

# CONSUMER'S PURCHASE INTENTION TO BUY GREEN/SUSTAINABLE PRODUCTS

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**Abstract:** *In this research, an attempt is made to understand the consumer's behavior towards purchasing of sustainable products in a developing country like Pakistan. Numerous readings have been made to discuss the environmental concerns and consciousness about the changing environment conditions. However, the attitude and factors affecting the buying behavior and control has been studied, also testing the environmental knowledge and attitude as mediator. Additional features like perceived behavioral control plus price are also considered. A series of closed ended as well as open ended questionnaires was made in order to gather the data from various people and was analyzed by structural equation modeling (SEM) to conduct examinations. The result supported the findings and helped marketing managers through focusing on the strategies to uplift eco-friendly buying behavior while educating their customers about environmental sustainability. At the end, the implication of strategy has been discussed. For the research, the data was examined through the Smart PLS Software. A questionnaire was developed and distributed among various people online to positively analyze the attitude towards buying behaviors and environmental concerns within different demographic trends such as students, workers in Pakistan. A total of 257 responses were collected and conducted quantitative analysis after handling missing data and outliers. The descriptive statistics were checked with the help of SPSS whereas detailed fitness of the model was analyzed with the help of SmartPLS 3.0 referring to structural equation modeling. It has been found out that the hypothesis is reliable. Customer's negative intention of not purchasing sustainable/recycled products is changing. Attitude plays a major role in it.*

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## 1. Introduction

### 1.1 Background of Study

Buyers are much worried about the environmental changes and its effects. Customers considerably are concerned of the ecosystem downfall brought by ingredients utilized for day by day use items. These days, various businesses are shifting to express responsibility with respect to bundling parts/equipment and its management (Prakash et al., 2019). Responsible environmental conduct has acquired a lot of favor since it offers an extra mile advantage to the

people belonging to diverse backgrounds (Singh & Pandey, 2018). This mindfulness in recent years has changed the environmental related vision of many organizations in the positive sense (Kim & Seock, 2019). Presently, a lot of organizations are thinking about organic way outs for the procedures and routine habits, especially for managing the unwanted material. Therefore, this changed conduct has affected profoundly on certain areas, particularly daily usage items, the fashion and style industry is leading in embracing moral creation cycles to decrease the natural consequence (Hur & Cassidy, 2019).

Other businesses such as the textile industry, cotton is created and is reasonable for much usage of insect killer all over the planet which affects environmental issues. This area influences natural heritage in different ways. At first, the engineering processes which make a scope of natural contamination bring about an adverse consequence on air quality, biodiversity, water and also different assets like ozone harming substances (Zamani et al., 2015). Secondly, garments utilization makes strong waste as disposal with clothing to the atmosphere. There have been other studies as well which propose that house washing of clothes also influences the environment badly (Sandin & Peters, 2018). Hence, the interest for moral utilization of clothes has expanded among shoppers. It has been set up that most youthful customers think about ecological issues while buying an item or acquiring services (Govind et al., 2019). However, in many cases buyers are confused with regards to the style and cost of sustainable apparel. Shoppers are wondering whether or not to choose positively influencing clothes in view of the cost in contrast with conventional one; customers similarly are unaware of the advantages to the climate.

The companies which are much familiar with the outcomes of their products against the environment have already changed the processes to maintain the positive impact (Fuentes, 2015). Similarly, daily purchases wrapping measures 33% of the complete contamination from family utilization (Koenig-Lewis et al., 2014); it is also a huge source of strong waste (Radwan et al., 2012). Environment positively influencing the package is a new advancement to achieve a balance between environmental progress and financial development (Martinho et al., 2015). Buyers incline towards ecologically packaged items, while those packing which cannot be reused contrarily impacts with the perspectives towards utilization of items (Stockigt et al., 2018).

After reviewing the literature, gaps were identified to conduct the given research and subsequently the problem statement was designed to consider the people's intention towards environmental changes and consideration for purchasing recycling and green products. It not only helps to save the environment but also reduces the contamination and is good for use compared to chemical based products which eventually harms in the long run.

## **1.2 Problem Statement**

In a couple of years, environmentally cognizant shoppers have accomplished optimistic and huge development in ecological exercises, mentalities and information. Individuals are giving increasingly more consideration to the climate, which straightforwardly influences the progressions in close to personal ways of life and qualities. On account of understanding the significance of the climate, numerous shoppers additionally understand that their buying conduct will affect the natural climate yet tragically, individuals in Pakistan watch out for not giving sufficient consideration to the reusing of items and consequently, have a negative aim of purchasing organic items.

