FUTURE OF GREEN PRODUCTS IN PAKISTAN: AN EMPIRICAL STUDY ABOUT GREEN PURCHASE INTENTIONS

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ABSTRACT

Success of Green products becomes very necessary to keep our earth alive and help the human race to sustain. The purpose of this study is to identify the important factors that influence the green purchase intentions of the people of Pakistan. A self-administered questionnaire technique is use to analyze the green purchase intention of the people. Green purchase intention of people is tested by their green awareness, green perceived trust, green perceived value, green perceived risk and environmental responsibility. Multiple regression analysis is used to check the effects of green awareness, green perceived trust, green perceived risk, green perceived value and environmental responsibility on green purchase intention. Regression analysis showed that green perceived value is the top predictor of Pakistan adolescent' green purchase intentions. The relationship between green awareness and green purchase intention is insignificant and weak. The relationship between green perceived trust and green perceived risk is not supported and relationship between green perceived trust and green perceived value is very stronger. This paper is a vital source of information for national and international marketers about what works and what does not work in appealing to the consumers of Pakistan.

Key Words: Green Purchase Intention, Green Perceived Value, Green Perceived Risk, Green Perceived Trust, Green Awareness, Environmental Responsibility

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INTRODUCTION

Although green marketing is widely discussed and important issue in today world but despite a lot of efforts by the marketers, green purchase intentions is still under developing. Intention is a representative's particular purpose in carrying out an action or chains of actions that is aimed. The green intention supports a person, modify their views, actions and practices from the source where the main intention drives their actions. Over the earlier eras, concern about the atmosphere has become not only a major public issue but also a critical matter in academic study. Due to the increase in environmental awareness since 1970's a lot of positive change within users' behavior can be seen towards environmental related products. This change helps to initiate the green revolution to save the environment from more damages. For general public, qualities, attributes and characteristics of green goods are introduced with the help of green marketing and green awareness, so, green marketing and awareness, guide them into buying environmentally friendly products very easily. This plays an important part to shift user actual buying intention to buy environmental friendly goods. Public takes interest and noticed the environmental pollution, producing by industries and manufacturer of different type of products. People take environmental safety as their social obligation, because environmental concern has a main issue as a result of global warming.

This study is very important as organizations apply green schemes to increase perceive worth of their product and decrease perceived risk of their goods. Green goods are very beneficial for marketers because these are extra popular in the marketplace. Green promotion includes actions to develop distinguishing, rating and promoting goods and services that fulfill buyers' environmental necessities. All these benefits firms get only if there is green purchase intentions in the public. Green advertisement plays important role in the maximum sale of the companies. Green promotion is doing significant part in enhancing the sale. We know that people have trust in green products so intention makes behaviors of the users. Trust reducing the perceived risk and so the sale is maximized with creating green intention. Companies should get the advantages of utilizing green opportunities, increasing corporate images that raise their product values and enhancing their competitive advantages. Intention can be created with the help of awareness, trust and social responsibilities. Society is also suffering from air pollution, poor water quality, high level of exposure, traffic noise, rapidly shrinking landfill space, health problems, and environmental dangers.

Our dependent variable is green purchase intention and our independent variables of this study are green awareness, green trust, environmental responsibility, green perceived value and green perceived risk. Our study is focused on green purchase intention and all independent variables creating the intention. The purpose of the study is to check the influence of independent variables on dependent variable. Green awareness (GAN) is a very important factor. GAN is a like hood to identify and recall the environmental features. It will be assumed that the GAN is positively co-

