



IMPACT OF GREEN MARKETING ON PURCHASE INTENTION: AN EMPIRICAL STUDY FROM PAKISTAN

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ABSTRACT

The purpose of this study is to know the role of green perceived value, green risk and green trust on purchase intention of green product. This study applies four basic concepts of green market i.e green perceived value, green perceived risk, green perceived trust and green purchase intention. In addition, this study emphasizes this use of green marketing in different big firms all over the world. There was a survey upon this research with the help of questionnaire taking the view of the people that how different people take green marketing. The empirical results show that green perceived value is positively associated with green trust. While green perceived risk has negative relationship with both, green perceived trust and green value. Moreover, this study discusses the relationship of purchase intention of the green product with all above mentioned term of green marketing. This research paper summarizes the literature on green marketing and purchase intention of green

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products. It utilizes the four important concepts of green marketing i.e green perceived value, green perceived trust, green perceived risk and green purchase intention. Therefore, this paper develops the research framework of green purchase intentions to fill the research gap.

Key Words: Green perceived value, Green trust, Green purchase intention, Green perceived risk, Green marketing and perception.

INTRODUCTION

From the last three decades, green marketing has an extraordinary importance as it is the age of more competition and because of the number of competitor in the market; it has become a big need for a businessman to know the requirements in the market. Green marketing can be used as a big weapon to take a competitive advantage over many of the competitors in the market. The present study therefore explores green marketing strategies and its affection consumer purchasing patterns in Pakistan. Several research works have explored the concept of green marketing and consumer buying behavior in developed countries. There is a need to pay more attention on environmental issues by all the firms (Chen, 2010). If firms want to adopt green marketing successfully, the usual all aspects of marketing activities should be integrated in the concept of green marketing.

The question arises here that what is the relation between purchase intention and green perceived value, green perceived risk and green trust? Their products green marketing firm as benefit from competitive prices and their products environmental consideration their understanding of the risk reduction strategy should be applied. Applying green marketing in a firm to build consumer confidence in the minds can develop green trust. Nowadays green marketing has become more popular, there is a need to realize its importance. Since the threat is enough reliable information public companies, company, for the purchase of green products to reduce the development of their products to provide credible and reliable information is needed. It is difficult for marketers to their customers without enough information to their customers purchase their products to convince. To gain the trust for their customer on a product, there is a need to pay more attention on information on ecological changes.

Chen (2008) says that why to adopt green marketing in a firm there are five reasons which are given below:

- (1) To use opportunities about green product;
- (2) To enhance the image of product in corporations;
- (3) For the purpose of setting prices;
- (4) To take the competitive advantages, and
- (5) To follow all the ecological trend in the society.

In addition, the best advantage to take understanding green marketing and its importance is that it raises the purchase intention. Moreover marketers are concern about whether consumers perceive

greenness of their products. To attract consumer, these attributes against non-green should be matched. The study indicates that companies, who produce more value in green marketing, need to develop the attribute to the purchase intention. The main question of the research is that what should be done to increase purchase intentions keeping in view the environmental needs through a green marketing model which considers product greenness and will increase the green perceived value and decrease the perceived risk with a point of view of consumer's willing. This study will help marketers to develop a green marketing framework to increase green purchase intentions through these three important antecedents: green perceived value, green perceived risk, and green trust. The first study considered a wide range of perceived value and perceived risk related issues are discussed, none of them explores environmental or green issues. This study designs a new green marketing and relationship between marketing management framework that summarizes literature. In this paper, a new framework will research green purchase intentions. Moreover, the study confirmed a further practical test will start to know about the relationships among green perceived value, green perceived risk, green trust, and green purchase intentions. So the question to rise about the study is that what kind of relationship is there between green marketing and purchase intention of green products?" It is recommended that the consumers with a high level of environmental awareness are likely to be more environmentally friendly behavior. It has been observed that consumers with a highly awareness about the environment are more likely to be conscious about green marketing and their products. To understand green consumer behavior in a better way, the study of the relation between the ecologically conscious behavior orientation and the effective green purchasing behavior could help. All this practice is done for the purpose of making the marketing strategy about the segmentation and differentiating the product.

There are two main objectives of this research:

First is to re-examine the determinants of ecologically green consumer behavior by analyzing the green consumer profile. And second is to explore the determinants of effective green purchase behavior considering environmentally safe green product and purchase intention of the consumers.