### **1.3 Research Objectives**

This study focuses on identifying the association between customers' Attitude towards green products and their purchase intention towards green products. The primary aim of the study to test the mediating effect of Environmental Knowledge between Attitude towards green products and its antecedents which include the perceived behavioral control, price, environmental consciousness, and environmental concerns. Moreover, the identification of the mediating effect of attitude between purchase intention and environmental knowledge, is also an aim of this study.

## **2. Literature Review**

The adverse consequence of fast advancement industrialization on the environment has turned into an issue of concern around the world. Presently, all types of associations are compelled to take on sustainable practices in their techniques for working. Therefore, organizations are going to the utilization of eco-friendly packaging or green packaging. This should be healthy and safe for people and individuals and is needed to be appropriate in terms of execution and expenses etc (Yadav & Pathak, 2016). Past studies have attempted to identify factors that are liable for shifts in consumer conduct. A few analysts have endeavored to investigate the connections among values, eco-friendly behavior and conduct -specific convictions (Moser, 2016).

### **Attitude and Purchase Intention**

Attitude assumes an essential part while anticipating the behavioral intention of an individual (Al Qaysi & Zahari, 2022; Ramish et al., 2019). The other word for attitude is the behavior which is characterized as positive or negative assessment of intellectual principles regarding the persons, thoughts, occasions or practices being referred to (Maio et al., 2018). It can be favorable or unfavorable. During the past days the studies have helped to investigate the significance of attitude particularly in organic buying, reusing, and environmental positive affect packing and unwanted products in various nations (Prakash et al., 2019). The majority of the studies observed that attitude to a great extent influence the aims of those buyers who are extremely worried about the environment. In this manner, besides that it is thought that additionally altogether influences to the purchase intention of youth shopping while buying natural product packaged or apparels.

**H1:** Attitude has direct influence on Purchase Influence of Organic Products.

**H2:** There is a mediating effect of Attitude between Purchase Intention and Environmental Knowledge

### **Environmental Concerns and Environmental Knowledge**

As of late, various people have been progressively thinking about globe and environment affects to which has given off an impression of being a significant determinant of purchaser behavior (Yadav & Pathak, 2016). Various studies track down ecological concern as an impression of altruistic intentions. Altruistic qualities are fundamental for molding purchaser conduct towards nature. Environmental awareness is developing among purchasers driven by their altruistic qualities; this is reflected in their endeavors to resolve environmental issues by means of green buying (Birch et al., 2018; Zou & Chan, 2019). Furthermore, purchaser mindfulness is additionally expanding around the wrapping of items that are utilized consistently and their effect on the climate and environment. Consequently, we accept that the

conservational thoughts of clients is a key component that impacts their buying choices on packages made by natural or organic or environmental friendly items.

### **Perceived Behavioral Control (PBC)**

Behavioral control is characterized as tends to be an individual's thought or individual understanding that commands over the capacity to do the purchasing behavior (Mishal et al., 2017). Perceived conduct control (PBC) likewise plays a critical role in foreseeing purchasing aim (Jaiswal & Kant, 2018). It is simple to know that these beliefs can change intention and behaviors due to their direct effect (Wiederhold & Martinez, 2018). It very well may be reasoned that these beliefs can without much of a stretch change the insights and capacities of numerous purchasers. Nonetheless, various studies likewise notice that PBC might contrarily affect buyer expectation.

### **Environmental Consciousness**

Environmentally conscious people are ready to change their behavior for the protection of the environment. It was identified that most US buyers consistently ponder ecological issues when they are buying items (Bozdo, 2019; Communications, 2013). Top organizations are likewise expanding their product offerings and utilizing various green systems to impact buyer buying choices in regards to green items. Nonetheless, less study has been made on buyer expectation towards eco-friendly apparel buying (Mahenc, 2008).

