

Green Purchase Intention: an examination of customers towards Adoption of Green Products

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Abstract

Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle and people are actively trying to reduce their impact on the environment. Massive industrialization has changed this world radically and leaving behind a curse to nature. Environmental reduction is a concern of people all around the globe. The purpose of this study is to identify the important factors that influence the green purchase intentions of the people. This study investigates the effects of different variables on green purchase intention of consumers. A sample of 150 respondents was taken from the students and professional in Bahawalpur City of Pakistan. The data was collected through a self-administered questionnaire, using the previous established scales. Regression results of the study validate all the hypotheses of the study confirming the significant impact of green perceived value, green trust, green environmental responsibility, green marketing tools and green purchase attitude on green purchase intention. The current study falsifies the assumption that the consumers in developing countries are less prone towards purchasing of green products. Managerial implications and limitations are discussed to make this study more fruitful.

Keywords: Green Perceived Value, Green Trust, Green Attitude, Environmental Responsibility, Green marketing Tools, Green Purchase Intention.

1. Introduction

Now is the era of eco-friendly, risk-free and environmental friendly goods to save environment. This has become the new tune for marketing managers to satisfy the needs of consumers and bring in better profits for organizations. But the question is that, how and when did this started? After the minutes of the first workshop on biological marketing held in Austin Texas (US), in 1975, the importance of green marketing was increased in the late 1980s and 1990s. According to Peattie (2001), there are three stages of development of green marketing, First phase was termed as “Ecological” green marketing; within this period of time all actions are related to help to reduce in environment problems. Second phase was “Environmental” green marketing and at that phase the focal point of marketers are swings on

make use of hygienic equipment, innovative new products, which help the environment to make less polluted. Third phase was “Sustainable” green marketing. It came into fame in the late 1990s and early 2000.

After having a great concern of environmentally responsible or ‘Green’ Marketing, the Consumer is more conscious about protection and conservation of the natural environment. Green Marketing campaigns highlight the finer environmental protection distinctiveness of a company’s products and services. The sorts of characteristics usually highlight include such things as reduced waste packaging, increased energy competence of the product in use, reduce use of chemicals in farming, or decreased release of toxic emission and other pollutant in production.

Green marketing simply defines as ‘marketing’ of goods that are perceived to be environmentally safe. In other words, it is defines as, ecological beneficial practices of products and services in order to secure the environment. Green Marketing involves the adoption of product changes, variation into production process, advertising planning, and reducing ecological danger that disastrously affecting the global environment. Green Marketing concept is adopted by several firms because of the following reasons:

In today’s modern era many of the firms paying attention towards concept of green marketing to gain competitive advantage. For instance Xerox fulfilling the requirements of the firms by introducing high quality photocopier paper to avoid environmental pollution issues. Institutions are achieving their organizational goals through environmentally friendly activities. Organization understands the issues of environmental practices for achieving ecological purposes along profitable advantages. Organization perceives environmental marketing to be an opportunity that can be used to achieve organizations objectives. E.g. Walt Disney world has wide management series of disposal adjustments. To minimize the production of destructive goods and by products Government has established an agenda of legislations. Cutting down the risky waste will contribute towards substantial cost savings.

Firms develop symbiotic relationship with other firms for recycling the waste generated by one company is used by another as a cost-effective raw material. Companies want to have a first mover advantage on the current environment because consumers are becoming more conscious towards adoption of greener products; there are some advantages of green products which are as follows: it is profitable for long-run growth while the initial cost is more. With the help of it companies increase their marketing activities of products and services with consideration of environmental aspects in mind. The companies target new markets and gain competitive advantage over others. It is also helpful in employee motivation towards the adoption of green products and feels them proud and responsible to be working for an environmentally responsible company. As the intense market of environmentally products is developed so many organizations want to go green because number of consumers want the want to associate themselves with eco-friendly products. But there are a few roadblocks: consumers have less knowledge regarding the green products. Have doubts about the credibility of eco-friendly products. Marketers of green products are not much transparent about product attributes, and abstain from being any law or standards relating to products or

business practices. Green marketing is the complete management process responsibility for identifying anticipating and satisfying the requirement of customers and society in a profitable and sustainable way.