As consumers are more concern about the environmental activities and the impact of pollutions, consumer environmentalism becomes more popular in the world. As a result, the customers are more willing to buy a product which is best fit for them all the way related to the questions attached to that regarding the environmental harms. Due to the prevalence of the environmentalism and greenness of product, consumer is more concern about the socialism. One has to warn other that it would be dangerous to use that particular thing if it harms the working of the society. In the new era of marketing, it has been more changed to develop the needs of green customers. Green marketing is a process of reducing the risk of a product to increase the trust and building a scenario that the things are supposed to be safe and risk free. Besides, green marketing companies are trying to let their consumers to meet environmental requirements or desires in implementing green strategies that can make a difference. It has been known from prior literature that for the purpose of finding out customers' green needs, to establish green products, to divide the green market into

different segments, to target one or several segments, to make green positioning strategies, and to implement a green marketing mix program companies should undertake green marketing strategies. Those companies who are conscious about risks, perception drawbacks and social warm of their specific product, need to adopt green marketing in order to get the competitive advantage on the other competitors in the market. As consumers are much aware about the ecological issues rising in the society, it is difficult to get the competitive advantage over other competitors as they are also aware about the customer's mind set accordingly. So there is a need to give a best fit practice in green marketing.

LITERATURE REVIEW

According to green marketing is a process of identifying, anticipating and satisfying the needs and wants of customers and society in a profitable and sustainable way. Corporations need to find the solutions regarding to the environmental challenges through marketing strategies to develop environmentally safer products, recyclable and biodegradable packaging, controlled pollution making and those who are efficient to take more energy during working in order to remain competitive.

Green Purchase Intention

“Green purchase intentions”, and refers to Netemeyer et al. (2005) to define it as “the likelihood that a consumer would buy a particular product resulting from his or her environmental needs”. Lu et al. (2010) indicate that customer trust positively affects customer purchase intentions.

Perceived Value

Perceived value is defined as a consumer's overall evaluation of the net benefit of a product or service based on a consumer's appraisal and desire that what a customer expecting to gain (Drew and Boltan, 1991; Spreng and Patterson, 1997). Green perceived value can also be defined as “overall appraisal by a consumer to get the net benefit of a product or service between what is received and what is given based on the consumer's environmental desires, upholding judgments, and needs to make a product environmental friendly” (Spreng and Patterson 1997). Besides, trust is the intention to accept vulnerability of each other's integrity and capability based on positive expectations (Rousseau et al., 1998). “green trust” can be defined as “a desire or belief, based on the credibility of the object depends on, benevolence, and ability about environmental performance” (Chen 2010).

Previous research has explained it because perceived value is widely considered as positive effect on marketing performance (Sweeney et al., 1999). As perceived value is more important nowadays, companies are able to enhance the purchase intention of consumers (Steenkamp and Geyskens, 2006). By differentiating the product from competitors, a company will be able to generate the value for their customers (Zeithaml, 1988). There is a positive association between perceived value

and customer trust, since high level of perceived value can be treated as highly value added product in the market (Sweeney et al., 1999). Some organization provide an over statement about environmental value of their products that their customers like their products and do not trust on that product anymore (Pollard and Kalafatis, 1999). Chen (2010) defines “green trust” as “a willingness on a product to depend with the belief resulting from its credibility, and ability about its environmental performance”. Green perceived value of customers positively affects their green trust and proposes the following hypothesis.

H1: Green perceived value is positively associated with green trust.

Perceived Risk

Perceived risk is defined as “the chances of negative environmental results associated with purchase behavior”. Green perceived risk is hurdle in between the relationship of a customer and manufacturer. Because customer purchase decision depends upon the risk associated with the product. According to (Peter and Ryan, 1976) it is a combination of negative result and uncertainty, the assessment of perceived risk would affect. Mitchell says that perceived risk theory argues that consumers are keen to minimize their perceived risk rather than to maximize their utility. The expectation of negative environmental consequences associated with purchase behavior (Peter and Ryan, 1976). Results from previous researches show that there is a negative relationship between green perceived risk and green perceived trust (Chang and Chen, 2008). There will be an impact on the purchasing behavior of the consumers because of the perceived risk (Chaudhuri, 1997). Previous results show that there is a negative impact of green perceived risk on green purchase intention (Koehn, 2003). There happened a revolutionary development in the field of marketing with the start of 21st century where customers have more environmental consideration which has caused the reason to increase the perceived risk.

Green perceived risk is negatively related to green trust and proposes the following hypothesis.

H2: There is a negative relationship between green perceived risk and green perceived trust.

