrial products.
7. There is increased herbal medication use, natural therapy, and even yoga.
8. The provision for forests, lakes, rivers, and seas are strict in terms of pollution (Bruno, 2021).
9. Global restrictions on the production basis are most useful in terms of weapons and similar items. Numerous organizations are combined which has formed the ecological balance.
10. There is more focus on the environment and social responsibility for the producers.
11. World Environment Day is also declared on 5th June as it is marked important for the world (United Nation, n.d).

2.2.1. Green Purchase Intention

Green purchase intention is the willingness of a person to buy a product according to his needs and wants environmentally (Netemeyer et al., 2005). According to Bhasker and Kumar (2016), consumer purchase intention is that after evaluating the product a consumer is prepared to engage in a purchase. The green purchase intention includes 3 measurements, those include the intention of buying a product due to its environmental concern, would buy again in the future due to its environmental performance, and then just being glad of buying a product because it is safe for the environment (Chen & Chang, 2012). As green marketing has expanded on a large scale now and due to it, numerous marketing approaches apply to different elements such as products, prices, and other relevant, things one wants to get, it is the consumer's choice and intention on what they want to purchase as the products can be from various goods and brands. Though, the purchase intention has the act of making decisions. Thus, it is the buyers' choice what kind of brand they want to buy or what sort of goods they want to purchase. It is the act of making a decision hence, so it is important to know the intention of the customer on the product they want to get (Patwary et al., 2021). Whereas actual conduct and consumer intention are interchangeable.

Netemeyer, R. G., Maxham, J. G., & Pullig, C. (2005). Conflicts in the work-family interface: Links to job stress, customer service employee performance, and customer purchase intent. *Journal of Marketing*, 69(2), 130–143. <https://doi.org/10.1509/jmkg.69.2.130.60758>

The world today has many increased issues, whether for people, consumers, or marketers. Hence, the ongoing conventional wisdom is present which further focuses on the unsustainability of the consumption patterns as the demand grows for the resources which are natural and goes towards the declining supply. Moreover, a variety of ranges of ecological challenges are present which are pollution, population, climate change, and fewer natural resources (Vlek & Steg, 2007). The protection of the resources is most important as they also need to preserve the resources and their environment that exists all over the world. There are challenges to the consumer and the businesses. There is a concern regarding the natural environment which was found to have a direct relation to the production and the purchase intention (Laroche et al., 2001).

Although there is little evidence that proves the relationship between customer intention and green products, many take hold of the beneficial attitude about ecological responsibility which is not ready to make any changes quickly to their attitudes. As with

any other country in the world, Pakistan too is high on-air pollution, noise pollution, waste, and fewer resources with minimum energy consumption. Hence, due to this development, there are marketing products that are friendly towards the environment and are even necessary. The issues with the environment are mainly caused by maladaptive consumption also, non-sustainable activities. Hence, when some changes are applied to the lifestyle, then there can be change overall as each minor thing counts. When keeping in mind the changes, every person's participation matters. The environmental issue and its impacts seem to be a major matter. Hence, the green approach makes the environment healthy again and the positivity in the intention of the people helps in the maintenance of the green environment.

The main focus of studies relating to green consumer behavior since the mid-1980s has been to understand the intentions behind purchasing eco-friendly products. The predominant methodology used has been the application of an attitude-intention-behavior paradigm (O'lander & Thøgersen, 1995). As an example, a study was conducted to evaluate the viability of consumerism on an international level, involving 17,000 consumers from 17 different countries. This study showed that consumers are environmentally cautious, and this results in a change in their daily preferences for purchase (Akehurst et al., 2012). Some studies conducted recently have revealed that there are many precursors to environmentally responsible attitudes (Mostafa, 2007).

A common pool of facts, ideas, and relations relating to the natural environments and the major ecosystems is called "Environmental knowledge" (Fryxell & Lo, 2003), and this concept is a presence of environmentally cautious behavior. The study of Hines et al. (1987) which involved a meta-analysis of 128 different researchers stated that environmental knowledge is the most important precursor to predicting green behavior. Other studies have shown that environmental knowledge is an excellent indication of environmentally friendly behavior and attitude among the consumer base (Chan, 1999; Mostafa, 2007). All of these studies made use of the knowledge attitude-intention paradigm to research environmentally friendly behavior.

Some researchers have focused on the issues faced by green brands, such as Kinner and Taylor (1973), who used questionnaires to get information from 500 members of the Canadian Family Opinion-University of Western Ontario Consumer Panel. It was found that for consumers of laundry products, their level of environmental concern affected their perception of brands.

2.2.2. Green Awareness

Green awareness is a level of recognition and recall for the environment Junarsin et al., (2022). The development of consumer concern for environmentally friendly products, also known as green awareness, that's what leads to the adoption of green marketing concepts in business (Polonsky, 2011). It is well acknowledged that a marketing strategy with an environmental focus, such as green advertising, can affect people's perceptions of the environment (Mourad & Ahmed, 2012). Additionally, the company's green brand reputation significantly influences consumers' environmental consciousness (Deshmukh & Bhalerao, 2015). However, green product awareness is spread via their labeling, packaging, and advertising (Ansu-Mensah, 2021). The unfamiliarity of green products and services could be the cause of a decline in interest toward purchases (Glegg et al., 2005). Green awareness is linked directly to the claim made by consumers about a product they use that benefits both them and the environment(Alamsyah et al., 2018).

There are various issues when the concept of globalization is present in the whole world. The main issue that arises in the world is the environmental problem and that alone crease multiple effects on all living beings and also on the people as it has its negative impact on the environment. As Sevil and Yakup (2011), stated in their research in the 80s that there are some issues ecologically in climate change, global warming, and pollution as there are industrial creations in the manufacturing and impact of the environmental negativity. There are increased demands related to the protection of the environment. Ans the firms have started to depend more upon the strategies of green marketing as those are the ones that preserve the environment and have it to their satisfaction. The customers too want to have environmentally friendly products as then

they can receive satisfaction. The environment would be safe because of them. Consumers who would like to purchase environmentally friendly products are known to be green consumers (Shrum et al., 1995). Green marketing consists of different activities that one observes and satisfies consumers, related to their exchange as the products that have the minimum impact on the natural environment (Polonsky 1994).

When a person starts to understand the green awareness concept, then there is a change seen in the person's behavior. The awareness would make people reduce consumption, they would in turn buy those products which would not have any impact on the environment. The corporate sector in Pakistan had become the leader in the usage of green marketing which is the reason for their green marketing that there is wide awareness of green marketing campaigns. There is no availability of plastic bags now as the customers need to bring their bags or purchase cloth bags to get their products from the market. Plastic bag waste is saved from the environment. The people have put more emphasis on the building sector in development for green marketing. In the sector of business firms, there is an attraction for firms that uses the concept of green marketing in their field.

Moreover, there is less competition in the market for the firms that use green marketing strategies as they benefit in the long run from the cost of production. The government also issues grants for the firm that is applied to green marketing for the development process (Ottman, 2011). This opening provides benefits related to financing, so they have the benefit towards organizations for using the resources to provide the proper fact that is environmentally friendly.