related to green brand preference. Awareness is knowledge about something, so GAN is knowledge about green products and knowledge about the effects of the products on the environment. When people measure product benefits and its qualities in context of environment it is called GAN. People, who have more awareness about green products, are more intend to purchase it. Environmental responsibility is also very important factor. If the society is environmentally responsible then they have high green purchase intention. Current study also have purpose to check the environmental responsibility of society. Green perceive value (GPV) is a consumers' overall evaluation of the total advantage of a product or service among what is received and what is given based on consumers' environmental requirements sustainable expectations and green need. GPV defined in many ways, as goods meet your expectations, products have more environmental concern than other products and product with additional environmental advantages than other products. Green perceived risk (GPR) is the expectation of negative environmental consequence connected with purchase behavior. The threat in the mind of one party that other party will not perform according to their requirements and needs is called GPR. GPR is defined as green product will not working according to our needs and this product is not environmental friendly, it damages the atmosphere or it will not fulfill our demands. GPR helps the consumers to avoid purchase of green products. GPR influences the consumers' purchase behavior and intension. Green purchase intention (GPIN) the most important factor of this study. GPIN means intension to purchase product or services which are not or less harmful for environment. GPIN is the voice of consumers' heart to purchase the environmental friendly products to save the atmosphere. This study has objective that how much independent variables impact on dependent variable. We have to check, is there any relation between the green perceived value with green trust, relation between green perceived risk and green trust. Second the relationship of between green perceived value, green perceived risk, green awareness, green trust and environmental responsibility with green purchase intention.

LITERATURE REVIEW AND THEORY BUILDING

Green Purchase Intention

Green purchase intention (GPIN) is simply defined as an intention to buy a service or product which is less or not harmful for the society and environment. It can also be defined as an internal wish, desire and willingness of the people to buy a less harmful and environmental friendly product. With the developing of technology, it has some bad and negative effects on our environment like water pollution, air pollution and damage of ozone layer etc. to avoid these harmful effects, people are now more critical and sensitive about this issue and they are adopting a new trend. They tend to use such products, which have less harmful and less dangerous effects for environment. The society and public are taking more seriously noticed about environmental issues creating the more pollution in our environment, arisen from industrial sector's manufacturing activities (Chen, 2011). People are much conscious about the environmental problems, many customers have environmental beliefs and they are willing to purchase green products that have a

less harmful impact on the environment (Peattie, 1995). Many customers are willing to pay for less air pollution in the USA. They have a willingness to pay some more amounts for reduced emissions through renewable fuels (Porter and Van der Linde, 1995). The marketers and manufacturers needed to reorganize their manufacturing and business models to accomplish the consumer's environmental beliefs (Chen, 2010). With the review of previous researches it can be easily determined that there is a developing trend in the people to use such products that are less harmful for the environment. Even they are willing to pay more for such products, which have less effect on the environment. This willingness of the people to purchase environment friendly products called green purchase intention. Companies should practice such marketing activities that can influence consumer's attitude and create their intention to buy green products by changing the customer's evaluation. It can be done by targeting normative beliefs and by adding new beliefs. People's intention to purchase green products is based on different variables that are examined and proved to have an effect on green purchase intention. Some variables that we have founded to have much influence on green purchase intention, are discussed as under.

Green Awareness

Awareness means to have the knowledge about something. Green awareness (GAN) means to have the knowledge about the effects of a product on environment. When the people evaluate a product and its features and benefits in the context of environment, it is called GAN. A person, who will have more knowledge about product and its performance, will be more intend to purchase it. It is in the case of green purchase intention. It proved that people, who have more education, are relatively more worried about the environment (Granzin and Olsen, 1991). GAN is most important factor in green purchase intention (Maha and Ahmad, 2012). In 1993, Keller presented his conceptual model. In this conceptual model, he proved that the customer's response to marketing activities is correlated with customer's brand knowledge and brand awareness. An average consumer that has low knowledge and awareness of a green product will be less intends to purchase it.

It also proved by (Rand Corporation. 2004) that there is a less opportunity for an average consumer to form an attitude about an environment friendly product than about a general product, unless the customer tries to know about this product. As the companies, which are, manufacturing green products do not make clear green claims in their advertising campaign. Alston and Prince Roberts, (1990) found that people wish to be more aware about how the green products are, and what the clear advantages are. It is highly stressed that consumers are less communicated about green products and the consumer will induced to buy green products if there is a better market communication of green products. It is also proved in many others researches that prior knowledge and awareness about a green product create intention of customer to purchase green.

