



ENHANCING THE GREEN PURCHASE INTENTION BASED ON GREEN MARKETING: AN EMPIRICAL STUDY FROM PAKISTAN

Muhammad Rizwan¹
Shahzad Ubair Ahmad
Najma Mehboob

ABSTRACT

In recent days, the companies are extensively using technology for the promotion of green marketing. This study aims to explore the factors that affect purchase intention and its build up a conceptual model to inspect the influence of three preceding factors (green perceived value, green perceived risk, and trust) on purchase intention based green marketing. Data is collected from 150 respondents through self-administered questionnaires. The usable questionnaires were entered in the SPSS for regression analysis. Results of the study show significant relationship of perceived value and perceived risk with trust and trust to purchase intention. On other side green perceived value and green perceived risk significantly affect green purchase intention. The study did not find any relationship between value and risk. The results indicate the relative importance of three preceding factors of perceived value, perceived risk and trust towards green marketing. These factors influence the green purchase intention.

Key Words: Perceived value, Green perceived risk, Green trust, Green purchase intention, Green marketing, Perception.

INTRODUCTION

Green marketing is an important subject of academic research. The present study therefore explores green marketing strategies & its influence on consumer purchasing patterns in Pakistan. Several research works have explored the concept of green marketing and consumer buying behavior in developed countries. In environmental terms, firms have some industries such as the electronics industry, more interested in the green marketing (Chen, 2010). If firms want to take successful

¹ Department of Management Sciences, The Islamia University Of Bahawalpur, Pakistan
Corresponding author's E-Mail: rizwan.arshad@iub.edu.pk,

green marketing and green marketing practices marketing ideas all features should be included in this (Ottman, 1992).

The question is that what relation is there connecting green purchase intention among green perceived value, green perceived threat and trust? Green marketing policy of the firm to get a competitive environment to consider the price of their products and their products should enhance the price as low risk. Green products and plans to purchase additional market are accepted green products are more popular in the market, everywhere now days. Through more reliable information to the public from the very beginning is willing to purchase green products, companies to their customers reliable information about the product to reduce the risk of providing our customers should consider. It is difficult for marketers to provide consumers with sufficient information to consumers to purchase their products to verify. Companies, environmental behavior and performance of their products to gain the trust of their users expose additional information are required. Companies implement green marketing for five reasons:

1. Use of green opportunities
2. Increase business image.
3. Raise the price of their products.
4. Enhancing competitive advantages
5. Follow by environmental trend

In adding, responsibility of green marketing can be raised customer purchase intentions. While marketers about whether consumers purchase products greenish news about your needs. The increases in product research companies need to improve the consumer shopping intentions for the match have greenish. It is important to study the problem. This paper would like to expand the study of green purchase intentions into a latest outline. Although previous research value and risk as broadly about green issues are talked about, nothing about these shows is green or environmental issues. In this study, we believe buying a fresh green marketing and relationship management structure that summarizes prose. Paper green purchasing intentions to build a new research extension would be similar. In addition, as the cost of research green, green and green purchase intentions with risk as verified Association will assume a new experience. If green and green shopping is kind of association between intention then it is recommended that the height of environmental awareness with high potential customers have extra an environmentally friendly approach. He is the author of green purchasing behavior determined by different. Some writers sense measures and the environment behavior, which are more common use to indicate bias (e.g. ECCB. Other than the objective measure of effective green purchasing behavior (GPB) attempted to provide (see for example, Chan, 2001). Environmental conscious behavior (ECCB) studied the relationship between knowledge and effective GPB better understanding of green consumer behavior can help. For this reason it is important to understand and green consumer profiles and for

normal behavior, so that firms can expand up segmentation strategy. The purpose of this research study is twofold:

1. Go back to the green consumer (social community) by the green consumer economy (ECCB) and behavioral determinants.
2. Effectual green procurement (GPB) to investigate determinants of behavior as the previous expression ECCB and green procurement.

LITERATURE REVIEW

Administrative process which identifies, predicts, as the green marketing needs to convince the customer wants, their society is beneficial and sustainable way. Corporations will have to locate solutions in accordance to environmental challenge through marketing strategies to develop ecologically safer products, environmental and ecological packaging, better pollutions controls and further energy-efficient operations in order to remain aggressive. Since the increase in consumer environmental protection activities and focus more on the effects of pollutions, users are accepting environment in the world (McIntosh, 1991). A result, though, users who are extra green products are not dangerous for the environment is ready to buy. Environment and oppressive ordinariness materialization of environmental policy, firms that represent their business prospects can take green should reconsider. Green marketing generally satisfied that green consumers want most urbanized area in the market. Green marketing is a method of marketing to maintain consumer functions. Moreover, companies could take on the idea of green marketing put into the actions of the strategies of green separation to convince consumers' environmental wants or wishes. Previous prose posits that companies should take on the strategies of green marketing to find out consumers' green wants, to begin on green products, to split into different section the green market, to mark one or some sections, to prepare green placing strategies and to execute the mix plan for a green marketing. Past prose suggest that companies marketing green building policies, environmental benefits should be competitive in those days. The consumer product features and produces a trade-off between lushness constructions are implemented, primarily for customers' needs only the green will not. He believed that value green positive effect on confidence. Estimated value to consumers as a consumer product or service benefit most from the support grid is defined as a diagnosis. "Construction of a novel" green deemed value" and General Patterson and Spreng (1997) refers to this as the explanation of total consideration received by users and between users is based on a product is or the Naval Service aspirations, expectations sustainable, and green needs. In addition, trust and appreciate each other's skills based on positive obligation to enter the goal. As an object believed or expected results based on consent green trust, Chen, (2010) defines.