A green product is described as a product that can be recycled, is eco-friendly, made of non-toxic materials, is developed by natural resources and chemicals, and has no negative impact on the lives of human beings. Customers prefer to buy green products from well-known and familiar brands (Mohd. Suki, 2013). Today, brands are focused primarily on advertising their green products to influence the decision-making of their customers. Through the advertisement of their green products, brands attempt to construct a positive image of themselves in the minds of their consumers (Suki, 2013).

The awareness of environmentally friendly products influences the decisions of consumers when it comes to purchasing products. Knowledge of green products plays a crucial role in the present and future of the environment, as it leads to a reduction in the impact of human beings upon the environment with the development of eco-friendly methods of designing, consumption, and labeling of products. Customers become more cautious about preserving the environment. For example, Toyota Motors introduced new environmentally friendly technologies in shaping hybrid automation according to the rules and regulations of environmental safety (Delafronz, 2014).

Green advertisements are used by brands to communicate with their customers who have a demand for eco-friendly products. Companies make use of different tools and modes to advertise environmentally friendly products to conservative consumers who wish to conserve the environment. Different schemes are prices are used by green brands to turn a higher profit. The use of green products benefits customers in many ways. Customers that seek to protect the environment and reduce pollution give a higher value to products that are eco-friendly instead of looking towards their benefits. These are the customers that furthermore support green brands and make them able to achieve higher profits. The beneficial effect of green products on the environment is what green companies use as an effective marketing tool to attract and convince green consumers to buy their products (Cohen, 1973).

Green consumers are those consumers who are aware of the importance of safeguarding the environment by increasing the consumption of green products (Yazdanifard, 2014). Green consumers make less use of the products made by traditional means that are harmful to human beings and the environment during the process of their manufacturing, usage, or disposal. Green companies hence use unique means and strategies of promotion to advertise their products. This advertisement informs their consumer base about their green products and helps to bring about a change in those consumers who are unaware of environmental benefits, leading to a positive difference in the purchase behavior of consumers (Carlson, 1995). There is a strong relationship between the awareness of the environment and the purchase behavior of consumers.

Consumers who are more environmentally cautious always prefer to purchase green products (Balderjahn, 1988). Natural resources are thought to be those resources that are beneficial for the environment and not harmful to human beings (Schlegelmich, 1996). Consumers believe that the credibility of a brand is through the production of its green products. The brands that promote their green products according to the behavior of consumers have been shown to perform better in the market as compared to their competitors. Environmentally friendly products are produced by companies according to the demands of their consumers (Cronin et al., 2011).

The awareness of green products alters the purchasing behavior of consumers positively, making them more likely to purchase green products. Green marketing also influences this purchasing pattern of consumers. One of the most important goals of a brand is its sustainability in the market against other competitors. Attracting customers via their green products, and the use of green awareness strategies and plans is what is used for their survival, to increase the sale of their products (Raska, 2012). Green consumers have a preference for environmentally beneficial products that can be recycled and have no harmful effects on the environment. These consumers with different attitudes and attributes according to their age, gender, and social status, are targeted by green companies (Diamantopoulos, 2003).

2.2.3. Green Perceived Value

Patterson and Spreng (1997), define "green perceived value" as the customer's estimation of the product's worth in light of the customer's requirements, wants, and desires. The examination of environmental safety takes into account not only how effectively the product serves its target audience, but also how well it safeguards the environment. According to Sweeney et al., (1999), perceived value is a collection of characteristics connected with a product's perception, which can result in good word of mouth resulting in increased purchase intentions. Chen and Chang (2012), described the green perceived value as the appraisal of the consumer regarding the overall benefit of service depending on what is obtained and what is lost based on the environmentally friendly desires, needs, and expectations of the consumer.

Whereas the customer perceived value is the contrast between gauging prospective consumers for all the profits and losses of offers and other viewpoints are that green perceived value is more important to understand customers (Kotler & Keller, 2016). Green perceived value is the comprehensive appraisal of clientele of a product that is increasingly environmentally friendly (Lien, 2015). Perceived value is several characteristics of the impression of the worth of a product, so it can construct a word-of-mouth reputation and increase the intentions of buying (Ashton et al., 2010). Some believe that perceived value, alongside being a crucial constituent of long-lived customer relations, additionally has a valuable function of influencing intentions of purchase (Zhuang et al., 2010).

Patrick (2002) described perceived value as the judgment of the customer regarding the overall environmental superiority of a product. It is what the consumer's experience and assessment of a product are when compared to the alternatives available, so it acts as a bridge between the perceived consumer value and cues received extrinsically (Dodds et al., 1991). Hence the consumer's assessment of the value of the product based upon different determinants is what leads to the perceived value of a service or product is established. Not only does the perceived value of a product play an integral role in influencing purchase intentions, but it is also an essential component of forming long-term consumer relationships (Pananond et al., 1998) and affecting the trust of consumers (Kim et al., 2008).

Green perceived value is determined upon the basis of green product execution relating to the environment. Impressions of the value of the protection are often emulated in customers' product evaluation, creating grapevine effects that alter consumers' intentions of purchase to a significant degree. Other research has also shown that there is a favorable relationship between green perceived value and green purchase intention. According to research conducted by Dehghanan and Bakhshandeh (2014), green perceived value has a direct positive effect on green purchase intention. Green trust also has a positive and direct effect on green purchase intention. The effect of green purchase intention on green purchase behavior is also directly positive, hence concluding that the perceived green value and trust are effectual on green purchase

behavior. The basis of perceived value lies in equity theory, which states that customers consider their outcome/input ratio to that of the outcome/input ratio of the company that provides the service (Oliver & DeSarbo, 1988). It is what the consumer's assessment of the quality of a product is, which is an overall examination of the product which is characterized by an increased degree of abstraction about the specific consumer base (Pananond et al., 1998).

The perceived quality of a product is obtained from the difference between it compared to the other alternatives available within the industry (Hardie & Walsh, 1994). Among many, one of the key elements influencing purchase intentions is perceived value (Zeithaml, 1988). Companies can increase the purchase intentions of their consumers by providing superior products, as the perceived value becomes more and more valuable (Steenkamp & Geyskens, 2006). Besides, product with value offers more advantages than comparable alternatives (Patterson & Spreng, 1997). In addition to being a crucial factor in long-term client relationships, perceived value also significantly influences consumers' intentions to make purchases (Lam et al., 2016).

2.2.4. Green Perceived Trust

Green trust has been described as the willingness of a consumer to rely upon the service or product of a specific brand, resulting from their belief in the trustworthiness, capabilities, and benevolence of that brand (Chen & Chang, 2012). Those all are about its performance on the environment. Additionally, Green perceived trust includes the five measurements. That included, this product has a good environmental reputation and being reliable, the product is dependable, and the product is trustworthy (Chen, 2012), which needs the consumer's expectations and commitment towards environmental protection. Nevertheless, trust is a key factor in influencing consumer behavior, it has a favorable impact on consumers' intentions to purchase green goods (Schlosser et al., 2006). Trust in green products is essential. It is for the growth of green marketing as the studies applied that trust itself can be the most important factor in the developing competition of the marketing and there is an advantage in the specific area of the supply chain management, customer satisfaction, and employee empowerment (Ha et al, 2010). It is because of this that there is credibility and altruism in the environment which one

needs and also for exploring and taking into consideration those variables as it needs to be examined. There is an influence of green trust in the purchase intention of the products. It is because trust needs to be obtained as the consumers have to outgrow the perception of uncertainty and risks that are included in the purchase intention (McKnight et al, 2002). It is accepted that if there is more information regarding a product then uncertainty is reduced further. Henceforth, some companies engage in green marketing, and they should show more information regarding a product and its practice only if they want to have the trust of the customers and want to make them loyal. The constructs for companies' trust are openness, honesty, benevolence, reliability, competence, and predictability (Hoy & Morran, 1999).