The main purpose of research is to evaluate the green practicing concept in an educational context which will be effective and based on cognitive perspective. Researchers about green marketing have shown great interest in environmental concerns and this subject has been widely discussed. Consumers' awareness regarding environmental collapse making them more ecologically updated and making eco-friendly products and services of their interest, which is ultimately supporting such business which prefers environmental concern in their practices. The prime objective of the current study is to understand the impact of different variables on GPI. More specifically, how Green Attitude, Green Trust, GPV, GMT and ER effect the consumer GPI about green products? According to Schlegelmilch et.al, (1996) Attitude is the most consistent and continuous predictor of green purchasing behavior. Many studies confirmed the direct effect of green attitude on green purchase intention but the current study will measure the direct effect of attitude through Trust, GPV and ER on GPI of green products.

2. Literature Review

2.1 Green Perceived Value

Green Perceived Value (GPV) is a collection of traits and qualities that are associated with the view of a good deal. GPV can helpful in constructing a positive word-of-mouth and raise customer purchase intention towards green products. According to Zeithaml (1998) GPV is the most important element motivating customers towards green purchase intentions. Therefore, according to previous researches there is a positive impact of consumers' GPV on their green purchase intentions. While in the case of green marketing, if the consumer thinks that it will helpful in saving the environment and believes that these green products provide some additional benefits as compare to another product, it will positively enhance the purchase intentions of the consumer. GPV has also significant and positive effects on consumers' trust about green products. According to Rotech's (1973) definition, "values can be considered as continuing beliefs that founded principles to instruct the relationships and roles of public in a specific culture". Previous research shows that there is a positive relationship between GPV and customers' green trust. However Post-purchase assertion of greener goods can generate high level of the GPV.

2.2 Green Purchase Attitude

According to (Ajzen, 2001; Ajzen and Fishbein, 2000) Attitude about green purchase is defined as an evaluating object of consumer's purchase intention. The value expectancy model as the origin of two attitudinal theories (theory of reasoned auctioned and theory of planned behavior) affirmed that attitude toward an object which an individual is consuming can be verified by focusing on subjective attributes of object as well as belief that exists about the object. Or we can say that attitude toward phenomena can be measured by attributes and value of phenomena and beliefs that exists about that. Ajzen and Fishbein, 2000 interpret that

Attitude of an individual toward a behavior is “person’s general feeling of favorableness or un-favorableness for that behavior”. Swait and Sweeney (2000) stated that GPV of the consumer is associated with customer attitude towards green products. The literature has widely discussed the relationship between behavioral intentions and attitude of the consumer (Kim and Hunter, 1993; Berger et al., 1994). The research has explained the relation of intention, attitude and behavior which shows that actions of people are in accordance with their intentions (Ajzen, 1985, 1988; Ajzen and Fishbein, 1980). Results show that generally the more positive attitude towards adoption of green products the stronger the intention to perform a behavior and vice versa.

2.3 Green Trust

Trust of the consumer about green products is the intention to accept susceptibility based on positive expectations of the truthfulness and potential of another one (Lin et al., 2003; Rousseau et al., 1998). Green Trust is based on three beliefs; aptitude, truthfulness, and compassion; which shows the expectation of the consumers in words, statement and the promise on which can be relied on (Rotter, 1971; Schurr and Ozanne, 1985). However, Schlosser et al., (2006) added that GPI of consumer are also determined by Green Trust of consumer. Seller can build trust with a consumer which possesses the higher level of GPI. Therefore, according to (Lee et al., 2011) organizations’ can build trust of consumers about greenness of their products and it will increase the intention of consumers towards the purchase of green products.