Green Perceived Trust

Trust can be got from these three things – integrity, benevolence, and ability – A party organized by the word, promise, statement or any other party is likely to be dependent, say. Besides, trust is an extent of the confidence that another party would behave according to someone’s expectations. “Green purchase intentions”, and refers to Netemeyer et al. (2005) to define it as “the likelihood that a consumer would buy a particular product resulting from his or her environmental needs”. indicate that customer trust positively affects customer purchase intentions. Past researches have shown that the green trust positively relates to purchase intention. Because when the seller has developed the factor of trust, it leads the business to the more purchasing intention. The more green perceived trust of a product, the more a manufacture is able to sell its product. Green perceived trust is positively related to the green purchase intention and proposes the following hypothesis:

H3: There is a positive relationship between perceived trust and purchase intention

The effect of green perceived value and green purchase intention is positive. Perceived value is a set of attributes which are related to the perception of a product's value, so it can build up a positive word-of-mouth effect and raise purchase intentions (Sweeney et al., 1999). Zeithaml (1988) says perceived value is one of the most significant factors affecting purchase intentions. According to Chang and Chen (2008) if consumers perceive that the value of a product is higher, they are more likely to purchase the product. Past research results show that there is a positive relationship between green perceived value and green purchase intention. Purchase intention is much influenced by the green value of the product. A value, in a consumer's mind is an important element for a marketer. When value about a product is developed it leads the product to increase the selling capability more. Green perceived value is considered very important to green purchase intentions, so from this study, we imply the following hypothesis.

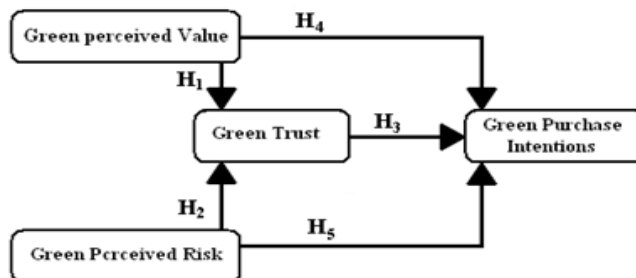
H4: Green perceived value is positively associated with green purchase intentions.

Past research shows that green perceived risk and purchase intention are negatively associated. The negative relationship is because of that the risk will decrease the buying behavior of a product. When a person is concern about the environmental working of a product, he will check that is there any disadvantage of that specific product that will harm the environment. Hence, to increase the purchase intention of a product, there is a need to decrease the green perceived risk. Green perceived risk negatively influences green purchase intentions and implies the following hypothesis.

H5: Green perceived risk is negatively associated with green purchase intentions.

investigated the determinants of green products purchased by Chinese consumers, and more specifically the relationship between GPI and GPB, and found that despite an existing knowledge and sharing of ecological values, GPI does not necessarily lead to green purchasing behavior

Figure-1. Perposed Research Model



RESEARCH METHODOLOGY

The current research is descriptive in nature. Descriptive research can be explained as describing something, some phenomenon or any particular situation. Descriptive researches are those

researches that describe the existing situation instead of interpreting and making judgments. The main objective of the descriptive research is verification of the developed hypothesis that reflects the current situation. This type of research provides information about the current scenario and focus on past or present for example quality of life in a community or customer attitudes towards any marketing activity.

Sample/data

In order to collect the data for understanding the situation about adoption of online shopping, a sample of 200 respondents will ask to participate in a self-administered questionnaire. 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 sampling is normally used for collecting a large number of completed surveys speedily and with economy.

It has ensured that sample members possess two main qualifications to participate in the self-administered survey. First, the member must have the awareness about the green marketing. Second, they must have knowledge about the Dawlance company and the products of this company. We select these sample members from different metropolitan cities of Pakistan. Two main clusters will target to collect the sample data like university students and working professionals. The selection of students and working professionals are based on the previous results of the studies on green marketing.

Instrument and Measures

The survey instrument of the current study addresses two purposes: first is to analyze the relationship of different variables in the adoption of green marketing. 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 the respondent’s information about gender, age, income, education and status etc. Section 2 includes the latent variables that are important in the current study. These variables include perceived green value, perceived green risk, perceived trust and green purchase intention. This section of the study is developed based on the past literature and already used questionnaires (Table 1). The scales of the study were adopted from the previous literature and published studies.