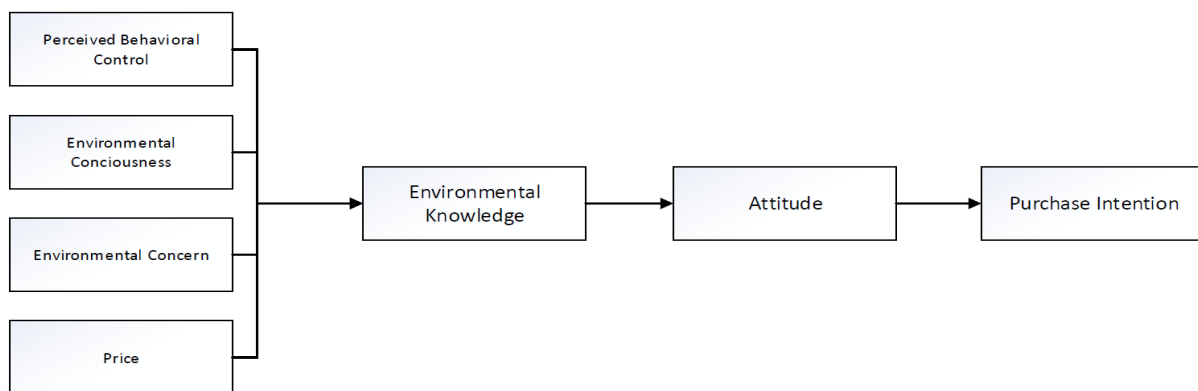
### **Price**

In examining the buyer choice cycle, product cost is thought to be the major factor affecting the buyer. The thought to purchase any item can be considered "the reasonable cost of an item that the purchaser is prepared to pay the amount" (Schmidt & Bijmolt, 2020). The youthful customers are ecologically aware plus the optimistic union has seen within purchaser paying thought.

### **H3: There is a mediating effect between Environmental Knowledge and;**

- a) Perceived Behavioral Control and Attitude
- b) Environmental Consciousness and Attitude
- c) Environmental Concern and Attitude
- d) Price and Attitude

## **3. Conceptual Framework**



*Figure 1: Conceptual Framework*

#### 4. Methodology

In this research, hypothesis testing is done as the research conducted is quantitative and deductive in nature which is important (Levine et al., 2008). Initially the previous researches were studied to see the different factors affecting the consumer purchase intention over renewable/green products. After which, constructs were taken from different researches and variables were sorted out to do extra mile study. The total number of constructs taken were including 04 independent constructs which includes Perceived Behavioral Control, Environmental consciousness, Environmental Concerns and Price. Further it includes two mediating constructs i.e. Environmental Knowledge and Attitude. Lastly, 01 dependent variable was taken which is Purchase Intention. Using all the construct's, a questionnaire was developed comprising of 50 questions in Google forms which was shared to different people for various demographic trends for filling out and knowing their intentions and attitude towards Green products in Pakistan.

The questionnaire was filled by a total 257 respondents from different demographic trends to evaluate the overall perception over purchase and usage of sustainable products and know the awareness regarding the environmental concerns. After collecting the data, it was analyzed with the help of SPSS software to check the normality of data and identify the outliers through descriptive analysis.

After getting the accurate data, a reliability test was done with the help of SPSS to find the cronbach alpha within the range of 0.7. Subsequently validity tests and regression tests were done. Moreover the test was also run on SmartPLS 3.0 software referring structural modeling to get the authentication.

Finally the results are interpreted and discussed with the findings to help the marketing managers in order to focus on the strategies to uplift eco-friendly buying behavior. At the end, the implication of strategy has been discussed.

##### 4.1 Instrument Development

The instruments developed for this research have 07 constructs to form a new conceptual framework. Following is the description of the constructs which are adopted and total number of items from different literature review:

*Table 01: Instrument Development*

Environmental Knowledge	3 items	(Yadav & Pathak, 2016)
	3 items	(Mahmoud et al., 2017)
Environmental Concerns	5 items	(Maichum et al., 2016)
	5 items	(Yadav & Pathak, 2016)
Environmental Consciousness	3 items	(Kumar et al., 2021)
	5 items	(Koenig-Lewis et al., 2014)
Perceived Behavioral Control	3 items	(Yadav & Pathak, 2016)
	2 items	(Maichum et al., 2016)
Purchase Intention	3 items	(Prakash et al., 2019)
	5 items	(Mahmoud et al., 2017)
	1 item	(Maichum et al., 2016)
Price	4 items	(Danish et al., 2019)
Attitude	4 items	(Kumar et al., 2021)
	3 items	(Prakash et al., 2019)
	2 items	(Maichum et al., 2016)

In total 51 items were taken in questionnaires to review in 07 constructs.

## 5. Results

### 5.1 Profile of Respondents

The questionnaire was circulated online within many people with various demographics trends. The total number of respondents who filled the questionnaire was 257. Among the total 257 respondents, 62.40% were males whereas, 37.80% were females. The respondents belonged to a dissimilar age group with the maximum range of 32.90% within the youth of 26-30 years, after which 30.0 % within the youth of 20-25 years. Thereafter, 22.90 % were within the range of 31 to 35 years and the rest were in the age brackets of 36-40 years with 9.30 % and Above 41 years 4.90%.