Trust means to accept a certain degree of vulnerability based upon a positive expectancy of the intentions and behavior of another party (Ganesan, 1994). It is a measure of the judgment of consumers about the environmental commitment of the brand, their environmental arguments and performance, and the extent to which the promises and declarations made by any organization regarding environmental safeguarding and environmental cautiousness meet their specifications (Rousseau et al., 1998).

According to Lukemann (2018), the meaning of trust is a belief that someone else can be relied upon, depended upon, is not manipulative, and is committed to the promises that they make. In marketing terms, the definition of trust is described according to research done on social psychology, which claims that trust is based upon the goodwill and reliability of the other party. Goodwill alludes to the pursuit of a shared aim, and concern for the welfare and ambition of both parties, while reliability relates to the trust that is put in speech, actions, and words (Lin et al., 2011).

As the trust of consumers increases, there is a significant reduction in concern and indecision, and the image of the brand or company is made stronger. Research done previously has determined that trust is founded upon four base fundamentals—cognition base, affect the base, experience base, and personality-oriented (Kim et al., 2008), as follows:

- Affect-based means the influence of outsider parties upon the consumer's viewpoint of a business.
- Experience-based, as the name implies, refers to the consumers' overall experience and previous interaction with the brand.
- Cognition-based or observation-based means that the direct interaction of the consumer with the organization has impacted their perception.
- Personality-oriented means what the individual behaviors and shopping habits of consumers are.

Just as evolution is in the given context, there seems to place for a need to work on the variables. In such a way, the contexts included in the purchase intention have been seen to have the variables involved. It is also to say that there is perceived competency, honesty, and generosity which all go towards green trust as that in turn makes the positive condition included in the green purchase intention. Nevertheless, trust is a key factor in influencing consumer behavior, it has a favorable impact on consumers' intentions to purchase green goods (Schlosser et al., 2006). Whereas one of the causes for consumers' reluctance to buy green products could be distrust of consumers Junarsin et al., (2022).

2.2.5. Green Perceived Risk

The green perceived risk is an evaluation that is subjective and is related to the consumers so there is the possibility that there might be wrong decisions in it as well (Chen & Chang, 2012). The perceived risk is an uncertain factor that the consumers face as they cannot know the future consequence of the decision to purchase (Schiffman & Wisenblit., 2015). Several types of perceived risks include physical, psychological, time, and even financial risks. There are also perceived risks that are included in the subjective perception of the consumers that are related to the consequences that are either right or wrong based on the decisions one takes the environmentally friendly products.

When talking of green purchase intentions, it is indicated that consumers need to buy products that can fulfill their environmental needs (Chen & Chang, 2012).

Although when buying that product, it is based on the matching purchase motives that link with the brand attributes or even their user characteristics which one considers. Consumers have a positive interest in buying the varieties or forming a positive commitment towards the brand which encourages the consumers to get more real things to buy rather than the actions which they state. Additionally, the company urges customers to purchase the goods since it is what they want. The customers then make plans to purchase those either now or in the future. From this point on, they are entirely focused on learning about the risks the product possesses.

In the meantime, Garbarski (2012), suggested that the decisions consumer takes regarding purchases are the ones that result from feelings of curiosity and desire for the expected goods and services. The green purchase intentions for individuals are the willingness that one wants to buy or even choose an environmentally friendly product as that can be in the decision-making way or even the conventional. Customers acquire products knowing all the risks involved, including any perceived concerns they may have. It might be whether the product matched the user's expectations or not, therefore one must understand the perceived risks in order to gain consumer trust. There is also a reinforcement that the green perceived risks have a negative and significant way as a predictor of green purchase intention (Kim & Lennon, 2013).

There is an integration that includes the concept of green marketing and relationship in marketing which has its relation among the green purchase research framework and also relationship marketing (Chen & Chang, 2012). There is also an environmentally friendly product that has its functions for the completion of products that are not environmentally friendly and also there is a chance of increased purchase intentions. The research too had it in their consideration that the value of the product and the risks are there so the increase in the purchase intentions produces risks. Moreover, there is a reduction in the risks that are seen by the customers regarding green products one can help too for the reduction of the customer skepticism as they want to increase the customers' risk perception related to green products as that can help them to lower the customer skepticism increasing the customer confidence gathered in the green products. There is also green perceived value that is positively influenced the

green purchase intention as the green perceived risks have negative effects on the intention of green purchases. The understanding of satisfaction is the reflection of the person's trust level as it has a positive experience is felt (Setiowati & Putri, 2012).

Henceforth, the overall effect of the response is done because of the product use and its service. Satisfaction is seen which is the response of the overall effective response that is due to the reason to use the products and the services. Satisfaction was seen as the response that the customers attain. Satisfaction of the customer is the evaluation of the product which is also the service. Due to its terms and the fulfillment of the customer, the satisfaction of the customers in turn needs expectations. Satisfaction also refers to the consumers and their expectations linked to the services and products, in case the products or the services come to meet the consumer expectations, then the consumers would feel as if they are satisfied and that would make them repurchase the intentions (Chang & Chou, 2014).

In case, a company is willing to give quality products or services, then there is the satisfaction that those exceed the expectations of the customers, and consumers and also the repurchasing and recommendation of the products for others (Kotler & Keller, 2016). The research that is done through the positive and influential environmental concerns are the green perceived knowledge, the green trust and green risks (Chairy & Alam, 2019). As a result, the study can be useful for the government as it needs to provide recommendations for those marketers in terms of deciding and even letting them know the products and procedures.

Perceived Risk is a perception of distrust from the actions of the consumers toward the environment (Rizwan et al. 2014). In the modern day and age, consumers have a highly developed understanding and awareness of ecology, which has led to the awareness of environmental importance. Additionally, customers are in doubt in regards to the effect of their actions on the environment, and so the negative perception regarding traditional products has significantly increased (Bansal & Kistruck, 2006). As consumers migrate over from purchasing traditional, non-green products and services to

more environmentally friendly ones, the acknowledged risk of products goes down as they begin to use recyclable green products.

Moreover, if a service or product does not provide a benefit to the environment as desired or does not achieve the ecological standards demanded by the customers, the number of customers takes a downturn. For companies that refuse to produce green products, their consumer base decreases, hence the environmental friendliness of a product is the most important factor for purchase (Al-Zu'bi et al., 2012). Evaluation of the perceived risk is a fundamental facet of environmentally friendly products because consumers are contemplating the perceived risk in any purchasing decision that they make (Gegg & Walczak, 2008). Over time, the purchasing intention to buy the traditional product from the brand increases due to the low trust of the consumer (Kleshami et al., 2015).