Table-1. Scale of the Study

No	Variables	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	Patterson and Spreng (1997)

		environmental friendly. 5) You purchase this product because it has more environmental benefit than Other products.	
2	Green perceived risk	1) There is a chance that there will be something wrong with environmental performance of this product. 2) There is a chance that this product will not work properly with respect to its environmental design. 3) There is a chance that you would get environmental penalty or loss if you use this product. 4) There is a chance that using this product will negatively affect the environment. 5) Using this product would damage your green reputation or image.	Jacoby and Kaplan (1972), Murphy and Enis (1986), and Sweeney et al. (1999)
3	Green trust	1) You feel that this product's environmental reputation is 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 for environmental Protection	Chen (2010)
4	Green purchase intention	.1) You intend to purchase this product because of its environmental concern. 2) You expect to purchase this product in the future because of its environmental performance. 3) Overall, you are glad to purchase this product because it is environmental Friendly	Chang and Chen (2008)

Procedure

The questionnaire was distributed among 200 respondents in Bahawalpur from which 150 of them gave the response. These respondents are selected on 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. A total of 150 questionnaires were selected and rest of the questionnaires was not included in the further analysis due to incomplete or invalid responses. After collecting the completed questionnaire were coded and entered into SPSS sheet for the further analysis.

Reliability Analysis

Overall Cronbach's alpha of the variables are more than acceptable and recommended while value 0.50 by Nunnally (1970) and 0.60.

Table-2. Reliability of Measurements Instrument

Scales	Items	Cronbach Alpha
Green perceived value	3	0.594
Green perceived risk	4	0.613
Perceived green trust	3	0.577
Green purchase intention	3	0.623

RESULT AND ANALYSIS

Profile of the Respondents

Personal and demographic information such as gender, age, income, education level, and Status are presented in the following table.

Table-3. Profile of the Respondents

	Category	Frequency	Percentage
Gender	Male	107	71.3
	Female	45	28.7
Age	15-20	38	25.3
	20-25	108	72
	25-30	4	2.7
Education	Intermediate	1	0.7
	Bachelor	57	38
	Master	87	58
	M.Phil	5	3.3
Income	Below 15000	122	81.3
	15000-25,000	18	12.0
	25,000-35000	10	6.7
Status	Student	140	93.3
	Employed	7	7.4
	Businessman	2	1.3
	Unemployed	1	0.7

TESTING HYPOTHESIS

Perceived Green Value and Green Perceived Trust

According to the results of the study, perceived green value have a positive relationship with purchase intention of green products with ($\beta=0.193$) and ($p<0.01$) that means the perceived green value contribute almost 20% to green purchase intention.

Green Perceived Risk, Green Trust

The regression results of the study confirm the significant negative relationship between green perceived risk and green purchase intention with ($\beta=-0.124$) and ($p<0.01$). According to these results, risk on green products contributes more than 12 % to green purchase intention.

Green Perceived Trust, Purchase Intention

Regression analysis of the green marketing model shows that there is a significant positive relationship between green perceived trust and green purchase intention with ($\beta=0.141$) and ($p<0.01$). This result shows that the trust on green products to purchase is almost 14%.

Green Perceived Value, Green Purchase Intention

According to the result of this study, it was found that the association between green perceived value and green purchase intention is about ($\beta=0.20$) and ($p<0.01$), which specifies that the bonding between green perceived value and green purchase intention is almost 20%.

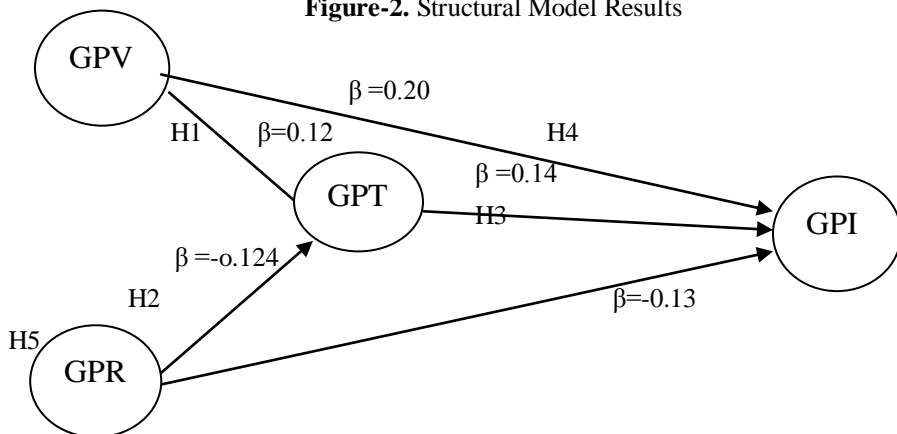
Green Perceived Risk, Green Purchase Intention

Regression analysis show that the relationship between green perceived risk and green purchase intention is ($\beta=-0.130$) and ($p<0.01$), which clears that the relationship between them is negative and is almost 13%.