2.4 Green Perceived Intention

(Green Perceived Intention) GPI is defined as an individual does believe to buy those commodities that don’t harm the environment and as well as reduced the global warming. Fishbein (1967) stated that the individual’s purpose to perform a given green behavior plays a central role in analyzing behavior. The green purchase behavior of an individual can be assessed effectively by GPI. Research indicates that buying proposition has positive impact on the green purchase behavior of the buyers (Beckford et al., 2010; Chan 2001). The results showed by Chan and Lau (2002) diverse cultural and behavioral studies done in America and China suggested that GPI essentially influence the green buying behavior.

2.5 Green Marketing tools

Consumer’s behavior towards eco-friendly products can be positively influenced due to the increased level of environmental awareness since the 1970s (Alwitt and Pitts, 1996). Green Marketing Tools (GMT) usually concentrates on the productivity of cognitive influence methods, and accepts that the buyer’s large contribution concerning natural issues is a viable of developing ecological information. GMT such as eco-label, eco-brand and environmental advertisement will make easier perception and awareness of the consumers about eco-friendly products attributes and characteristics, consequently, managing them into buying products that are environmentally friendly and it fabricate the trust of the shopper and lead them towards the purchase of green products. Marketers should highlight the ecological knowledge in their organizations, their products and their advertising campaign in order to

achieve the goal of changing the consumer purchasing behavior (Mendleson, 1994). GMT has been used as an independent variable to specify the impact on consumer purchasing intention (GPI).

2.6 Environmental Responsibility

Environmentally-responsible (ER) or “green” marketing is a global practice that takes into account consumer concerns about promoting conservation and protection of the natural environment. Suchard and Plonski (1991) lay down that ecologically conscious consumers will attempt to ensure nature’s turf in distinctive ways (e.g. recycling, checking that a package is made of recycled material, purchasing only green products). However, it is not clear how consumers willing to spend more for green product will be associated with other ecologically favorable behaviors practices by them.

There are several reasons that stop individuals from engaging themselves in protection of environment and the one of the main reason stated by Wiener and Sukhdial (1990), is their perceived level of self-involvement toward the protection of the environment. According to different authors individuals may have concern about environment but they feel that protection of environment is the responsibility of the government and or big corporations. We might expect this attitude to influence the consumers to spend more for environmentally friendly products. Therefore ER affects the consumer green attitude for purchasing green products for healthiest environment. However according to research consumers spend for eco-friendly products will be associated with their ecologically favorable behavior.

Proposed Hypotheses and Research Model:

On the basis of above literature review, the current study tests the following hypotheses:

H1: Green perceived value is positively associated with Green attitude

H2: Green perceived value is positively associated with Green Trust

H3: Green purchase attitude is positively associated with Green trust

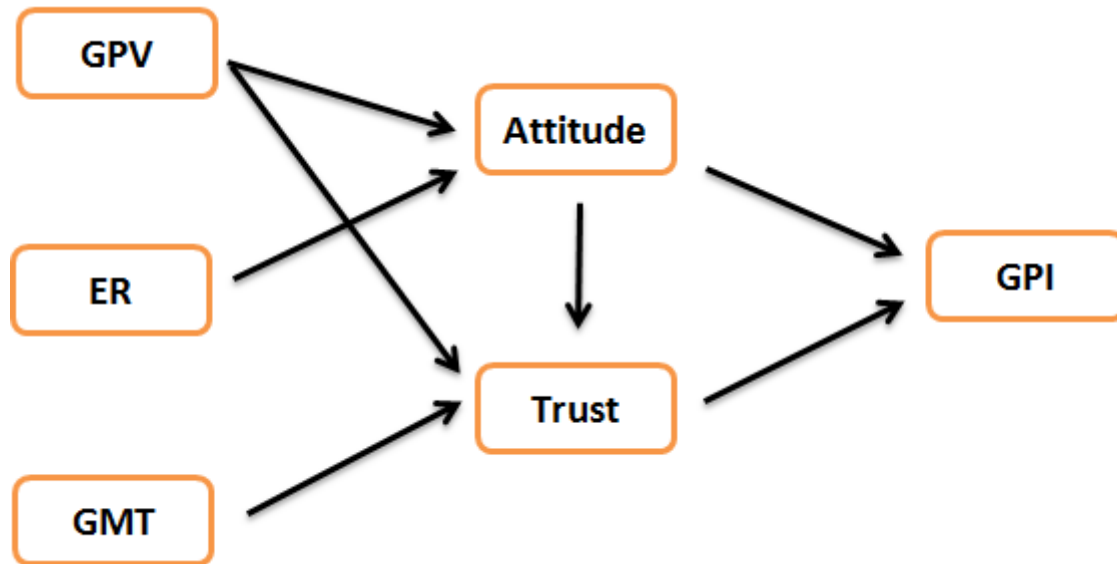
H4: Green trust is positively associated with Green purchase intention