H$_1$: People, who have more awareness about green products, are more intend to purchase it.

Green Perceived Risk

Perceived risk means the danger in the mind of one party that the other party will not act according to the agreement. Simply we can say that perceived risk is the perception of the customers that the product will not be according to their demand and needs and it will not be able to fulfill their needs. Perceived risk can force customers to avoid purchasing a product and to be saved from being deceived. Perceived risk is defined as an arrangement of ambiguity and negative outcome, the more evaluation of perceived risk results a change in customer purchase decision (Peter and Ryan, 1976). Perceived risk theory explained that people want to minimize their perceived risk instead of maximizing their utility (Mitchell, 1999). Therefore, we can easily conclude that a customer will be risk avoider while buying any new product. Perceived risk is a main barrier in trusting any new product. Risk may be based on two things; firstly, it may be due to any bad experience of being deceived in past. Secondly, it may be due to the negative word-of-mouth. These two factors create the perceived risk and create distrust on any product. When we talk about the green perceived risk, it refers to customer's perception that the product will be low-grade in quality or will not be environmental friendly etc. In the early time of green marketing, many companies had adopted this practice to just claim a non-green product as a green product to capture and to boost up the sales. So now, the customers are keen to minimize this practice.

Ultimately, the consumers are not ready to purchase a product because they do not have trust on the seller due to the communication gap between sellers and buyers (Gregg and Walczak, 2008). In a few possible words, we can say that there is a negative association between perceived risk and customer's green trust. If the risk were high, it would decrease the trust and would create the low GPIN. If the perceived risk is reduced, it would results the increase of a product's purchase possibility and it would raise the customer purchase intentions. Therefore, it proved that GPR is negatively related with GPT (Chang and Chen, 2008; Mitchell, 1999; Wood and Scheer, 1996). If a customer has a high GPR there is a low chance that the customer will buy the product (Mitchell, 1999). Perceived risk is one party's anticipation of a loss, so it would change the customer's purchasing behavior significantly (Chaudhuri, 1997; Engel et al. 1986). Risk perceptions have a strong positive relationship with negative consumption emotions. These negative emotions have a significant and direct effect on customer's trust (Chaudhuri, 1997). Based on above-mentioned researches we can make hypothesis:

H$_2$: There is a negative relationship between green perceived risk and green purchase intention.
H$_3$: There is a negative relationship between green perceived risk and green trust.

Green Perceived Trust

Trust means expectation held by one party that the word, promise, or statement of another party could be relied on (Rotter, 1971; Schurr and Ozanne, 1985). There are three main causes of trust, believes on truthfulness, goodwill and aptitude. Trust is level of the self-assurance that another party would behave as expected (Hart and Saunders, 1997). GPT is an essential determinant of

long-term consumer activities (Lee et al. 2011). Hence, consumer GPT affects consumer GPIN. Past literature recommends that GPT is a determinant of GPIN (Schlosser et al. 2006). If buyers have had a good experience with the seller, they would have a higher level of GPIN. Thus, GPT is inventor of GPIN (van der Heijden et al. 2003). Previous study shows that customer GPT would positively impudence customer GPIN (Schlosser et al. 2006).

Recently, customers are unwilling to trust on few companies due to overemphasizing the environmental performance of their product (Kalafatis and Pollard, 1999). Chen (2010) argues that GPT would affect consumers' purchase behaviors in the environmental era. GPIN is characterizes as "the likelihood that a consumer would buy a particular product resulting from his or her environmental needs" (Lu et al. 2010). Chen (2010) indicates that customer GPT is positively affects customer GPIN. In this circumstance of environmental management, this study hypothesizes that GPT of customers is positively affects their GPIN and proposes the following hypothesis:

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

Green Perceived Value

Green perceived value (GPV) means the total benefits, features and performance of a Green product in the mind of customer. According to Spreng and Patterson (1997) and Drew and Bolton (1991) GPV is a customer estimation about his overall benefit from Green product. Simply we can say that it is the imagination of the customer that what he can derived from a green product by purchasing it. When we talk about green product and it's GPV, it refers to the evaluation of the benefits and performance of green products in the mind of the customer prior to use it. A product's greenness is not the surety of its sale. As GPV has been already explored, it has a positive impact on marketing performance (Sweeney et al. 1999). The GPV is much important today, different companies can improve GPIN by emphasizing their product value (Steenkamp and Geyskens, 2006). A Customer takes interest in a product because of benefit of the product and its differences from competitors' products (Zeithaml, 1988; Aaker, 1996). Green product provides the same benefits and performance as a non-green product and environment friendly, which enhance values in the mind of customers to boost up its sale. GPV could not only play an important role in affecting GPIN but it also has an essential determinant in maintaining long term customer relationship (Zhuang et al. 2010; Zeithaml, 1988). A few firms loose the interest of their customer by over stating the environmental value of their products (Kalafatis and Pollard, 1999). Past research posits that there is a positive relationship between GPV and GPT. These factors can increase post purchase customer's confidence for the product (Sweeney et al. 1999; Eid, 2011; Sirdeshmukh et al. 2002). Thus, the current study theorizes that GPV of customers is positively associated with GPIN and GPT and proposes the following hypotheses:

H₄: Green perceived value and Green purchase intention are positively co-related.
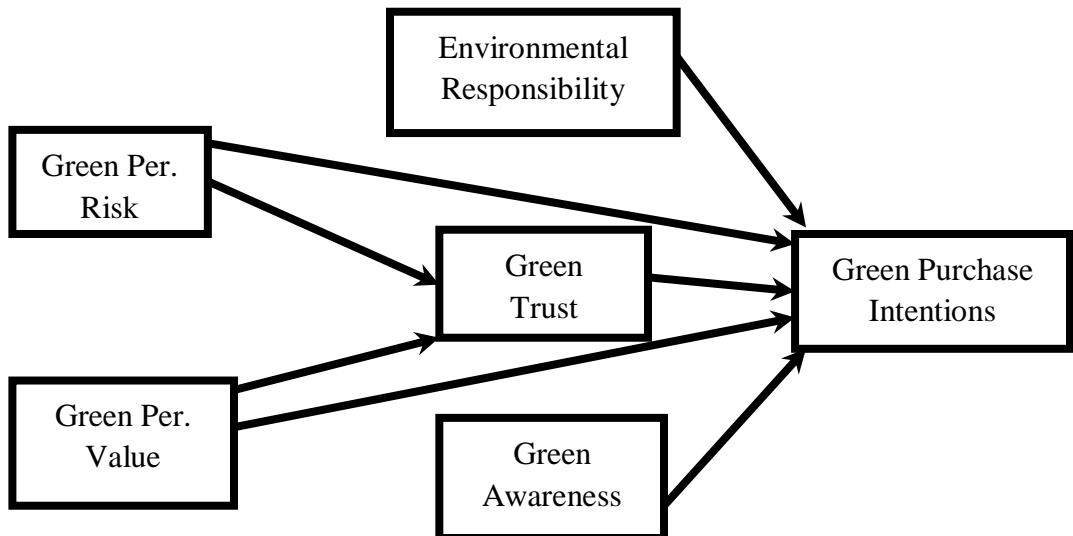
H₅: Green perceived value and green trust are positively co-related.

