

Determining The Importance of Green Firms by Taking Insight Trend of Consumer's Behavior towards Green Purchase: Evidence from Developing Country Pakistan

Dr. Rashid Saeed^{1**}, Amber Iqbal^{2**}, Ayesha Riaz², Rana Umair Ashraf³,

¹Assistant Professor in Management Sciences Department, COMSATS Institute of Information Technology Sahiwal, Pakistan

²M.S Scholar, Department of Management Sciences, COMSATS Institute of Information Technology, Sahiwal, Pakistan

³Research Associate, Department of Management Sciences, COMSATS Institute of Information Technology, Sahiwal, Pakistan

Received: February 5, 2014

Accepted: April 26, 2014

ABSTRACT

Green environment is most imperative idea that gains reputation now these days in Pakistan. The rationale behind this study is to explore the collision of environmental concerns, perceived environmental knowledge, green brand image and green purchase attitude on green purchase intention and then on green purchase behaviour by accumulating the mediating affect of price and quality and green purchase intention in Pakistan. SPSS and AMOS are used for data analysis. Study used sample size of 369 students of universities and colleges of Pakistan. And 27 cities are considered to get data like Lahore, Rahim Yar Khan, Bahawalpur, Sahiwal, Sialkot, Khanpur, Islamabad, Faisalabad, Okara, Vehari, Multan, Chunia, Gojra, Jhang, Liaquatpur, Toba Tak Singh, Summudri, Dipalpur, Alipur, Pakpattan, Chistian, Kamalia, Peshawar, Laiya, Melsi, Patoki and Sargodha. Positivist approach is adopted and with the help of deductive reasoning, study concludes that Price and quality have significant positive relationship with environmental concern and company's green image while perceived environmental knowledge, green purchase attitude having insignificant relationship with it and it is also not playing a mediating role between all independent variables and green purchase behaviour or playing a mediating role only for two independent variables. While on the other side Green purchase intention having significant positive relationship with all other independent variables and also showing positive relationship between green purchase intention and green purchase behaviour, so green purchase intention is playing a mediating role among independent and dependent variables. Price and quality is also having a positive relationship with green purchase behaviour.

KEY WORDS: *Green Environment, Environmental Concern, Perceived Environmental Knowledge, Brand image, Green Purchase Attitude, Green Purchase Intention, Green Purchase Behavior, Price and Quality*

INTRODUCTION

Green firms, there are many trends and drivers of that the firms are going green, the most important driver is the market demand now it's the demand of the business and consumers to be a part of green practices in your business. Consumers are now more conscious about the products they use and before purchasing there is a question mark always in their mind that whether the product is healthier and sustainable or not. There are many reasons and benefits of going green like it will be beneficial for environment in the sense if the planet does not exist then how you continue your business, it's also a better strategy to reduce the wastes and decrease cost, also it increases the value of the firms and shareholders as explained in a paper that Newsweek's 2009 grading of the 500 largest US firms in the sense of green practices. Using an event study methodology rankings had a significant impact on shareholder value. According to the findings of the paper the firms having top 100 positions in the rank, getting the abnormal returns as compared to other firms Lyon & Shimshack [1].

By taking into consideration of green purchase behaviour a study explains that mostly females, married having at least one child are more conscious about ecological issues and they also consider the environmental activities of firms while purchasing Laroche, Bergeron, & Forleo [2].

Next concept is consumer purchase intention is basically developed with different factors, a study explains that the self-efficacy and environmental attitudes build the customer intention towards purchasing the green personal care products. It also explains the relationship between environmental attitude and purchase intention is moderated with the help of willingness of customers to pay more for green products Ling C. Y. [3]. The attitudes of the consumers are the most reliable and consistent factor of pro environmental consumer purchasing behaviours. So the suggestions for the organizations to use the penetration strategy for the existing green

*Corresponding Author: Dr. Rashid Saeed, Assistant Professor in Management Sciences Department, COMSATS Institute of Information Technology Sahiwal, Pakistan.

products and directed towards the campaigns in order to increase the consciousness in the consumers towards environmental friendly products Schlegelmilch, Bohlen, & Diamantopoulos [4]. Positive attitude of consumers in willingness to pay more for the green products is correlated with the purchase intention; moreover the positive attitude of consumers does not always lead towards the action or purchase decision.