H5: Green purchase attitude is positively associated Green purchase intention

H6: A significant and positive relationship exists between Green Marketing Tools and Green Trust

H7: A significant and positive relationship exist between Environmental Responsibility and Attitude

Figure 1: hypothetical Model for the current research



4. Research Methodology

The research method which we adopted is descriptive in its nature. It used to explain some particular situation. Descriptive researches are those researches that could not interpret anything instead of explaining current situation (Creswell, 1994). Descriptive research is used to develop the current hypotheses which currently exist. This type of research only provides information about the current situation and also focuses on past for example customer attitude towards marketing activities in the market (Kumar, 2005).

4.1 Sample/Data:

In order to collect the data for understanding the adoption of Green Products (Environmental Friendly) in Pakistan, a sample of 150 respondents will ask to participate in a self-administered questionnaire. The population for the current research is the users of Green Products and Non-Green Products. The current study utilizes a non-probability sampling technique that is convenience sampling. Convenience sampling is a sampling technique that obtains and collects the relevant information from the sample or the unit of the study that are conveniently available (Zikmund, 1997). Convenience sampling is normally used for collecting a large number of completed surveys speedily and with economy (Lym et al., 2010).

It has ensured that the sample members posses two main qualification to participates in the self administered survey. First, the sample members have enough knowledge about the Green Products. Second, they are not the frequent users of Green Products in the case of experience

regarding Green Purchase; it definitely influences the attitude and behavior of the respondent. We select these sample members from city of Bahawalpur (Punjab). Two main clusters will target to collect the sample data like university students and working professionals.

4.2 Instruments and Measures:

The survey instrument of the current study address two major purposes: First is to analyze the relationship of different variables in the adoption of Green Purchase. Second, to collect information about the different characteristics of the respondents that can be used to understand the variations in different categories. The survey instrument contains two sections. Section 1 includes different personal and demographic variables. This section will obtain respondents information about gender, age, income, education, and status, high chances of Green Purchase and Frequent users of Green Products.

Section 2 includes the latent variables that are important in the current study. These variables include GPV, EE, Trust, GMT, GPI and Attitude towards green products. This section of the study is developed on the basis of past literature and already used questionnaires (Table 1). The scales of the study were adopted from the previous literature and published studies. The first variable of the study was ‘GPV’ having five items was taken from (Patterson and Spreng, 1997). The second variable of the study was ‘ER’ having five items was taken from (Lee, 2008). The third variable was ‘Trust’ having five items was taken from (Chen, 2010). The fourth variable is ‘GMT’ having three items was taken from (Nik Abdul Rashid, 2007). The fifth variable is ‘GPI’ having three items was taken from (Chang and Chen, 2008). The last variable is ‘Attitude’ with five factors and this scale was taken from (Ajzen, 2001).