Further, 68.10 % of the respondents have previously purchased renewable/recycled products. It shows that a moderate amount of persons within the range of approximate 257 have purchased the renewable product. Detailed demographics profile of the respondents is listed in the table below:

### 5.2 Descriptive Statistics

Here respondents are 257, therefore N is showing 257 and on that basis, we can check the value of Statistic Skewness and Kurtosis. The normal distribution for skewness is between -1 to 1. Hence it can be seen in all the constructs from the below table that it follows the normal distribution value. Similarly, in Kurtosis, the normal distribution is between -1 to 1. Hence, as the result shows below, it follows the normal distribution. It concludes the normal distribution condition and doesn't require checking of the outliers through Z score analysis (Hair et al., 2010; Kline, 2011).

*Table 02: Descriptive Statistics*

	Mean	Std. Deviation	Variance	Skewness	Kurtosis
ECONC0	2.4371	0.6382	0.407	0.233	0.093
ECONS0	2.5253	0.68546	0.47	-0.138	0.11
EK0	2.869	0.8815	0.777	-0.523	-0.21
PI0	2.3965	0.75567	0.571	0.007	-0.403
PBC0	2.5844	0.78566	0.617	-0.1	-0.509
Price0	3.0438	0.81086	0.658	-0.335	-0.421
ATT0	2.5603	0.68395	0.468	-0.38	-0.553

### 5.3 Reliability Analysis

Reliability analysis tells about the consistency between the variables in a construct. This study confirms the reliability by testing the Cronbach alpha and composite reliability using the Smart PLS v3. Table 3 depicts the result of reliability analysis (Garson, 2016; Santos, 1999).

*Table 03: Reliability and Construct Validity*

	CA	rho_A	CR	AVE
ATT	0.748	0.762	0.841	0.571
ECONC	0.778	0.800	0.871	0.695
ECONS	0.734	0.742	0.836	0.563
EK	0.874	0.882	0.905	0.613
PBC	0.818	0.835	0.879	0.647
PI	0.916	0.920.	0.931	0.599
Price	0.828	0.835	0.886	0.661

It is evaluated with the help of Cronbach’s Alpha. The adequate and acceptable value of cronbach alpha is 0.7 and above. As it is seen in the above table, all constructs of cronbach alpha are within or above 0.7 (Hair et al., 2011). Hence it is reliable.

**5.4 Correlation Analysis & Discriminant Validity**

There is a strong relation between Attitude/Behaviour and Purchase Intention, and with Behavioral Control and Purchase Intention. The result shows good correlation between constructs (See Table 04).

*Table 04: Discriminant Validity Analysis*

	<b>ATT</b>	<b>ECONC</b>	<b>ECONS</b>	<b>EK</b>	<b>PBC</b>	<b>PI</b>	<b>Price</b>
ATT	<b>0.756</b>						
ECONC	0.594	<b>0.833</b>					
ECONS	0.648	0.663	<b>0.750</b>				
EK	0.610	0.612	0.682	<b>0.783</b>			
PBC	0.686	0.511	0.619	0.618	<b>0.804</b>		
PI	0.738	0.506	0.650	0.645	0.774	<b>0.774</b>	
Price	0.545	0.505	0.565	0.453	0.509	0.424	<b>0.813</b>

Discriminant validity was also ascertained using the Fornell and Larcker (1981) criteria and it was confirmed that the square root values of AVE are found greater than subsequent correlation values (Ab Hamid et al., 2017; Garson, 2016; Henseler et al., 2014). Hence, the constructs used in this study are unique and discriminant to each other.

**5.5 Regression and Moderation Analysis**

The direct and indirect effects were tested using the Smart PLS v3. Bootstrapping with a subsample of 2000 were used with the PLS algorithm approach to get the beta values and p values (Garson, 2016). Table 05 depicts the results of direct and indirect effects.

*Table 05: Direct and Indirect Effects*

	<b>Beta</b>	<b>T Stats</b>	<b>P Value</b>
Att -> PI	0.738	25.111	0
ECONC -> EK	0.294	5.134	0
ECONS -> EK	0.329	4.675	0
EK -> ATT	0.610	15.911	0
PBC -> EK	0.275	4.836	0
Price -> EK	-0.021	0.407	0.684
ECONC -> EK->ATT	0.180	4.944	0
ECONS -> EK -> ATT	0.201	4.501	0
PBC -> EK -> ATT	0.168	4.429	0
Price -> EK -> ATT	-0.013	0.411	0.681
EK -> ATT -> PI	0.450	11.276	0

The first hypothesis developed in this study was about testing the direct influence of Attitude on Purchase Intention of Green Products. This study substantiates the hypotheses ( $\beta = 0.738, p < 0.05$ ). The second hypothesis developed in this study was about testing a mediating effect of Attitude between Purchase Intention and Environmental Knowledge. The results substantiated the hypothesis ( $\beta = 0.450, p < 0.05$ ).