There is a risk in any purchase made without adequate information about the product (Mishra et al., 1998). Since there is uncertainty present, the decision-making capacity of the consumers is affected (Aaker, 1996). Some brands may make use of misleading information to take advantage of their customers in a fraudulent manner (Gregg & Walczak, 2008). Customers would be less likely to purchase a product if they felt it carried a significant level of risk (Mitchell 1999).

Consumers are usually interested in reducing the risk instead of increasing the usefulness in their purchasing decisions (Chan & Lau, 2000). Organizations must reduce the judgment of risk to the environment at every possibility since environmental risk would lead to a reduction of both trust of the consumer and their purchase intention (Chen & Chang 2013). There have been many types of research done on environmental awareness since the late 1960s, with stress placed upon ecological risks measured by the attitudes and characteristics of consumers (O'Connor et al., 1999). One of the theories in literature is that the consumers who observe a higher probability of negative occurrences are much more likely to take steps to alleviate risk and enable the organizations to do so as well, even in the face of potential losses (Evan et al., 2002). To a point, a relation with the perceived risk turns into a basis for environmentally friendly

opinions and observed risks (Karatu & Mat, 2015). Therefore, it is necessary to improve eco-friendly consumers to strengthen their purchase intentions of consumers (Lien et al., 2011).

Many researchers have determined that there is a significant relationship between purchase intentions and environmental awareness, despite the lack of consideration given to the relationship between perceived risk and purchase intention (Miller & Spoolman, 2013). Since the perceived risk lowers the trust of the customer, which has a direct effect on the purchase intentions of the customer (Chen & Lee, 2015). With the rising levels of awareness among the consumer base, new risks are explored that might be related to any purchase that they make, leading to a willingness of buying green products over traditional ones and therefore increasing the purchase demand for environmentally friendly products (Rajput et al., 2012).

2.2.6. Perceived Environmental Responsibility

The consumer's commitment and effort to the conservation of the environment and the individual's actions aimed to improve the quality of the environment are defined as perceived environmental responsibility (Kumar & Ghodeswar, 2015). According to Barr (2013), perceived environmental responsibility refers to the obligation of the user to protect the environment and make sure that their actions don't harm other people or the ecosystem.

The social formation and expression of environmental responsibility arise from an individual's reflection on social interactions, ideologies, viewpoints, and community-based systems (Patwary et al., 2021). However, people can better understand the value of protecting their environment by learning how environmental degradation impacts people, other living beings, and plants (Lee, 2008). Over time, consumers became more aware of and knowledgeable about environmental issues. People act in an environmentally responsible manner because they want to address environmental issues, portray themselves as positive examples, and feel they can contribute to the preservation of the environment (Shrum, 2001; Saini, 2013). As a result, people sincerely try to preserve the environment by carrying out the proper individual workouts. The intention

to take individual responsibility is reflected in the customer's desire to spend more money to obtain green products (Suki, 2013).

Securing and preserving the environment and natural resources of earth is one of the main issues that consumers and companies face today. Their awareness of how their consumption and production activities would affect the environment has increased along with their concern for the environment (Laroche, 2001). This understanding is in line with the notion that the natural resources of world are limited and that the ecological system of the environment might be approaching at a verge of instability (Saini, 2013).

In a study conducted by Lee (2009), it is stated that the tendency to address and preserve environmental responsibility in females is higher than in males. Through environmental responsibility, people are more inclined to act helpfully when they are aware of negative effects and feel accountable for those effects (Schwartz, 1977). Straughan and Roberts (1999), stated that environmentally cautious people prefer to purchase green products since their environmental friendliness increases the probability for them to choose these products more often (Cornelissen et al. 2008). The key factor that influences someone's desire and intention to make green purchases is environmental responsibility (Lee, 2008).

CHAPTER 3

3. GREEN MARKETING AND CONSUMER PURCHASE INTENTION: A STUDY FROM THE PAKISTANI CONSUMER MARKET RESEARCH

This chapter includes the study's research methodology as well as the key techniques used to carry it out by the researcher. However, in this study descriptive analytical approach is employed, it is a method that uses organized statistical analysis of a phenomenon that is under study in order to arrive at a solution by explaining the phenomenon. Furthermore, it also covers the research's analysis and results in the section of the study.

3.1. Statement of the Problem

Green marketing is a set of marketing tactics designed to meet customer expectations in an eco-friendly manner. Many researchers have conducted studies to determine how green marketing affects the purchase behaviors of consumers. Whereas, the current situation of the environment is dreadful, therefore there is more alarming consumer health and the overall well-being of the people. Thus, consumers are sensitive with environmental preferences, attitudes, and purchasing (Sarigöllü, 2009). In previous years, there are responses from the nations that there is little to no concern given for the environment (Diekmann & Franzen, 1999). It is also revealed that in the past few years, there is a focus on dreadful conditions of the environment which is increased by each day. Due to the reason that the customers very well know how to protect our environment, environmentalism is the main subject to be discussed in the marketplace (Kalafatis et al., 1999). In the present situation, there is more conversation concerning the environmental issues which are known in the marketplace which creates even more awareness related to environmental degradation which further results in ecological consciousness and the overall need to purchase eco-friendly products and services that favors the business environment practice (Laroche et al., 2001; Roberts, 1996).

Pakistan seems to be moving towards development in the consumer market which is more disposed towards the new trends of the customers, the majority of which

are the seeping down from the developed countries. Additionally, there is a trend found in the consumption of green products. These developing trend creates a need to investigate the consumers response and preferences for green marketing strategies and to understand how these initiatives affects the behavior and purchase intention of the consumers in Pakistan. Therefore, this study needs to find out the various questions related to the model present in the study. The results of this study could be utiliaed for understanding the insights of the customers better and their green products intention. The information accessed by the consumers can be useful to the marketers which develop better strategies of marketing. Thus, there is also support in the decision-making of the organizations that are related to the production, operations, and delivery of green products towards green marketing. Researchers can use this information for other countries as well, for their comparisons and embracing green product consumption. Hence, the conceptual model explored in the study can be examined again through other angles with more variables.

Consumers' behaviors regarding the use of green products depend upon various factors, including green awareness, green perceived risk, green perceived trust, perceived environmental responsibility, green perceived value and, green purchase intention. Moreover, other factors also have an influence, including the demographic profile. From one person to another, the attitude toward eco-friendly products differs from one consumer to another. Moreover, there are limited resources present in the world and those need to be used with care so there is minimum damage to the earth and its atmosphere. Or else, there can be circumstances that would include the degradation of the environment. Also, mass production is unavoidable for the satisfaction of the increasing population of the earth. Numerous challenges are faced with the upfront cost of sustainability research and development, the continuing usage of eco-friendly materials, and the risks of misleading ads across green efforts.

3.2. Scope of the Study

This study is focusing on green marketing and consumers purchase intentions, also keeping in mind the factors that affect green purchases. Those include; green

awareness, green perceived risk, green perceived trust, perceived environmental responsibility, green perceived value, and green purchase intention. The study is conducted by a survey questionnaire. Moreover, the total participant for the study are 306 where 117 people are female while 189 are male. The study covered the topics of all the factors that were linked to green marketing.