Table 1: Scales of the Study

No.	Variable	Items	Reference
1	Green Perceived Value	1. This product’s environmental functions provide very good value for you. 2. This product’s environmental performance meets your expectations. 3. You purchase this product because it has more environmental concern than other products. 4. You purchase this product because it is environmental friendly. 5. You purchase this product because it has more environmental benefit than	Patterson and Spreng (1997)

		other products.	
2	Environmental Responsibility	<ol style="list-style-type: none"> 1. I should be responsible for protecting our environment. 2. Environmental protection starts with me. 3. I have taken responsibility for environmental protection since I was young. 4. You are willing to take up responsibility to protect the environment in Pakistan. 5. You have the responsibility to protect the environment of Pakistan? 	Lee (2008)
3	Green Perceived Trust	<ol style="list-style-type: none"> 1. You feel that these product's environmental reputation generally reliable. 2. You feel that this product's environmental performance is generally dependable. 3. You feel that this product's environmental claims are generally trustworthy. 4. This product's environmental concern meets your expectations. 5. This product keeps promises and commitments. 	Chen (2010)
4	Green Marketing Tools	<ol style="list-style-type: none"> 1. Environmental advertisement enhances my knowledge about green products. 2. I enjoy watching broadcast environmental advertisement. 3. Environmental advertisement guide customers to making an informed purchasing decision. 	Nik Abdul Rashid (2007)

5	Green Purchase Intention	<ol style="list-style-type: none"> 1. You intend to purchase green product because of its environmental concern. 2. You expect to purchase green product in the future because of its environmental performance. 3. Overall, you are glad to purchase green product because it is environmental friendly. 	Chang and Chen (2008)
6	Green Attitude	<ol style="list-style-type: none"> 1. Green practice is good. 2. Green practice is useful. 3. Green practice is rewarding. 4. Green practice is sensible. 5. Green practice is responsible. 	Ajzen (2001)

4.3 Procedure:

This questionnaire was distributed among 150 respondents in Bahawalpur. These respondents are selected based on the criteria above mentioned. Before giving the questionnaire, the purpose of study and questions were explained to the respondents so they can easily fill the questionnaire with relevant responses. After collecting the completed questionnaires, these questionnaires were coded and entered into SPSS sheet for further analysis.

4.4 Reliability Analysis:

Overall Cronbach's alpha of Green Products questionnaire items were **0.756** that is more than acceptable and recommended value 0.50 by (Nunnally, 1970) and 0.60 by (Moss et al., 1998). This shows that all the 26 items were reliable and valid to measure the opinions of consumers towards purchase of Green Products.

Table 2: Reliability of Measurements Instrument

Scales	Items	Cronbach's Alpha
Green Perceived Value	5	0.756
Environmental Responsibility	5	0.793
Green Perceived Trust	5	0.725

Green Marketing Tools	3	0.720
Green Purchase Intention	3	0.725
Green Attitude	5	0.815

5. Hypothesis Testing:

5.1 Profile of the Respondents

Personal and demographic information such as gender, age, income, education level, status, high chance that product is green or non-green and is a respondent is frequent user? In the following table (Table 3).

(Table : 3)

	Category	Frequency	Percentage
Variable			
Gender	Male	88	58.7
	Female	62	41.3
Age	15-20 Years	7	4.7
	20-25 Years	68	45.3
	25-30 Years	32	21.3
	30-35 Years	21	14.0
	35-40 Years	15	10.0
	Above 40 Years	7	4.7
Income	Below 15000	39	26.0
	15000-25000	44	29.3
	25000-35000	29	19.3
	35000-45000	17	11.3
	45000-55000	12	8.0
	Above 55000	9	6.0

Education	Matriculation	8	5.3
	Inter	12	8.0
	Bachelor	46	30.7
	Master	68	45.3
	MS / M. Phil	16	10.7
	PHD	0	0.00
Status	Student	39	26.0
	Employed	86	57.3
	Businessman	17	11.3
	Unemployed	4	2.7
	Housewife	4	2.7
Experience Tenure	Less than 1 year	43	28.7
	1-2 Years	29	19.3
	2-3 Years	22	14.7
	3-4 Years	16	10.7
	4-5 Years	7	4.7
	More than 5 Years	33	22.0
Future Purchase	Conventional	119	79.3
	Non-Conventional	31	20.7
Frequent user of Green Products?	Yes	68	45.3
	No	82	54.7