Perceived Environmental Responsibility

Another variable that influence people to purchase green products is their concern about the environmental and social responsibility to save the nature, environment and society from the dangerous effect arisen by using non-green products. Here the PER refers to the degree of emotional involvement in environmental issues. It has been found that from the last decade, people have additional PER, Knowledge and awareness of environmental problems (Lai, 2000) but still their sense of individual responsibility in environmental safety is normally weak. PER simply means a behavior and attitude of a person that he/she is responsible for his/her consuming and its effects on the environment and nature. It is defined by a famous researcher that green consumers are those who avoid those products that are likely to damage health of user, because significant damage to the environment during manufacturing (Strong, 1996). A researcher has confirmed with his research that compare to males, females had higher levels of PER towards environmental protection (Zelezny et al. 2000). On one hand they expect, the government can eliminate the environmental problem. On the other hand, they are hesitant to make one-side sacrifices with the government's policy (Lai, 2000). The norm activation model is often used to explain gender difference in PER. The model suggest that helping behavior is most likely to occur when individual are aware of harmful consequences and feel responsible for these consequences (Schwartz, 1977). PER is a main variable that guides a person's attraction and intention towards green purchasing (Kaman Lee, 2012). It is verified that Asian citizen's societies are becoming conscious of alarming environmental problems (Johri and Sahasakmontri, 1998). PER is a determinant of purchasing behavior towards green products.

H₆: There is a positive relationship between Environmental responsibility and Green purchase intentions.

PROPOSED MODEL

RESEARCH METHODOLOGY

The research we are having now is very expressive. This research may be visualized as telling something, happening of something or any particular situation. Descriptive researches are those researches that describe the available circumstances instead of interpreting and making judgments (Creswell, 1994). 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 situation and focal point of it on past or now, for example quality of life in a community or customer attitudes towards any marketing activities (Kumar, 2005).

Sample/Data

In order to collect the data about adoption of green marketing, a sample of 200 respondents were asked to contribute in a self-administered questionnaire. The inhabitants for the current analysis are consumer of Pakistan. The study, we are making, utilizes a convenience sampling technique that is an ease in sampling. This type of sampling is a sampling technique that achieves and records the relevant information from the model or the unit of the study that are easily available (Zikmund, 1997). Convenience sampling is normally used for getting data by a large number of completed surveys speedily and with economy (Lym et al. 2010). It is to be verified that the model members posses two main criterion to participate in the self-administered survey. First the sample members having enough knowledge about green marketing. Second, they have a regular style of purchasing. We select the sample members from vast areas of Bahawalpur. Two main clusters were target to collect the sample data like students, studying in university and working professionals. The selection of the students and working professionals are based on the previous results of the studies on the green marketing.

Instruments and Measures

The survey instruments of the study we are having now, address to major purposes; 1st is to analyses the relationship of different variables in the adoption of green marketing, 2nd to collect information about the different characteristics of the respondents that can be used to understand the variations in variety of categories. The survey instruments hold two sections. Section 1 includes different personal and demographic variables. This part will attain the respondents' information about gender, age, income, education and status. Section 2 includes latent variables that are important in the current study. These variables include GAN, green perceived responsibility, green perceived value, GPR, GPT and GPIN. This part of the study is based on the literature and previously used questionnaires.

The scales of the study were adopted from the literature and published studies. The first variable of the study is GAN. It has 5 items taken from Keller (1993). Next variable is GPT. It has 5 items taken from Chen (2010). Next variable is GPV, which has 5 items taken from Patterson and Spreng (1997). The other variable is GPR having 3 items taken from Sweeney et al. (1999). The next

variable is perceived environmental responsibility, which has 7 items taken from (Lee, 2008). Last variable is GPIN, which has 3 items taken from Chen, (2008).