3.3. Assumptions of the Study

For the study, there is need to make sure that all facts are straight about green marketing and the purchases regarding customer intentions. The main question asked is how green marketing influence consumers behavior towards green consumption. Though there is research in the past that are related to these issues a few only describe the green issues of the environment. Hence, this paper would be for covering the research gap which is present. This paper hence proposes six constructs, which include, green awareness, green perceived risk, green perceived trust, green perceived value, perceived environmental responsibility, and green purchase intention.

Moreover, this study also presents literature on green marketing and the marketing relationship in the new framework of green purchase intention. Regardless of this study, there would even be a further undertaking of the empirical tests to investigate the relations between the green awareness, green perceived risk, green perceived trust, perceived environmental responsibility, and green perceived value and, purchase intention.

A literature review is also discussed in the section with five different hypotheses that illustrate relations among the variables related to green marketing. Another section of the study is related to the methodology, describing the samples, the collection of data, and the construct measurement. Then, the stats and reliability of the measurement, analysis, correlation, demographic analysis, regression, and histogram are all discussed. In the end, the study holds a place for conclusion and discussion which further leads toward the limitations of the research section and finally the future recommendations.

3.4. Hypothesis

A review of the literature on green marketing and green consumer intention served as the foundation for the questionnaire's theoretical framework. The vast majority of customers begin to recognize the value of the environment, which causes them to alter their purchasing habits. Hence, green marketing emerged as a result of marketers' need to update their marketing tactics. As a result, the following hypothesis emerged in light of the literature on green marketing, its variables, consumers' purchase intention, and related topics:

H₁: Green awareness is positively associated with purchase intention.

H₂: Green perceived value is positively associated with purchase intention.

H₃: Green perceived trust is positively associated with purchase intention.

H₄: Green perceived risk is negatively associated with purchase intention.

H₅: Environmental responsibility is positively associated with purchase intention.

Further, a conceptual model is also prepared that shows us that the consumer purchase intention is the only element upon which the other elements focus. Green awareness, green perceived value, green perceived trust, green perceived risk, and environmental responsibility all depend upon the purchase intention of the customer.

3.5. The Conceptual Model

A conceptual model is the model of an application that the designers want users to understand. Users develop a mental model of how the software functions by using it and, possibly, reading its documentation (Parush 2015).

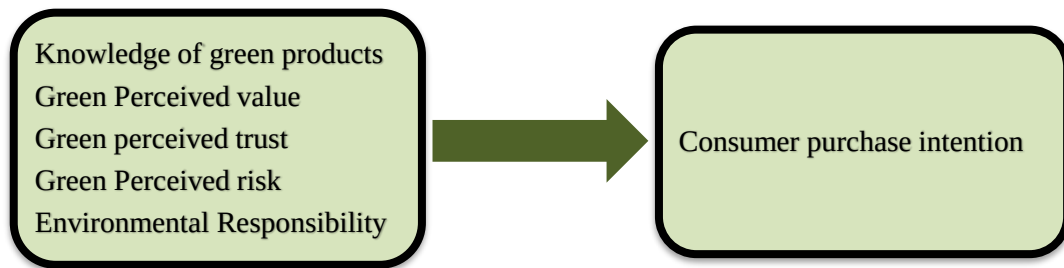


Figure 2. Conceptual Model; Impact of Green Marketing on Consumer Purchase Intention

The model that is presented above shows that the knowledge of green products, green perceived value, green perceived trust, green perceived risk, and environmental responsibilities are the factors that affect consumer purchase intention. Hence each of the factors should be well known and defined for the consumer as then they can make their choice. The conceptual model is shown above in Figure 2.

3.6. Questionnaire Design

The questionnaires were prepared for the survey to gather data. The questions were all related to the topic discussed, in our case green marketing and its variables involvement. The scales chosen were prepared from the literature review after extensive review through the literature and chose the scales which were reliable and valid. The instruments of the survey take a grasp of the sections, the first one is where all the information about the participants is mentioned including gender, age, status, education, and income. Then the other section below adds up the measuring items for constructs. Those are the variables that are involved in the study. They include Green Awareness, Green Perceived Risk, Green Perceived Trust, Green Perceived Responsibility, and Green Perceived Value. All these scales and measurement items for this study were

derived from previous studies and literature. The first variable of the study is GA, and it has 5 scales of measurement that were obtained from (Keller, 1993). Then there is GPV that was acquired from (Patterson & Spreng, 1997) and that too contains 5 scales of measurement. Another is GPT that too contains 4 scales of measurement and was attained from (Chen, 2010). Moreover, there is GPR having 3 scale of measurement and was from (Sweeney et al., 1999), then there is environmental responsibility having 6 scales of measurement that were adopted from (Lee, 2008) and then in the end we have PI having 4 scales of measurement from (Chen & Chang, 2012). Below are the constructs and the measurements mentioned in table 1.

Table 1. Scales and Measurement Items

Construct	Measurement
Green Awareness	You know about the environmental efforts that are put into this brand. You are aware of the mottos of this brand. You are aware of the motto of this environment company and the symbols that it has which makes up the marketing campaigns. You can remember some environmental symbols used in marketing campaigns. In case there is an environment label of a brand, would you be using it?
Green Perceived Value	This is an excellent quality product regarding environmental functions. My expectations are met for this product's environmental performance. Purchase of the product is made as it is environmentally safer. You purchase the product since it's environmentally friendly. You purchase the product as it is more beneficial in terms of environmental safety as compared to others.
Green Perceived Trust	There is general reliability in the reputation of this environmental product. The environmental claims of this product are trustworthy. This product's expectations are met regarding the environmental concern. This product upholds its environmental protection commitments and promises.
Green Perceived Risk	There might be a chance that the environmental outcome of this product can be wrong. Can there be any chance of this product not working properly because of its environmental design? Using this product, will there be a negative impact on the environment?
Perceived Environmental Responsibility	I am the one who should also be protecting the environment. Do you think you are responsible for the protection of the environment? I took care of the environment from a young age. How committed are you to assuming responsibility for Pakistan's environmental protection?

	The government of Pakistan should manage the environment not me Environmental organizations are responsible for protecting the environment; not me.
Green Purchase Intention	Your intention to buy green products is just because of their environmental concern. Environmental performance is the reason you would purchase green products in the upcoming time. Generally, since it's environmentally friendly, you purchase green products. You have a strong preference for buying eco-friendly products.

3.7. Likert Scale

The Likert Scale is the rating scale that we used in our study (Jamieson, 2017). The Likert scale is a rating scale that we use in the form of questionnaires and hence that design is used to measure the attitude of the people, their perceptions, and also their opinions. The respondents are the ones that choose from the range of responses that are in form of a statement or a question and responses are usually like 'strongly agree', 'agree', 'neutral', 'disagree', and 'strongly disagree'. Those categories are also mentioned numerically such that the numbers should be defined in the case they are mentioned in the study. Those include 1 which stands for strongly agree, 2 which stands for agreeing, 3 stands for neutral, 4 stands for disagree, and 5 stands for strongly disagree. The Likert scale is used commonly in research that are involved educational and social purposes. Then using the Likert scale, a researcher should keep in mind the categories there are in the research such as the size of the scale, direction, and ordinal nature and all those are appropriate for the analysis of the data.