5.2 Hypothesis Testing

5.2.1 Green perceived value, Environmental Responsibility and Green Attitude:

According to the results of the study, variables GPV, ER and Attitude have a significant positive relationship. Specifically, the GPV has a significant positive relationship with ($\beta=0.253$) and ($p < 0.05$). That means the GPV contributes more than 25% to Attitude of the Respondents. And ER also has a significant positive relationship with ($\beta=0.283$) and ($p <$

0.05). That means the ER contributes more than 28% to Attitude of the Respondents. Results of the current study validate the H1 and H7 which means that we fail to reject our hypothesis.

5.2.2 Green Perceived Value, Green Marketing Tools and Green Trust:

According to the results of the study, variables GPV, GMT and Trust have a significant positive relationship. Specifically, the GPV has a significant positive relationship with ($\beta=0.290$) and ($p < 0.01$). That means the GPV contributes 29% to Trust. And GMT has also a significant positive relationship with ($\beta=0.284$) and ($p < 0.02$). That means that GMT contributes more than 28% to Trust. Results of the current study validate the H2 and H6 which means that we fail to reject our hypothesis.

5.2.3 Green Attitude and Green Trust:

According to the results of the study, the both variables have a significant positive relationship. Specifically, the Attitude has a significant positive relationship with ($\beta=0.431$) and ($p < 0.01$). That means the Attitude contribute more than 43% to Trust. Result of the current study validates the H3 which means that we fail to reject our hypothesis.

5.2.4 Green Trust, Green Attitude and Green Purchase Intention:

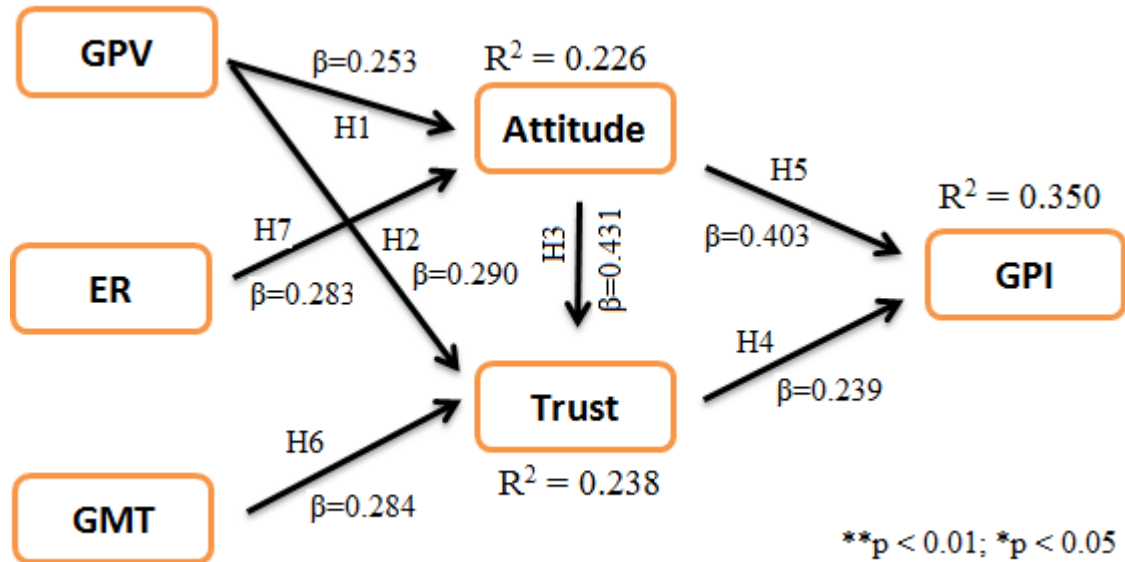
According to the results of the study, variables Trust, Attitude and GPI have a significant positive relationship. Specifically, the Trust has a significant positive relationship with ($\beta=0.239$) and ($p < 0.01$). That means the Trust contribute more than 24% to GPI. And Attitude has a significant positive relationship with ($\beta=0.403$) and ($p < 0.01$). That means the Attitude contributes more than 40% to GPI. Result of the current study validates the H4 and H5 which means that we fail to reject our hypothesis.