Table-1. Table of Scales

No	Variables	Parameters	References
1	Green Awareness	i) You are aware of the environmental efforts exerted by this brand. ii) You have seen some environmental labels and slogans for this brand. iii) You recognize the meaning of the environmental slogans and symbols that your brand uses in its marketing campaigns iv) You can remember some of the environmental symbols that your brand used in the marketing campaigns. v) If you notice an environmental label on one brand, you will prefer to use it.	(Keller, 1993)
2	Green perceived trust	i) You feel that this product's environmental reputation is generally reliable. ii) You feel that this product's environmental performance is generally dependable. iii) You feel that this product's environmental claims are generally trustworthy. iv) This product's environmental concern meets your expectations. v) This product keeps promises and commitments for environmental protection	Chen (2010)
3	Green perceived Value	This product's environmental functions provide very good value for you. This product's environmental performance meets your expectations. You purchase this product because it has more environmental concern than other products. You purchase this product because it is environmental friendly. You purchase this product because it has more environmental benefits than other products.	Patterson and Spreng (1997)
4	Green perceived risk	There is a chance that there will be something wrong with environmental performance of this product. There is a chance that this product will not work properly with respect to its environmental design. iii) There is a chance that using this product will negatively affect the environment.	Sweeney et al. (1999)
5	Perceived environmental responsibility	I should be responsible for protecting our environment. Environmental protection starts with me. How much responsibility do you think you have in protecting the environment in Pakistan? I have taken responsibility for environmental protection since I was young. How willing are you to take up responsibility to protect the	Lee (2008)

		environment in Pakistan?	
		Environmental protection is the responsibility of the Pakistan government, not me.	
		Environmental protection is the responsibility of the environmental organizations, not me.	
6	Green purchase intention	You intend to purchase green product because of its environmental concern.	Chen (2008)
		You expect to purchase green product in the future because of its environmental performance.	
		Overall, you are glad to purchase green product because it is environmental friendly	

Procedure

The questionnaire was distributed among 200 respondents in different areas of Bahawalpur. These respondents are selected based on the criteria above mentioned. Before giving the questionnaire, the purpose of the 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 the rest of the questionnaires were not included in the further analysis due to incomplete or invalid responses. After collecting, the completed questionnaires were coded and entered into SPSS sheet for regression analysis.

Reliability Analysis

Over all Cronbach's alphas of all variables in our study are more than acceptable and recommended values of 0.50 by Nunnally (1970). This shows that all the 28 items were reliable and valid to measure the opinions of the consumers towards green marketing (Table-2).

Table- 2. Reliability Analysis

Scales	Items	Cronbach's Alpha
Green Awareness	5	0.80
Green Perceived Trust	5	0.798
Green Perceived Value	5	0.784
Green Perceived Risk	3	0.864
Perceived Environmental Responsibility	7	0.690
Green Purchase Intention	3	0.81

ANALYSIS AND RESULTS

Profile of the Respondents

Personal and demographic information such as gender, age, income, education and status are presented in the following Table-3.

Table-3. Profile of the respondent

Variable	Category	Frequency	Percentage
Gender	Male	96	64
	Female	54	36
Age	15-20	29	19.3
	20-25	72	48
	25-30	17	11.3
	30-35	9	6.0
	35-40	10	6.7
	40-45	8	5.3
	45-50	3	2
	50-above	2	1.3
Income	0-10000	87	58
	10000-20000	20	13.3
	20000-30000	18	12
	30000-40000	10	6.7
	40000-50000	10	6.7
	50000-above	5	3.3
Education	Inter	6	4
	Bachelor	61	40.7
	Master	65	43.3
	M.S./M.Phil	17	11.3
	Ph.D	1	0.7
Status	Student	100	66.7
	Employed	19	12.7
	Business	17	11.3
	Unemployed	9	6.0
	Household	5	3.3

Hypothesis Testing

This section of the study finally tests the model after satisfying the requirements of reliability and validity. The casual relationships of the independent variable were measured on dependent variables.

Green Awareness and Green Purchase Intention

While considering significance between GAN and GPIN, the results of the current study show no significant relationship between these two variables with (β = 0.022) and (p = 0.764). Based on these results we reject H_1 and wrap up that the study did not find significant relationship of GAN with GPIN.

Green Perceived Risk, Green Purchase Intention and Green Perceived Trust

The regression analysis of the study makes us sure that there is a strong negative relationship between the variable GPR and GPIN with (β = -0.273) and (p = 0.000). In accordance to these results, the study confirms H_2. Considering the significance between GPR and GPT the results of the study we are doing now shows no significant negative relationship between these two variables with (β = -0.097) and (p = 0.141). Therefore, in accordance to current study we reject the H_2.