There are many factors influencing the green purchase behaviour of consumers in a way to make it into action, these factors are environmental awareness, green product features, green product promotion activities and the price and quality of the green product, while the demographic characteristics of a consumer having a moderate effect on the consumer purchase behaviour, so as suggested by this study results to the organizations to produce the environmental friendly products. In previous study there is seem to be negative relationship between green price and green purchase behaviour while under the results of this study there is shown that now consumers are willing to pay more green products Boztepe [5].

Another study claims that the consumers have positive attitude towards the green advertisement with the $\beta=0.64$ and p value <0.05 shows the significance of the relationship and this significance moves towards the consumer green purchase behaviour Zhu [6].

Awareness is also an important factor to build a consumer attitude and intention towards purchase behaviour, the study explains the influence of consumer environmental concerns, awareness of green products, and price and brand image of the firm on the purchasing decisions of the consumer. The findings says that the awareness of price and brand image showing positive impact on the consumer buying decision Suki [7].

Major rationale behind this study is to define the factors which basically influence the consumer green purchase behavior, also testing the consumer intention as a mediating variable in the model and price and quality as moderating variable. Prior studies investigate the relationship between the consumer attitude and consumer purchase behavior and also the environmental concern and awareness about the environment with the consumer attitude. So, reason behind this study is to check that either there is any role of environmental concerns, awareness, brand image and consumer attitude influencing the consumer intention and then consumer green purchase behavior?

This paper has its own uniqueness because the conceptual model explains more aspects which are affecting the green consumer purchase behaviour not familiar in the developing countries like Pakistan. Hence, the probable part of this study is as follow:

- ✓ To investigate the relationship between Environmental concerns and the consumer green purchase intention in Pakistan.
- ✓ To investigate the relationship between perceived environmental knowledge and the consumer green purchase intention in Pakistan.
- ✓ To investigate the relationship between Green Purchase attitude and the consumer green purchase intention in Pakistan.
- ✓ To investigate the relationship between Green Brand image and the consumer green purchase intention in Pakistan.
- ✓ To investigate the relationship between Green purchase intention and the consumer green purchase behaviour in Pakistan.
- ✓ To investigate the relationship between consumer green purchase intention and price and quality of green products in Pakistan.

This study is quantitative based and positivist approach adopted to draw results. On the basis of it study deduced the relationship of environmental concerns, awareness or knowledge of environment, green brand image and consumer attitude towards green purchase intention and green purchase behaviour taking a moderating effect of price and quality in Pakistan. In this study questionnaire conducted for data collection. And try to capture customers in large cities of Pakistan Lahore, Bahawalpur, Sialkot, Sahiwal and Rahim Yar Khan, Khanpur, Islamabad, Faisalabad, Okara, Vehari, Multan, Chunia, Gojra, Jhang, Liaquatpur, Toba Tak Singh, Summundri, Dipalpur, Alipur, Pakpattan, Chistian, Kamalia, Peshawar, Laiya, Melsi, Patoki and Sargodha. Or sample size is 369 graduates of Pakistan. This study used Structured Equation Modeling analysis with the help of Amos version 18. With the help of regression results try to illustrate the relationship among the independent, mediating, dependent and moderating variables.

LITERATURE REVIEW

Environmental green practices have great impact on the shareholders' value. A study reveals that by disclosure of the green environmental practices of the firms affect their value of shareholders and the top 100 companies in the ranking earn abnormal returns as compared to 400 bottom companies Lyon & Shimshack [1].