Table 4: Regression Results

Hypothesis	Model Variables	Estimate	S.E.	C.R.	P	Results
H4	Trust →	0.239	0.083	3.975	0.000	Supported
H5	GPI Attitude → GPI	0.403	0.074	5.471	0.000	
H1	GPV →	0.253	0.105	2.859	0.005	Supported
H7	Attitude ER → Attitude	0.283	0.094	3.194	0.002	
H2	GPV →	0.290	0.085	3.613	0.000	Supported
H6	Trust GMT →	0.284	0.064	3.541	0.001	

	Trust					
H3	Trust → Attitude	0.431	0.083	5.816	0.000	Supported

Figure 2: Structural Model Results:



6. Discussion & Conclusion

The prime objective of the study has been to study the green purchase intention model in the context of a developing country Pakistan has been an ideal country for that due to emerging environmental protection issue. There is a powerful advice for companies to re-construct their marketing strategies towards greener strategies to protect the environment. Green Marketing still has a long road to travel in both research and practice. The current study focuses on the emerging problem of environment in Pakistan an how to reduce it by using green marketing concept. The current study resulted on concerning favorable customer values and beliefs towards the environment. This paper expands the research of consumer’s GPI and GPV in the area of green marketing. The basic ground of this study is to reveal the relationship between GPI and their five determinants – Trust, GPV, GMT, ER and Attitude. In this environmental era, it is essential for companies to increase their GPV, enhance their Trust, and reduce their GPV to raise their GPI.

The empirical result demonstrates that GPV has positive relationship with Trust and Attitude which supports all proposed hypotheses. Consequently, it is useful to invest resources to expand GPV and in the reduction of green marketing practices which will ultimately raise Attitude and Trust. According to results of this study, GPV is the most essential assessor of GPI through Attitude and Trust. A clearly important finding of this study involves the strength of the relationships between attitudes and consumers willingness to spend more for green products. This study reveals that if consumer is willing to pay for green products then

it's not difficult for him to behave in the ecological manner. Therefore, it is of primary importance for marketers to advertise in a way that consumer motivate towards purchasing of green products in a positive way. Now a day's number of companies tries to advertise in ecological manner to create awareness in customers mind about greener products.

The Attitude that powerfully differentiated the two segments of consumers is the perceived importance of using environmentally friendly products. Bei and Simpson's (1995) study also suggests that by emphasizing the importance of environmental issue we can motivate the consumer towards the consumption of green products. Empirical results of this study confirm the influence of consumer's environmental concern on GPI. The public has increasingly noticed environmental issues by reason of the devastating environmental pollution arisen from industrial manufacturing activities in the world which are harmful to environment in certain ways (Chen, 2011). Consequently, many companies' accepted that green products are healthiest for the environment. This appears to be due to the fact that not only Attitude contributes towards acceptance of greener products but also values and beliefs perform their role by which consumer trust on adoption of green products built.

This study provides an approach about GPV, Trust and Attitude to activate the building process of GPI in the context of environmental management enhancing GPV and Trust along raising GPI. If companies would like to enhance their GPI for their products, they should combine the concepts of GPV, Trust, Attitude, and ER into their long-term environmental strategies in the stage of strategy-planning. This study develops a frame work to handle this dilemma by considering product greenness; GPV and Trust to enhance green purchase intentions under the context of customer uncertainty. Previous research has widely explored GPV because it has a positive effect on marketing performance (Sweeney et al., 1999). Because GPV is more important nowadays, companies can enhance consumer GPI through product value (Steenkamp and Geyskens, 2006). GPV could not only be a crucial determinant in maintaining long-term customer relationships, but also play a key role in affecting GPI (Zeithaml, 1988; Zhuang et al., 2010). Besides, GPV it is also important in influencing customer Trust (Kim et al., 2008).