In general, to the respondent the Likert scale presents the form of questions to which there can be a range of answers which start from strongly agree, agree, neutral, disagree, and strongly disagree. It can be even more but it is suggested to keep it to a minimum as that would take the research to the extreme. On the other hand, keeping it little such as only three options of good, satisfactory and poor would not show us the right results. Hence, we use a sufficient amount of responses to come to a conclusion that is for and against a statement.

Many researchers use the data gained from the Likert scale at the interval level. They use their data to analyze the parametric tests, that is to analyze the data further through SPSS in various tests, which include reliability, correlation, and so on. The numerical values present in the Likert scale show us the verbal statement that one question is performed and makes assumptions thus, there is a consideration that the appropriate description is included in the statistics and the researcher can be about the assumptions made (Jamieson, 2017).

3.8. Data Collection and Sampling

The data was collected from a total of 306 people who responded to the questionnaire. Further, this sample was used for this study. The sampling method employed was convenience sampling. It is the sampling that is defined to be the method that one adopts as the collection is from the research data through the convenient pool of responses (Nikolopoulou, 2022). It is a technique that is used commonly. This sampling method is not complicated but is economical and prompt. In numerous cases, the respondents are approachable to become part of the sample.

This technique of sampling is best in the situation as there is a large population to be covered. In most cases, testing the community entirely is nearly impossible as they are not easy to grasp. This technique is used for situations where additional inputs are not required to be the research principle. There are hence no criteria that make it part of the sampling. Thus, it is easy and simple for the elements to be included in the sample. Moreover, the components of the population are eligible. Also, they depend on the researcher's immediacy for involvement in the sample. The chosen members do not require any specific criteria other than the place they represent for the sampling to be done to the best. The technique is observed through habits, views, and opinions (Fleetwood, 2018). The online survey was conducted through google survey forms between October 5th and November 5th . Those were used through the internet to gain insights and feedback about the consumer's intentions for green marketing. A total of 306 respondents were used in the survey.

The population of the study was Pakistani consumers. For sample size, the study used a formula $N \geq 50 + 8m$ given by (Barbara G Tabachnick, 2007). Here N is termed as the sample size whereas m is the number of predictors or independent variables. This implies that there should be above 90 participants in the research. Since the 50 participants were pre-tests and there was no identification of any snags in the survey, the execution, and evaluation of the instrument's reliability was carried out. There is an indication that since five variables are there in the study, then the sample size is set to 306. As that exceeds the minimum threshold. The collection of data was through a large range, that is from the age of 18 to 34 and above participants.

3.9. Research Limitations

It's most significant to see that there are limited resources in our study, especially in Pakistan and it is representative of all the people of Pakistan. Major constraints that are faced in this study are:

- The sample size was small it could be extended to get significant results that were not found in H2 and H4.
- Time constraint was also a major limitation. If the study was allowed more time, data could be collected from specific different areas.
- Moreover, the bias opinions can be avoided if in case the responses from the respondents would be face-to-face.

3.10. Research Design

In the social sciences, researchers primarily employ quantitative and qualitative research designs. There is even another variant, known as mixed method, which simultaneously combines the two methods. However in this study quantitative research method is used because it is commonly used method for this type of study. The framework of the study has been explained using currently available and published academic literature. Because the relationship among the variables is being examined correlational research design is considered to be appropriate for this study.

This study employs a combination of both secondary and primary data. The data collected for this research starts with secondary data. Secondary data refers to information gathered from sources other than those that were specifically generated for the study under consideration. Examples of such sources include academic journals, company websites, research reports, and annual reports. (Burns, 2000). This study uses secondary data from previous studies, research reports, and other sources to supplement its analysis of consumer behavior and green marketing. The definitions of the terms related to the research are attempted to be explained in chapters 1 & 2 and were primarily gathered through literature and internet research. The detailed explanation of green marketing, green marketing mix, consumers' behavior and intentions as well as explanations of variables are all forms of secondary data.

Primary data is a type of data that is collected by the researcher directly and it can take a variety of forms, including interviews, questionnaires, observations, or other data collection methods (Burns, 2000). Primary data of this thesis was gathered with a questionnaire survey from consumers providing empirical data concerning factors impacting green marketing on consumer attitude, and behavior towards green purchase intention.

This research is based on quantitative research type and exercises both primary and secondary data. Quantitative research employs a variety of techniques, it is concerned with employing statistical or numerical data to systematically examine social issues. As a result, quantitative research relies on measurement and makes the assumption that the phenomena being studied can be quantified. It aims to analyze data for patterns and connections as well as to validate the measurements. It is the collection of data and analysis of numerical data. It can be in the form of averages, tests, results, and correlations (Watson, 2015).

While quantitative research is the exact opposite of qualitative research which includes the collection and then further analysis of it non-numerically. But quantitative research is the wide range of collection of data used for descriptions, correlations, and even experiments. The data collected is used for seeking the overall summary of the

variables, investigating the relationship among the study variables, and then a systematic examination of the cause-and-effect relationships among all those variables.

In correlation and experiments to the research, there can be both tests, which include test hypotheses, predictions, and also stats (Bhandari, 2020). The results can be generated for a much broader based population which is used for sampling the method.

3.11. Data Analysis

The software that we used for the research is IBM SPSS Statistics. It is software that is used for data management and advanced analytics. It is mostly used in social science where researchers, survey companies, educators researchers, organizations, and all other people interested in advanced research use the information for their benefit. The statistical analysis and the data collected are run through the base software. It derived the data from primary collection, demographics, and also statistical analysis. A variety of tests have been used in the study, including reliability, descriptive analysis, correlation analysis, and regression analysis. The reliability of the data has been assessed using Cronbach's alpha, and the variables' relationships to one another have been explored using Pearson correlation analysis and multiple regression analysis, respectively. Those are the research models and they were also tested.

3.12. Descriptive Statistics

The respondent's demographic information is their age, gender, education level, and other such information is mentioned below in table 2. It showed us that there were both males and females' participants in the study.

Table 2. Demographic Analysis

S/N	Demographic	Nomenclature	Frequency	%Age
01	Age	18-22 years	26	8.50
		23-26 years	32	10.46
		27-30 years	57	18.63
		31-34 years	106	34.64
		Above 34 years	85	27.78
02	Gender	Female	117	38.24
		Male	189	61.76
03		Intermediate	34	11.11
		Graduate	96	31.37

Education	Post-Graduate	102	33.33
	Diploma	50	16.34
	PhD	24	7.84
Total		306	100

The respondents were of various ages out of which there were 26, (8.50%) people between the age of 18 to 22. Then, 32, (10.46%) people in 23 to 26 years. Also, 57, (18.63%) people were between the age of 27 to 30 years, and then 106, (34.64%) people the age of 31 to 34 years. Lastly, the people above the age of 34 were 85, (27.78%) participants. Out of this, there are 117, (38.24%) females and 189, (61.76%) males in the study. Their education was also mentioned in intermediate there were 34, (11.11%) people, graduate held 96, (31.37%) people, post-graduate had 102, (33.33%) participants whereas diploma consisted of 50, (16.34%) people and Ph.D. with 24, (7.84%) participants. The total number was 306.