Another study says that the environmental concern has an impact on purchasing decision of consumer. The findings of the study reveal that there is factor attitude which affect consistently the pro environmental purchasing behaviour of the consumer Schlegelmilch, et al.[2].Consumer's attitude towards environment and

green product is tested by comparing the gender and their behaviour towards environment and green products. And the second thing which is investigated is the relationship between consumer's attitude and towards environment and green products. By testing the 1st relationship with t test it is revealed that there is no affect of gender on environmental attitude and green products. As a analysis the rotated the results derived from multiple linear regression shows that the personal norms are the most important factor in the attitude of consumer's towards green products Chen & Chai [8].

Another study shows the results by applying the technique of factor analysis that the green advertising best addressed to those people whose behaviour are already towards green products. This is basically an explanatory type of research and explains the results that the people who are more responsible towards environment having more positive attitude towards green advertisement Haytko & Matulich [9]. Next study explains the impact of green practices implementation in business functions and the perceptions of business people regarding this relationship. Data is collected with the help of questionnaire and the results says that green practices have least impact on Human resource management, supply chain management, finance functions and information technology but the areas which are more affected by the green practices are manufacturing and sales, marketing and sales, distribution and logistics Smith & Perks [10].

Another study concluding the thought that whether the consumers purchase behaviours are affected by ethical behaviour of firms or not. For data analysis focus group discussion is used and results shows that the consumers does not show the ethical concerns in their purchasing behaviour or in action Carrigan & Attalla [11]. Next study is about to check the consumer response towards green advertisement by taking the influence from product involvement. The results of the study show that as well as concern the product involvement there is no relationship showing between green products and product involvement on the other hand a consumer having more environmental concerns having more affects on the product involvement and purchase intention Kong & Zhang [12].

The next study also demonstrates that the consumers demand more ethical responsibility from the businesses. Focus group discussion is used in this study although the questionnaires are also used in this study. The results of the study say that there is little evidence found that there is any affect of ethical [practices on consumer's buying behaviour. When it comes towards the purchasing decisions personal motives becomes more dominant Joergens [13]. Another study examined the perception of the employees regarding green practices. For this the study is tested in Orland, Florida. The study uses the importance-performance analyses. The results found a positive significant correlation between the employee commitment and their perception on the company green practices. The results also show that the employees rated their firms as lower than the importance level in the concern of green practices KIM & CHOI [14].

Another study regarding the impact of green advertising on consumer purchase intention is discussed now. The data was collected from 313 consumers in Shanghai, China. The results shows that the consumer attitude towards green advertising having positive significant impact on consumer green purchase intention by showing the $\beta=0.65$ and p value <0.05 Zhu [6]. Another author study different factors which has affecting the consumer purchase intention, the study uses the 137 sample and questionnaires are used to collect data from employees. Multiple regression is used for data analysis and the results says that environmental attitude and self-efficacy are the factors which drive the consumer purchase intention of green products related to personal care category. Willingness to pay more on green products is playing a moderating role between these two variables Ling C. Y. [3].

A finding of another study says that the customers who are already using the green products and satisfied are going to repeat their purchase action. Moreover willingness to pay extra on green products is correlated with the purchase intention. The study also reveals that the consumers showing the positive attitude towards the green products does not always shows in their actions Morel & Kwakye [15]. Next study is about the subject of targeting those customers who are willing to pay more for green products. The findings of the study says that a segment of the female married having one child are more conscious about the eco-friendly products and consider this phenomena while purchasing Laroche, et al. [16].

Next study is about to reveal the affect of factors on the consumer green purchase behaviour in an affirmative way. The results says that environmental awareness, green product features, price and quality and promotion activities affect the consumer green purchase behaviour in a positive way and leads to action Boztepe [5]. Another author reveals the impact of different factors on consumer purchase intention and consumer purchase decision regarding green products. The findings of the study says that the consumers are ready to buy green products more frequently but as far as concerning the price and quality the green products should be as much competitive as traditional products Ali, et al. [17]. Another study held in Labuan Malaysia, with 200 samples and using multiple regressions reveals that consumer awareness of price and brand image positively influencing the consumer purchasing decision regarding green products. The study also says that if a person having some environment concern and brand image would show a great preference to buy a green product Suki [7]. Another study regarding applying the green practices in restaurant business saying that respondents believe that the restaurants should follow the green practices but they are not willing to pay more for this. Another result

says that people doing and following green practices at home or in their normal life tend to be more concerned to visit the green restaurants DIPIETRO, et al.[18].