Another major contribution of the study is that the results of the current study are not different from the previous studies that were conducted in developed countries. These results bring eye opening facts for the researcher that believes the potential of green marketing is low in developing countries compared with developed countries. Although the results of the study are surprising but not strange when consider the results of some other studies. Market census, a leading market survey services provider claimed that the consumers in developing countries are showing more willingness towards green products compared with other Asia Pacific countries (Lung, 2010). Another possible reason can be the presence of younger population in developing countries, including Pakistan. These educated youngsters are not only more aware about the environmental problem but also more prone to purchase these green products. So, there is a need for doing green marketing and a need for a shift in the consumer's behavior and attitude towards adoption of more environmental friendly life styles. The current study focuses on the different aspects of green marketing. There is a from previous literature reviews and conceptual models that the majority of the consumers still

have no knowledge about green marketing concept and also less awareness towards green products organizations which are still not pushing them towards developing more green products nor are they working hard on green packaging.

According to First and Khetriwal (2008), still there is no exploration about green branding by green marketers. Yet, several studies reveal that the emerging problem of environment encouraged consumers towards brands that seemed to be environmental friendly (Eagly and Kulesa, 1997; Swenson and Wells, 1997). Swait and Sweeney (2000) stated that GPV associated with customer attitude. Chen (2009) believes that environmental attitudes determines a person's attitude Understanding consumers' attitude toward practicing green behavior is vital for business as well as environmental reasons toward natural foods and if a person is determine to become healthier, he or she will shows a positive attitude toward natural foods which shows green purchase attitude. Swait and Sweeney (2000) stated that GPV associated with customer attitude.

Theory of Reasoned Action states that consumer purchase behavior is influences by consumer attitude (Ajzen and Fishbein, 1980). The research has explained the relation of GPI, Attitude and behavior which shows that actions of people are in accordance with their intentions (Ajzen, 1985, 1988; Ajzen and Fishbein) Attitude found as a great influence of practicing green behavior in an educational context. This show the educated consumers' willingness and attitude toward practicing green are noticeable. Although students' willingness toward practicing green is considerable, there is no sufficient infrastructure for performing such a pro-environmental behavior in their universities as well as in society. Another objective of this study was to explore the relationship between consumer's actual purchase intention and GMT an investigation on the coefficients of each dimensions of GMT shows eco-brand and trust in eco-label and eco-brand as the positively significant variable related to actual purchase behavior.

7. Recommendations

The current study is very useful for both practitioner and theoretician who want to understand consumers or customers who are environmentally conscious individuals. Green marketing will become successful when consumers influenced by their attitude towards adoption of green products, it is imperative that green marketers identify all the factors that encourage cooperation. Thus the Current study will also be of benefit to the green marketers as it aids in developing a marketing strategy that persuades consumers to seek the value of collective gain over self-interest. It is important to make such policies in relation to green products be developed and implemented to help and give information about green products to retailer and customers towards a green change. This paper also highlighted various aspects of consumer behavior that it could be influence by GMT. Products given greater exposure to the customers will be more likely to sell in greater numbers especially to the "swing group" of consumers which represents the similar size market segment (as defined by Roper Starch Worldwide).

8. Limitations and suggestion for future research

While coming towards the conclusion, certain limitations were identified, with some suggestions for further studies; it may help in generating new framework in future. First, this study was limited to consumers of Bahawalpur (one of the city o Pakistan) and did not cover all cities in Pakistan. In future studies, it would be ideal to consider all cities of Pakistan or at least some of the larger city in which green practicing is in very large amount. Second, this study verifies the hypotheses by means of questionnaire survey which only provides cross-sectional data so that this study cannot observe the active change of GPV, Trust, and GPI in the different stages through longitudinal data. Therefore, future research can set forth toward the longitudinal study to find out the differences of GPV, Attitude, ER, GMT, Trust, and GPI in the different stages. This study hopes that the research results are useful to managers, researchers, practitioners, and policy makers, and contribute to future research as reference.

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