3.13. Reliability Analysis

Reliability refers to how well something can be used to measure the same result consistently (Zack, 2021; Burns 2000). The researcher content that the data is reliable since in the quantitative approach, the questionnaire had been checked and tested. Nevertheless, reliability analysis is the process where the calculation of the number is common and those are used to scale the reliability, also provides information related to the relationships among the individual items and their scales. Here, in this case, there is Cronbach's alpha measure for the variables which are present and are accepted too. Cronbach's alpha coefficient is the measurement of internal consistency which shows us the relation of items that are set as a group (Glen, 2021). Moreover, it is also said to be the measurement of the reliability of the scale. The effective range for Cronbach's alpha reliability coefficient is 0 to 1. However, the coefficient has no lower limit. The scale's items have a higher level of internal consistency when Cronbach's alpha coefficient is close to 1. Generally, the minimum value for Cronbach's alpha coefficient should be 0.7 (Chen & Chang, 2012). The results of the reliability analysis are portrayed below in table 3.

Table 3. Reliability Analysis

Scales	Items	Cronbach's Alpha
Green Awareness	5	.771
Green Perceived Value	5	.761
Green Perceived Trust	4	.765
Green Perceived Risk	3	.942
Perceived Environmental Responsibility	5	.781
Green Purchase Intention	4	.775

Green awareness has item 5 with Cronbach's alpha of .771 and green perceived value with 5 items and Cronbach's alpha of .761. Then we have green perceived trust which has 4 items with Cronbach's alpha of .765. Moving on, the Green perceived risk has Cronbach's alpha of .942 with 3 items and 5 items for perceived environmental responsibility with Cronbach's alpha of .781, and lastly, Cronbach's alpha is .775 for green purchase intention for 4 items. Since the total Cronbach's alpha coefficients for all constructs are more than 0.75 with the overall Cronbach's Alpha coefficient of 0.833 so the measurements of this study were overall accepted as reliable.

3.14. Correlation Analysis

Correlation analysis is the statistical method that indicates if there is any relationship between the two variables and it also shows the strength of the relationship. It is the identification of the significant connection or pattern between the two variables. In this study, Pearson's correlation analysis was performed to understand the association and strength between distinct variables. Analysis results are directed toward the existing significance that can be either positive or negative. The results that were withdrawn from the correlation analysis are below in table 4.

Table 4. Correlation Matrix

Variables	PI	GA	GPV	GPT	GPR	PER
PI	1					
GA	.792**	1				
GPV	.782**	.848**	1			
GPT	.804**	.808**	.873**	1		
GPR	-.371	-.334	.216	.195	1	
PER	.717**	.668**	.684**	.702**	.150**	1

** Correlation is significant at 0.01 level (2-tailed)

Correlation of green awareness and purchase intention was found moderately positive and statistically significant ($r = .792, p < 0.01$) that means increase in green awareness will also increase green purchase intention. The correlation between green perceived value and purchase intention was found moderately positive and significant ($r = .782, p < 0.01$). The correlation between green perceived trust and purchase intention was also found highly positive and statistically significant ($r = .804, p < 0.01$) which indicate if green perceive trust is high green purchase intention is also high. The correlation between green perceived risk and purchase intention was found significantly negative ($r = -.371, p < 0.01$). This indicates that increase in green perceived risk will decrease green purchase intention Moreover, the last variable, has a correlation between perceived environmental responsibility and purchase intention moderately positive and statistically significant ($r = .717, p < 0.01$) that means increase in perceived environmental responsibility will also increase green purchase intention.

3.15. Regression Analysis

Regression analysis is the identification of the extent to which an independent variable influences a dependent variable. The procedure of performing a regression helps positively to determine all the factors which matter the most. Also, those factors might be ignored, they also affect others too. According to Alchemer (2018), there are two kinds of variables; one is the dependent variable, and the other is the independent variable. The dependent variable is the main factor that one is trying to predict or understand whereas the independent variable is the factor that one hypothesizes and that has an impact on the dependent variable. The regression analysis is shown in Table 5.

Table 5. Regression Analysis

Variables	B	Std. Error	R ²	Adjusted R ²	F	t-value	P-value
Constant			.749	.745	178.254		
GA	.278	.061				4.55	.000
GPV	.265	.077				3.89	.000
GPT	.428	.075				5.69	.000
GPR	-.109	.024				-4.54	.003
PER	.303	.049				6.12	.000

The study was conducted to determine if green marketing can influence consumers purchase intention with green products. It was hypothesized that green awareness, green perceived value, green perceived trust, and perceived environmental responsibility will significantly predict purchase intentions of consumers. To test the hypothesis multiple regression analysis was used. Results show that $R^2 = 0.745$ depicts that 74.5% of variance in purchase intention can be accounted for by five predictors collectively, $F(5,299) = 178.25$, $p < 0.001$. Observing the unique individual contributions of predictors, results shows that green awareness ($\beta = .278$, $t = 4.55$, $p = .000$), green perceived value ($\beta = .265$, $t = 3.89$, $p = .000$), green perceived trust ($\beta = .428$, $t = 5.69$, $p = .000$), and perceived environmental responsibility ($\beta = .303$, $t = 6.12$, $p = .000$) positively predict purchase intention. This suggests that green marketing successively enhances green awareness, green perceived value, green perceived trust, and environmental responsibility in the consumers which can actively increase consumers' green purchase behavior. Furthermore, results also revealed that green perceived risk negatively but significantly predicts the purchase intention of consumers for green products ($\beta = -.109$, $t = -4.54$, $p = .003$). This shows that if there is a possible risk to the product's greenness the consumers' intention to make a purchase will be unlikely. The predictability of the five variables was in the following descending order: green perceived trust ($\beta = .428$, $p = .000$), perceived environmental responsibility ($\beta = .303$, $p = .000$), green awareness ($\beta = .278$, $p = .000$), green perceived value ($\beta = .265$, $p = 3.89$), green perceived risk ($\beta = -.109$, $p = .003$). The summary of the hypothesis result is shown below in table 6.

Table 6. Summary of the Results

Hypothesis	Parameters	Results
H ₁ : Green Awareness to Purchase Intention	$\beta = 0.278$, Sig = 0.000	Supported
H ₂ : Green Perceived Value to Purchase Intention	$\beta = 0.265$, Sig = 0.000	Supported
H ₃ : Green Perceived Trust to Purchase Intention	$\beta = 0.428$, Sig = 0.000	Supported
H ₄ : Green Perceived Risk to Purchase Intention	$\beta = -0.109$, Sig = 0.003	Supported
H ₅ : Perceived Environmental Responsibility to Purchase Intention	$\beta = 0.303$, Sig = 0.000	Supported

The results of the regression analysis indicated that the hypothesis H₁, H₂, H₃, H₄, H₅ were accepted significantly.



CONCLUSION

The research is based on the motivation of the research which is the basis of understanding how the consumers decide to purchase green products who have differences in their decisions. The study has emphasized the variables that can affect the will of the consumer and their preference for green products as compared to regular products and their intention to purchase them. In this research, there is an impact of the factors that are known to be green awareness, green perceived trust, green perceived risk, environmental responsibility, and green perceived value. The outcomes gathered show us that the green perceived trust has a positive relation with purchase intention. As the customer would gain trust in green products, they would purchase them more and use them rather than normal products. Then, a positive relation was formed between the green perceived value and perceived intention.