Table-4. Regression Results

Hypothesis	Model Variables	Estimate	S.E	C.R	Supported
H1	Perceived trust ← Perceived value	0.193	.114	2.364	* Supported
H2	Perceived risk ← perceived value	-.124	.106	2.304	* Supported
H3	Green trust ← Purchase intention	.141	.103	2.125	* Supported
H4	Green Value ← Purchase intention	.203	.077	2.368	* Supported
H5	Green risk ← purchase intention	-.130	.073	2.507	* Supported

Figure-2. Structural Model Results



DISCUSSION

How to buy consumer behavior context of an integrated approach to environmental framework can be constructed in this literature is not conclusive. Therefore, by using environmental critics, this study enables us to generate purchase intention over green product by activating two important antecedents; green perceived value and green perceived risk. This study also focuses on the relationship of green purchase intention and the effects of green perceived value, green perceived risk and green perceived trust. The empirical result shows that green purchase intention is positively associated to green perceived value.

This study shows that there is a negative relationship of green perceived risk on both, green perceived trust and green purchase intention. This indicates that if there is any element of risk in the working of a product or service, the trust on that particular product will be lost and the purchasing behavior of that product will also disappear. Whereas the green perceived value is positively associated with both green purchase intention and green perceived trust. Because the value of a product in a consumer mind will establish a trust and therefore the purchasing behavior of the consumer will also be encouraged. All hypotheses in this study are supported by research and the reaction of the consumers on the questionnaire during the survey. Therefore investing resources to increase the value of a product and to decrease the risk regarding its work will be useful for a business.

There are four elements in this study to discuss and to know about. First, this study amalgamates the concept of green marketing and relationship with its framework to increase the purchase intention of the consumers. Secondly, when consumers are forced to know about the greenness of a product they will not sacrifice the concern regarding the working of a product. This study focuses on considering product greenness and both of product perceived value and risk to increase purchase intentions of environmental needs. Thirdly, this study results that the purchase intention of green products is simultaneously driven by two antecedents; green perceived value which specifies the positivity of that purchase intention and green perceived risk which reflects a negative influence on purchasing intentions of consumers. Fourthly, this paper study shows that the decrease in perceived risk of a product can help a consumer to increase the trust and purchase intention and can build a long time relationship with the customer.

The main purpose of this paper is to build the relationships between green purchase intentions and their two antecedents – green perceived value and green perceived risk, and to identify the partial mediation effect of green trust. This study identifies the need and want of a consumer who is conscious about the ecological changes because of the product. The manufacturer needs to worry about the questions which can be raised are being raised in the consumer mind.

The need is there to increase the perceived value of a product in order to increase the perceived trust and to enhance the purchase intention. Companies also need to reduce the element of green perceived risk of their product to enhance the purchase intention by building the perceived trust. A useful starting point of a marketer is to think about the working of its product under the specific environmental conditions. He needs to establish green marketing at the beginning so that he could handle the situation about the working of his product. Besides, Green perceived risk is more power antecedent to explain the green purchase intention because to increase the utility of a product there is a need to minimize the risk related to that particular product. As green perceived risk lessens the both, green perceived trust and green purchase intention, manufacturers need to diminish all the risks associated with the product and perception of the people about the working of the product.

In this study, there is a contribution of three main components. In this study, it is discussed that green perceived value and green perceived risk have an effect on green perceived trust which has a great impact on the green purchase intention. Green perceived risk has a negative impact on green trust whereas green perceived value is positively associated with trust. In practical, if company is going to use green marketing in its long run strategy, they need to focus on minimizing the risk regarding to their product and to increase the value and credibility of a product in order to build a green trust in consumer's mind. Second, in a more sophisticated marketing context, retailer is supposed to be an important bridge between consumer and the manufacturer in a way to defend the working and the capability of the product. They are paid to increase the trust in consumer's mind to enhance the sale ratio. Third, there is a need to build trust. Green perceived trust has a mediating effect by green perceived value and green perceived risk to show that trust is not only dependent on value of the product. It also identifies the factor of perceived risk.

Therefore, green marketing has become a way of positioning and differentiating a product in order to enhance the business long term strategy. Green marketing is contributing a significant amount in a business by satisfying the consumer in as much better way as someone can.

Retailers are supposed to be an important factor to increase the value perception of a product and to reduce the risk of the product, as they have to insist the customer that the product that you are going to buy will not disappoint you. Technical knowledge and services of a retailer in a business play an extraordinary role in the turnover rate of the sale of a product. So green marketing is much practical than theoretical. Because one has to ensure that they are going in a right way by using their product. It indicates that all this result will be cash in case if we have a long term strategy about the product.

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