Next study is focusing on the factors which affecting the Green purchases behaviour. The data was collected from post graduate teachers. The basic aim of the study is to measure the green purchase behaviour of educated segment and whether the humanities and social science teachers having difference in their green purchase behaviour. In the study self selection sampling methodology is used and data is gathered from Art and science colleges. For data collection survey method is used. The results shows that the universities teachers use magazines and TV for getting the information, awareness of the green products significantly influence the green purchase behaviour. Quality is playing an important role as well as price and product brand to influence consumer's purchase behaviour Siringi [19]. Next study basically examines the consumer behaviour towards green electricity and the context of the study is Sweden. The study is based on primary data which is collected through Questionnaires. For data analysis Quantitative method of research has been used. The results of the study says that the consumers are more willing to pay extra for environmental sustainability but they also perceive that the cost of the green electricity is more than the conventional electricity. The study also shows that when a consumer is going to purchase a product he considers many factors and also the environmental interpretations are important in this aspect AWAN & RAZA [20].

HYPOTHETICAL FRAMEWORK:

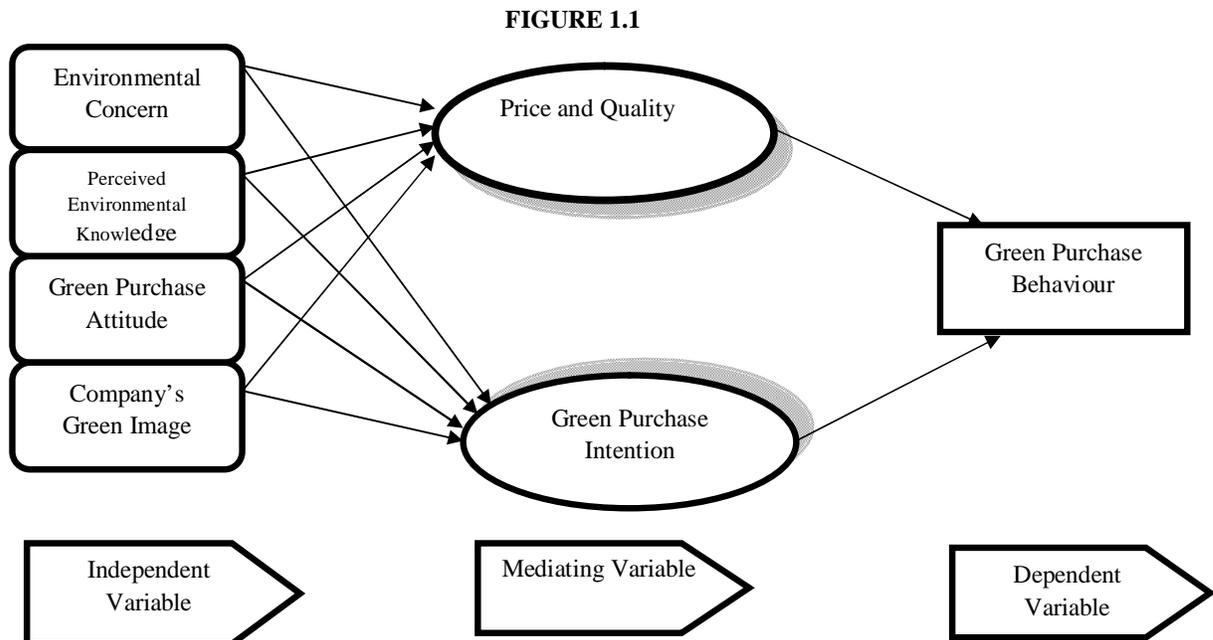


Figure 1 shows the modification form of the model which is presented in a study to conclude the impact of green purchase attitude towards green purchase behaviour by taking green purchase intention as mediating variable and price and quality as moderate the relationship Ali, et al. [17] while another study showing the brand image influence with all the previous variables on consumer green purchase behaviour shows that brand image is also an important factor which influenced the behaviour of consumers towards the green products Suki [7]. This modified model having six variables in which Environmental concerns, environmental knowledge and green purchase attitude are playing the role of 'Independent variables' while Consumer green purchase behaviour playing a role of 'Dependent variable' and green purchase intention is behaving like 'Mediating variable' between both independent and dependent variables. Price and quality moderates this relationship in this model. And from that study factors that affect the components also derive. And also check individually that these components are positively related or negatively related when this study will applied in Pakistani scenario.

RESEARCH HYPOTHESIS:

- H1- Environmental concerns has positive relationship with Green Purchase intention in Pakistan.*
- H2- Perceived Environmental knowledge has positive relationship with Green Purchase intention in Pakistan.*
- H3- Green Purchase Attitude has positive relationship with Green Purchase intention in Pakistan.*
- H4- Green Brand Image has positive relationship with Green Purchase intention in Pakistan.*

- H5- Green purchase intention has positive association with green purchase behavior in Pakistan.*
H6- Green purchase intention is playing a mediating role between independent and dependent variables in Pakistan.
H7- Price and quality is playing a mediating role between independent and dependent variables in Pakistan.
H8- Environmental concerns has positive relationship with Price and quality in Pakistan .
H9- Perceived Environmental knowledge has positive relationship with Price and quality in Pakistan.
H10- Green Purchase Attitude has positive relationship with Price and quality in Pakistan.