The third hypothesis developed in this study was about testing a mediating effect between Environmental Knowledge. The results depict that Environmental Knowledge mediates between Perceived Behavioral Control and Attitude ( $\beta = 0.168, p < 0.05$ ), Environmental Consciousness and Attitude ( $\beta = 0.201, p < 0.05$ ), and Environmental Concern and Attitude ( $\beta = 0.180, p <$

0.05). However, the mediating effect of Environmental Knowledge couldn't be substantiated between Price and Attitude ( $\beta = -0.013, p > 0.05$ ). Figure 2 depicts the structural model tested using the PLS SEM approach.

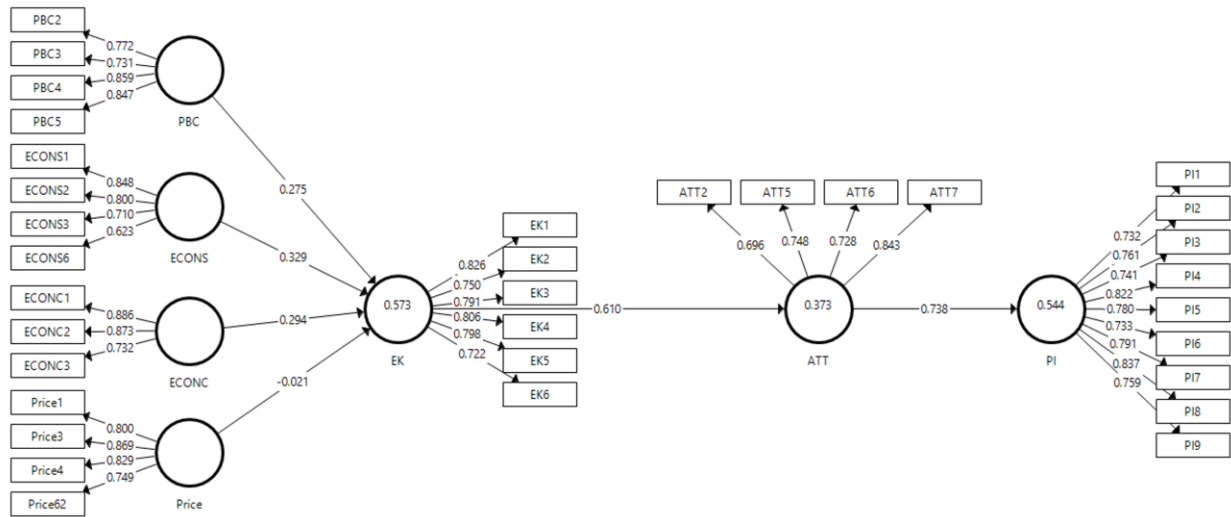


Figure 2: Structural Equation Modeling Using Smart PLS

### Discussion and Conclusion

This study developed a model and tested it using the PLS SEM approach to measure the customers' purchase intention of green products. The result shows that the Consumer Intention to buy Sustainable / Renewable Products in Pakistan is changing and people are getting much concerned about the Environment friendly products. However, the price factor is not the cause of negative intention. The best part to focus for increasing market is changing the perceived behavior and attitude towards sustainable products. The results depict that customers are attracted towards the green products and the Attitude towards green products plays a mediating role between customer's environmental knowledge and their purchase intention.

### Implications for Managers

The results of the study indicate that managers should make customers aware of the difference between green products with other products. Green products are environmentally friendly but people are usually not aware of the concept that green is indicating towards the environment. Moreover, in Pakistan, green color is associated with the color of the flag as well. So, people usually feel difficulty to develop an association with environmentally friendly products. This can be another opportunity that marketers can associate the green products with the green color of Pakistani flag and hammer the concept of environmental friendliness.

### Limitations of the Study

This study was conducted by collecting the data from a metro city. The demographics and psychographic factors of the customers were not taken into consideration while developing the conceptual model of this study. Moreover, this study was focusing on the purchase intention of buying the green products. Future research may consider the purchase behavior and loyalty factors to check the customers' association with green products. Moreover, the rural

areas might be more focusing on green and organic products in comparison to urban areas. Future research should cover this aspect as well.

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