Green Perceived Trust and Green Purchase Intentions

The regression results of the study makes us sure that there is significant positive relationship between GPT and GPIN with a (β=0.156) and (p=0.013). According to these results, GPT contributes more than 15% towards green purchase intentions. These results of the study validate the H_3.

Green Perceived Value, Green Purchase Intentions and Green Perceived Trust

The regression results of the study ensure us the significant positive relationship between GPV and GPIN with a ($\beta = 0.442$) and (p = 0.000). According to these results, GPV contributes more than 44% towards GPIN. This study, having positive results, validates the H_4. While making an allowance for the significance between GPV and green trust, the results of the current study shows a significant positive relationship between these two variables with ($\beta = 0.635$) and (p = 0.000). In accordance to the result of this study, GPV contributes more than 63% in GPT. These results of the current study validate H_5.

Perceived Environmental Responsibility and Green Purchase Intention

The results taken by the regression analysis of the study confirm the strong positive relationship between PER and GPIN with a ($\beta = 0.192$) and (p = 0.003). In accordance to these results, PER having contribution more than 19% in GPIN. These results of the study validate the H_6.
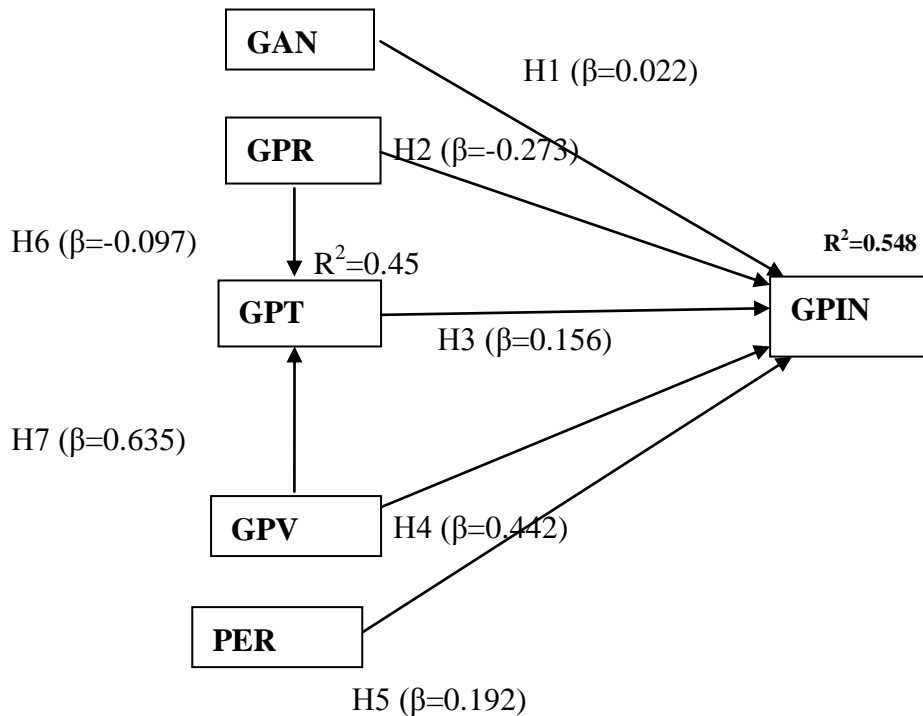
Table -4. REGREESSION RESULTS

Hypothesis	Model Variables	Estimate	S.E.	C.R.	P	Results
H1	GPIN ← GAN	.022	.073	.300	0.764	Not supported
H2	GPIN ← GPR	-.273	.045	-4.509	0.000	Supported
H3	GPIN ← GPT	.156	.099	2.656	0.013	Supported
H4	GPIN ← GPV	.442	.095	5.480	0.000	Supported
H5	GPIN ← PER	.192	.093	3.004	0.003	Supported
H6	GPT ← GPR	.042	.042	-1.478	0.141	Not supported
H7	GPT ← GPV	.635	.067	9.658	0.000	Supported