H11- Green Brand Image has positive relationship with Price and quality in Pakistan.

Evidence from literature review:

1. Next study is about the subject of targeting those customers who are willing to pay more for green products. The findings of the study says that a segment of the female married having one child are more conscious about the eco-friendly products and consider this phenomena while purchasing Laroche, et al. [16].
2. Another study held in Labuan Malaysia, with 200 samples and using multiple regressions reveals that consumer awareness of price and brand image positively influencing the consumer purchasing decision regarding green products. The study also says that if a person having some environment concern and brand image would show a great preference to buy a green product Suki [7].
3. Consumer's attitude towards environment and green product is tested by comparing the gender and their behaviour towards environment and green products. And the second thing which is investigated is the relationship between consumer's attitude and towards environment and green products. By testing the 1st relationship with t test it is revealed that there is no affect of gender on environmental attitude and green products. As a analysis the rotated the results derived from multiple linear regression shows that the personal norms are the most important factor in the attitude of consumer's towards green products Chen & Chai [8].
4. Next study is about to check the consumer response towards green advertisement by taking the influence from product involvement. The results of the study show that as well as concern the product involvement there is no relationship showing between green products and product involvement on the other hand a consumer having more environmental concerns having more affects on the product involvement and purchase intention Kong & Zhang [12].

RESEARCH METHODOLOGY

Main purpose of the study is to investigate the influence of environmental concerns, perceived environmental knowledge, green brand image and green purchase attitude on green purchase intention and then on green purchase behaviour by adding mediating affect of price and quality in Pakistan. This is cross sectional study because at a point of time data will be collected. And this study is quantitative based because rather driving results from literature and previous studies study used numeric data for data collection.

This is a Quantitative nature research. The cram illustrate the understudy circumstances and phenomenon, in command to improved understanding of present situation of Green firms and the green purchase behaviour of customers towards green products in Pakistan, and helping the decision making process. In view of the fact that these data are prepared for study the allocation of arithmetical population description in the course of sampling of population and then journalize the results of sample to inhabitants, this investigation is a complete inspection on the basis of Cross Sectional data technique because the information is composed at the same time form different graduate, master level and post graduate students of different universities of Pakistan. This study is Quantitative nature because rather driving results from literature and previous studies study used numeric data for data collection. Study has taken the qualitative variables and then makes a construct to quantitatively measure these variables and get results. Reason for assortment this area of research is that today the world's market is very much economical and market share of business is very important to endure in the market or contest so there is a gap in the academic studies to purely research on Green Purchase behaviour of customers by taking the sample from 23 cities of Pakistan.