Environmental responsibility is the main element towards the purchase intention which is directly related to the valuable constant that the consumers take into consideration and make their priority for the purchases. All this leads to environmental issues and the dangers we are facing. Hence, awareness about the environment should be raised through the educators they held meetings and conferences so the manufacturers follow that through ads. It would be an advantage for the people as they would then be able to have much better environment and surroundings. Moreover, the result moves towards the indication that there is a sign of a negative relation between the green perceived risk and green perceived intention. Furthermore, a positive relation was formed between the green awareness and purchase intention as it is one of the most important factors the consumers take into consideration and make their priority for the purchases. (Darnall et al., 2008). It is so because once the consumer has made up their mind about a certain product, then there is no turning back. They would use their product however they like and please. Also, it purely depends upon the person itself and their intentions, in the long run they are the ones that can help the environment with their decisions taken today.

The study has several contributions to it. First, a new framework of research is made through purchase intention and green marketing with the use of a mixture of

concepts. Moreover, the addition to the contribution in second place is that this study develops a source of research, which helps us to explain the issues that are made through numerous concepts of product greenness and to increase the intention of people so they can make the perception of products to purchase according to their needs under the green system. Thirdly, this study contributes to the field of green marketing by broadening the research on consumer perceived value and consumer purchase intention. This study also contributes to the field of green marketing by expanding the research on customer trust and their perceived risk. Fourthly, this study also expands the research on perceived environmental responsibility and purchase intention, which are found within the category of green marketing. The last contribution it has is on the explanation of lowering consumer perceptions of risk related to product sustainability can serve to reduce consumer skepticism and increase consumer trust in green products.

Also, there is a relation between PI and the other variables it is connected to, those are GA, GPT, GPR, PER, and GPV; which are discussed as well. The paper is most helpful for consumer research on their trust and risks in the arena of green marketing. The purpose of the research is to know the relationship among all the variables. Hence, the companies should focus more on green perceived risk for increasing the purchase intention of the consumers. The most helpful start for the marketing people is the strategies they can make to reduce the green risk perceptions so they can serve the latent customers in developing the green trust and they can make a long relationship which would last long in this environmental era. Also, risk is the main thing to focus on the consumer behavior as the consumers would be the most advised for the least risk than the advantages in the process of purchase. As green perceived risk could also be the one decreasing green perceived trust and purchase intention then the marketers would be eradicating the option in reduction of green perceived risk. Green awareness was a problem that every person had an issue with (Green et al., 1996).

Moreover, the relation of green awareness is weaker. After the tests, it was seen that there were no specific efforts placed to extend awareness to the consumers. Hence, there can be an argument regarding the significance of efforts and money spent on funds that would not increase purchase intention, the fund should be spent on the various other

variables. Though the firms want to make the performance of marketing to be in long-term, the problem would be their establishment towards the mission environmentally which would be the strategy of the business for promoting green products.

Green marketing is a relatively new topic in developing countries that ought to be addressed further in order to accomplish desired objectives that benefit everyone. One of substantial challenges that encountered was dearth of research and literature related to topic. Moreover, it's most significant to see that there are limited resources in our study, especially in Pakistan and it is representative of all the people of Pakistan. If these results are applied to another sample at a different place, they may differ. Time constraint was also a major limitation As Pakistan is a developing country, it is a huge step for it to focus on green marketing as that would make it a step up. Because the contribution of this research would highlight the main point as to where one needs to focus to raise the usage of green marketing. The majority of the variables related to green marketing are present in this research as well. The risks, awareness, trusts, intention, and also responsibilities are the ones that need to be taken into consideration as they are explained well and in detail. This study contributes to the field of green marketing by broadening the research on green marketing and consumer purchase intention.

Thus, there can be follow-up research that mainly puts its emphasis on the bigger sample size, which would include other cities as well such as Lahore, Karachi, Faisalabad, Islamabad, and so on. Moreover, biased opinions can be avoided if in case the responses from the respondents are face-to-face. They would be able to explain more about green products and their marketing or awareness which can further be based on avoiding biased responses. There are not many types of research that focus on green marketing based on the five intentions that are discussed in this study.

In the future, studies regarding academicians can focus on green marketing and consumer purchase in different countries and there can be comparing analyses also the sampling size of the respondents can be larger. Also, the effect of demographic variables is not investigated in this study; future research can consider this area as well.

And, for the business side, green marketing and consumer intention are the areas to be searched in order to figure out their customers' intentions.



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APPENDIX A

Survey Questionnaire

Green Marketing and Consumer Purchase Intention: A study from the Pakistani Consumer Market

This is an MBA thesis survey for Muhammad Shoaib student at Istanbul Commerce University. This research is part of my thesis project.

The purpose of this research is to investigate the factors which define the relationship between Green Marketing and Consumer Purchase Intention. Your responses will be kept confidential and used only for research purposes by the researcher.

The researcher appreciates your consideration and input for this questionnaire!

Purchase Intention Questions

The five-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree is applied.

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5

Construct	Measurement	1	2	3	4	5
Green Awareness	You know about the environmental efforts that are put into this brand.					
	You are aware of the mottos of this brand.					
	You are aware of the motto of this environment company and the symbols that it has which makes up the marketing campaigns.					
	You can remember some environmental symbols used in marketing campaigns.					
	In case there is an environment label of a brand, would you be using it?					
Green Perceived Value	This is an excellent quality product regarding environmental functions.					
	My expectations are met for this product's environmental					

	performance.					
	Purchase of the product is made as it is environmentally safer.					
	You purchase the product since it's environmentally friendly.					
	You purchase the product as it is more beneficial in terms of environmental safety as compared to others.					
Green Perceived Trust	There is general reliability in the reputation of this environmental product.					
	The environmental claims of this product are trustworthy.					
	This product's expectations are met regarding the environmental concern.					
	This product upholds its environmental protection commitments and promises.					
Green Perceived Risk	There might be a chance that the environmental outcome of this product can be wrong.					
	Can there be any chance of this product not working properly because of its environmental design?					
	Using this product, will there be a negative impact on the environment?					
Perceived Environmental Responsibility	I am the one who should also be protecting the environment.					
	Do you think you are responsible for the protection of the environment?					
	I took care of the environment from a young age.					
	How committed are you to assuming responsibility for Pakistan's environmental protection?					
	The government of Pakistan should manage the environment not me					
	Environmental organizations are responsible for protecting the environment; not me.					
Green Purchase Intention	Your intention to buy green products is just because of their environmental concern.					
	Environmental performance is the reason you would purchase green products in the upcoming time.					
	Generally, since it's environmentally friendly, you purchase green products.					
	You have a strong preference for buying eco-friendly products.					

Demographic Information:

1. Gender

- Female
- Male

2. Age

- 18-22 Years
- 23-26 Years
- 27-30 Years
- 31-34 Years
- Above 34 years

3. Education

- Intermediate
- Graduate
- Postgraduate
- PhD

4. Status

- Student
- Employed
- Unemployed
- Business

5. Income

- Less than 25000
- 25000-40000
- 40000-55000
- 55000-70000
- 70000-85000
- 85000- above