DISCUSSION

This study provides an approach about perceived and GPR to start the building process of purchase intentions in the background of environmental management. This study develops a research framework of green purchase intentions to further analyze its associations with GPV, GPR and GPT. The experiential outcomes show that GPV positively relates to both of GPT and GPIN. Additionally, this study shows that GPR negatively relates to both of GPR and GPIN. Moreover, this study finds out that the associations between GPIN and its two variables – GPV and GPR are to some extent mediated by GPT. Therefore, spending money in increase of GPV and the reduction of GPR is handy to lift GPT and GPIN.

This study has five major academic contributions. First, this study makes a new research framework of GPIN by combining the two concepts relationship marketing and green marketing. The second contribution is that when the consumers are forced in compromising on product's features and product's greenness, they are not ready to sacrifice their needs and requirement for the sake of greenness and environment. This study develops a research framework that explain this issue by studying the different concepts, the product greenness, product perceived value and product perceived risk to increase people's purchase intentions of ecological needs under the context of customer uncertainty. Third, this study shows that the relationship between GPIN and its two independent variables– GPV and GPR, GPT is discussed as a mediator variable among GPV, GPR and GPIN. Fourth, this study explains the research of Perceived value and purchase intention in the context of green marketing.

Structural Model Results

Fifth, this study explained that decrease in the perceived risk of the people about any product could be helpful in increasing customer trust for green products. This paper extends the research of consumer trust and perceived risk into the field of green marketing. The main purpose of this paper is to show the relationships between GPIN and their variables GPV, GAN, GPR, PER and GPT. Companies should increase their GPV, reduce their GPR, and enhance their green trust in order to raise their GPIN in the environmental era. A helpful starting point for marketers is to make strategies for raising perceptions of green value and for serving latent customers to develop enough green trust to build up a long lasting relationship in the environmental era. Besides, perceived risk

is dominant to explain consumer behavior because consumers are mostly urged to lower risk than to increase benefits in their purchase processes. Since GPR would decrease of both GPT and GPIN, marketers must eradicate and reduce the opinion of GPR at every cost. GAN was the issue people disagreed most with it. It has been also found that the relationship between GAN and GAN is very weak. Also using multiple tests, it was found that GAN has no significant effects the GPIN. This suggests that the consumers do not apply enough efforts to extend awareness. Therefore, it could be argued that because "GAN has no significant effects on GPIN so there is no reason to waste money on "GPIN" clearly funds spent on "GAN" will not increase the GPIN at all; that's why, these funds could be spent on other variables.

Three main managerial implications of this study are as follows; first, this study confirms that increasing GPV and reducing GPR increase GPT, and increase GPIN. If companies want to enhance GPIN for their products, they must combine the concepts of GPV, GPR, and GPT into their long-term organizational and environmental strategies in the strategic planning. Second implication is about marketing perspective, it explain that the retailers is an important channel of information and communication between consumer and manufacturer to enhance GPV and to lower GPR in order to increase GPIN. Third, companies would need to increase GPT of their customers. Because there exists a considerable mediation effect of GPT in this study, companies can increase GPT from their customers to increase the extent of the positive correlation between GPV and GPIN and to decrease the extent of the negative association between GPR and GPIN. Since green marketing can become a way of differentiating and positioning nowadays, firms must utilize the environmental concerns of consumers' to distinguish and to place their products in order to grab new green markets. Although some firms would like to build up long- term strategies to perform their green marketing, the main issue for them is how to establish their environmental mission into their business strategies instead of only promoting their green products.

Limitations and Future Research

It is important to note that due to limited resources, the current study is confined to one city of Pakistan and it could not be the representative of the all citizens of Pakistan. Present study includes the very small sample size; the follow up researches may increase the sample size and can collect the data from various major cities of Pakistan like Lahore, Karachi and Islamabad. Convenient sampling is used and the respondent are all from the same university as such result may not represent the intention of whole country, it can limit the potential of the conclusions.

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