Above studies used regression, t-test, Pearson correlation, and multiple correlation tests while in the present study SEM (AMOS) and SPSS (Cronbach's Alpha) has been used. Above have done their research in one or two cities or universities while in the present study data is collected from 23 cities which are Lahore, Sialkot, Rahim Yar Khan, Bahawalpur, Sahiwal, Khanpur, Islamabad, Faisalabad, Okara, Vehari, Multan, Chunia, Gojra, Jhang, Liaquatpur, Toba Tak Singh, Summundri, Dipalpur, Alipur, Pakpattan, Chistian, Kamalia, Peshawar, Laiya, Melsi, Patoki and Sargodha.

Data collection method:

A structured questionnaire based survey having 32 items was used to collect the data from banking sector in Islamabad. The amended version of Ali, et al. [17]

For data collection questionnaire in which 5 point likert scale used as tool conducted. Instrument used in this study is adapted from previous studies. And all the components of the conceptual model are also adapted and modified with the help of previous literature. Students of Graduate, Undergraduate and Master level are selected as a target population in Pakistan. In study random sampling technique was used to collect the data. Sample size of this study was 369 because this sample size is enough for getting accurate result. The sample is taken from different colleges and universities of Lahore, Sialkot, Rahim Yar Khan, Sahiwal, Bahawalpur, Khanpur, Islamabad, Faisalabad, Okara, Vehari, Multan, Chunia, Gojra, Jhang, Liaquatpur, Toba Tak Singh, Summundri, Dipalpur, Alipur, Pakpattan, Chistain, Kamalia, Peshawar, Laiya, Melsi, Patoki and Sargodha. Random sampling is used because it removes the unfairness and give everyone equal chance to become part of sample.

Data analysis method:

Analyzing the results and data of the study have been used 'SPSS and AMOS. In SPSS the study have check the reliability of the questionnaire and then transform the variables and also calculate the Descriptive Statistics (Mean, Standard Deviation, Standard Error, Skewness and Kurtosis) and in AMOS the study have been used for getting the relationship among selected variables. In the study the Path Analysis in AMOS is also done.

Reliability:

Tool adopted in the study to check reliability is Cronbach's α Santos, [21]. Tool adopted in the study to check reliability is Cronbach's α . From the results of the study *Green Purchase Attitude* has .82 Cronbach's α , *Green Purchase Intention* has .61 Cronbach's α , *Green Purchase Behaviour* has .64, *Company Green Image* has .71, *Price and quality* has .60, *Perceived Environmental knowledge* has .61 and *Environmental Concerns* has .68 Cronbach's α . All these values show all variables are significant.

Reliability Analysis:

Sr. No	Variables	Cronbach's Alpha
1	Green Purchase Attitude	.82
2	Green Purchase Intention	.61
3	Green Purchase Behaviour	.64
4	Company's Green Image	.71
5	Price and Quality	.60
6	Perceived Environmental Knowledge	.61
7	Environmental Concern	.68

DESCRIPTIVE STATISTICS RESULTS:

Gender	Frequency	Percentage
Male	218	59.1
Female	155	40.9
Age		
Under 20	231	62.6
21-30	116	31.4
31-40	31	5.7
41-50	1	0.3
Education		
Undergraduate	223	60.4
Graduate	68	18.4
Post Graduate	40	10.8
Other	38	10.3
Income		
Below 10,000	28	14.4
10,000-20,000	37	19.00
Above 20,000	126	64.6
Profession		
Student	338	88.9
Employee	32	8.7
Self Employee	9	2.4
Others	338	88.9

ANALYSIS:

Analyzing the results and data of the study have been used ‘SPSS and AMOS. In SPSS the study have check the reliability of the questionnaire and then transform the variables and also calculate the Descriptive Statistics (sum) and in AMOS the study have been used for getting the relationship among selected variables. In the study the Path Analysis in AMOS is also done. Eventually collected data was analyzed by using structural equation modelling. According to SCHREIBER, et al. [22] structural equation modelling technique main concern is on latent variables that are defined using measurable parameters and observable variables. In the structural model, study try to find out the relationships between latent traits mine theoretically & will include dependent, independent and mediating variables. By using SEM techniques study checked out the effects of independent variables on dependent through mediating variables.

The next hypothesis is related to Environmental Concerns which shows the positive impact on (H1: estimate=.159, t_e 1.922, p= .055) Green Purchase intention and supports H1. Perceived Environmental knowledge has positive impact on Green Purchase Intention (H2: estimate= .126, t_e 1.870, p= .061) and it supports H2 at 10% significant level. While the Green Purchase Attitude has direct positive impact on Green Purchase Intention (H3: estimate= .178, t_e 4.544, p= ***) which supports H3. The Company Green Image has direct positive impact on Green Purchase Intention (H4: estimate= .111, t_e 1.849, p= .064) which supports H4. The Green Purchase Intention has direct positive impact on Green Purchase Behaviour (H5: estimate=.320, t_e 7.467, p= ***) which supports H5.

By accepting the H1, H2, H3, H4 it shows a significant support that the variable Green Purchase intention is playing a mediating role between independent and dependent variables which are supporting the H6. Price and quality is not playing a mediating role between independent variables and dependent variables proved with the results of H8, H9, H10, H11, H12 does not support H7. The results of Path model indicate that Environmental Concerns has direct positive impact (H8: estimate= .589, t_e 6.148, p = ***) on Price and Quality supports H8. While Perceived Environmental Knowledge has insignificant impact on Price and Quality (H9: estimate=.058, t_e 2.416, p= .460). While Green Purchase Attitude has negative impact on Price and Quality (H10: estimate=.014, t_e .302, p= .762) so it does not provides support to H10.

Company Green Image has positive impact on Price Quality (H11: estimate=-.169, t_e -2.097, p= .016) so it supports H11. The Price and Quality has direct positive impact on Green Purchase Behavior (H12: estimate= .275, t_e 7.627, p= ***) which supports H12.

Results indicate that Price and equality is not playing a mediating role is not playing a mediating role between the dependent and independent variables because H9 and H10 having insignificant results. While Green purchase intention playing a mediating role between independent and dependent variables and having significant results.

Goodness of fit:

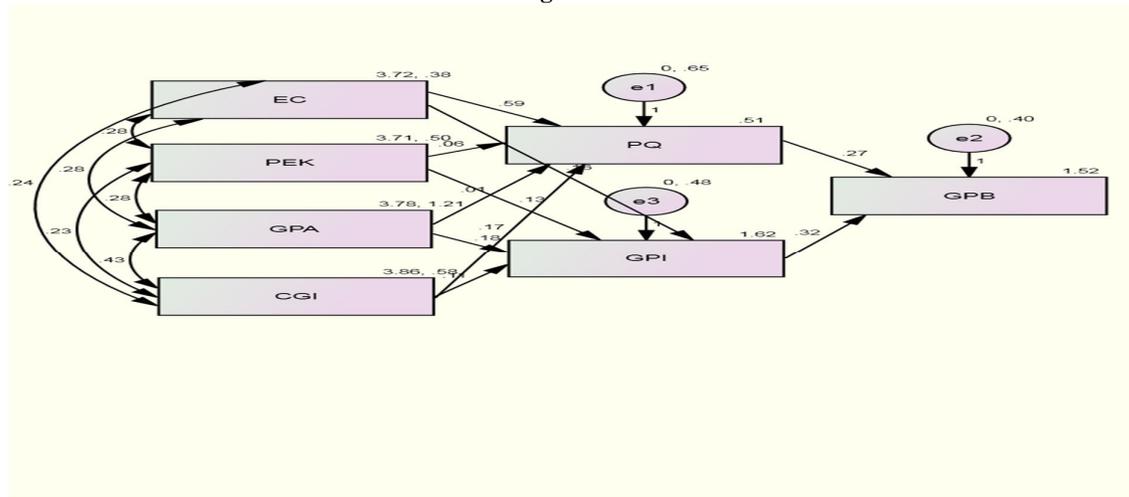
Table no. 1.3	
Indexes	Values
RMSEA	.199
NFI	.908
IFI	.913
CFI	.911
CMIN/df	15.628

Source: AMOS findings and results

The above tables indicates the informed fit index with a value of .913. Normalized goodness of fit index with a value of .908, comparative fit index with a value of .911, CMIN/df with a value of 15.628, these indices showed a fitness of research model.

MODEL IN AMOS:

Figure 1.2



Summary of Path Analysis

Table no. 1.4

Regression Weights		Estimate	S.E.	C.R.	P	Label
PQ	<-- EC	.589	.096	6.148	***	Significant
PQ	<-- PEK	.058	.078	.739	.460	Insignificant
PQ	<-- GPA	.014	.045	.302	.762	Insignificant
PQ	<-- CGI	.169	.070	2.416	.016	Significant
GPI	<-- EC	.159	.083	1.922	.055	Significant
GPI	<-- PEK	.126	.067	1.870	.061	Significant
GPI	<-- GPA	.178	.039	4.544	***	Significant
GPI	<-- CGI	.111	.060	1.849	.064	Significant
GPB	<-- PQ	.275	.036	7.627	***	Significant
GPB	<-- GPI	.320	.043	7.467	***	Significant

Source: AMOS findings and results

Covariance:

TABLE No 1.5

		Estimate	S.E.	C.R.	P	Label
GPA	<--> CGI	.429	.049	8.721	***	Significant
PEK	<--> GPA	.278	.043	6.416	***	Significant
PEK	<--> CGI	.228	.031	7.433	***	Significant
EC	<--> PEK	.279	.027	10.328	***	Significant
EC	<--> GPA	.278	.038	7.294	***	Significant
EC	<--> CGI	.238	.027	8.706	***	Significant

Source: AMOS findings and results

Variance:

TABLE No 1.6

	Estimate	S.E.	C.R.	P	Label
EC	.377	.028	13.565	***	Significant
PEK	.504	.037	13.550	***	Significant
GPA	1.215	.090	13.565	***	Significant
CGI	.580	.043	13.565	***	Significant
e1	.650	.048	13.565	***	Significant
e3	.484	.036	13.564	***	Significant
e2	.401	.030	13.565	***	Significant

CONCLUSION AND FINDINGS:

Green Environment is considered most important factor in the success of today's organization. It is affected by numerous factors. The study highlighted the factors that have an effect on Green Purchase behaviour of consumer.

Price and quality having significant positive relationship with environmental concern and company green image while all other variables like perceived environmental knowledge, green purchase attitude having insignificant positive relationship it means they are not affecting the price and quality or price and quality is not

playing a mediating role between all independent variables and green purchase behaviour or playing a mediating role only for two independent variables. While on the other side Green purchase intention having significant positive relationship with all other independent variables and also showing positive relationship between green purchase intention and green purchase behaviour so it is proved that green purchase intention is playing a mediating role among independent and dependent variables. Price and quality is also having a positive relationship with green purchase behaviour. All the results showing that the independent variables having significant impact on green purchase behaviour and considering as important to attract customers and making their mind to purchase green products. While on the other side price and quality is not playing a mediating role between independent and dependent variable.

Limitations:

This study is limited to the cities which are mostly taken from Punjab however it has also covered Sindh and Sarhad Province but the; future research can be carried on by considering other provisions that will increase the validity of current research.

Recommendations:

- Perceived environmental knowledge, environmental concern, green purchase attitude and company's green image are important for driving the green purchase intention to purchase a product.
- As the results the campaigns about green products can improve the sales of green products.
- Environmental concern and company's green image are important factors which affect the price and quality concern of customers

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