The study examined the costs are considered fat because it is the result obliging marketing to presentation. He said, "because as much more important today, company's value products to improve the user can purchase intentions". Products from their competitor's products distinguished

contributions and benefits can be accessed by the users. Connected as a positive value and customer trust relationships, while still guaranteeing the product as the major phase can enter purchase. Such a large number of firms that produce consumer products are some additional doubt exaggerate the environmental value. The product, service, or BR and environmental normal or confidence about the reliability, benevolence, and interest was based on the expected willingness to rely on trust green in Chen (2010), the description of schoolwork” Green geological period as consumer confidence all influence the cost and design of the proposed green.

Green Perceived Value and Green Trust

Perceived value is a bundle of characteristics that are linked to observation of the value of a product, thus it can construct a positive rumor result & increase green trust. I see the majority of green trust (Zeithaml, 1988) is one of the main factors moving. Consumers recognize that the product value is increase; it is extra possible to buy the product. Previous literature indicates that as much positive consumers green trust are associated with reducing the cost of failure to respond to consumer green trust can. The literature demonstrates that customers understand the positive value of their green trust (Cronin et al. 1997). Green perceived value is much critical to green trust, thus this study involves the hypothesis as under:

H₁. Green perceived value is positively linked with green trust.

Green Perceived Risk and Green Trust

Such “risk potential negative environmental consequences associated with purchase behavior” is clear. Since risk is a combination of negative importance and general improbability, risk estimates will affect consumer purchasing choices. Concept of risk is considered evidence that customers want. They do a lot of research before we risk reducing the risk of conflict will increase their usefulness. The possibility of harmful environmental consequences of buying behavior is connected. The study indicates that as risk adverse as decides to purchase consumer confidence and general attitudes (Chowdhury, 1997) influence. Increased environmental development, environmental reflects that consumers considered additional risk is increased. Green as dangerous and harmful influence on the theory of green will add confidence, thus this study involves the hypothesis as under:

H₂. Green perceived risk negatively associated with green trust.

Green Trust to Green Purchase Intention

Reliability, empathy, ability and general, three confident attitude causes revelry that one word, promise, or may rely on a statement of revelry determined by hope. In addition, confidence guarantees that a different result would revelry estimate of the level. "Green purchase intentions" and is Netemeyer el al. (2005) as the probability that a user on a particular green his or her needs will buy the product to describe it. Argues that customer confidence is affecting all consumers

purchase intentions. For example, in literature posits that consumer confidence consumer purchase intentions are a factor. If buyers believe the seller is smart, he will receive a high level of purchase intentions. Consumer confidence is evaluated as a customer purchase intentions. The study illustrates that consumer confidence manipulate customer purchase intentions at all. Green concept that customers trust affects all their green purchase intentions and suggests the hypothesis:

H₃. Green trust is positively associated with green purchase intentions.

Green Perceived Value to Green Purchase Intention

Perceived value is a bundle of characteristics that are linked to observation of the value of a product, thus it can construct a positive rumor result & increase purchase intentions. "I see the majority of purchase intentions (Zeithaml, 1988) is one of the main factors moving."Consumers recognize that the product value is increase; it is extra possible to buy the product. Previous literature indicates that as much positive consumer purchase intentions are associated with in reducing the cost of failure to respond to consumer purchase intentions can. The literature demonstrates that customers understand the positive value of their purchase intentions (Cronin et al, 1997), (Patterson and Spreng, 1997). Green perceived value is much critical to green purchase intentions, thus this study involves the hypothesis as under:

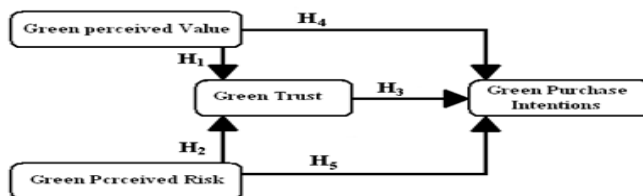
H₄. Green perceived value is positively associated with green purchase intentions.

Green Perceived Risk to Green Purchase Intention

Risk of consumer purchase decisions (Murphy and Enis, 1986) is adversely influence. Threat theory posits that the buyer’s perceived risk rather than reducing the expected benefits are considered the most appropriate form. A relative risk of a failure is expected; appreciably affect the behavior of customers (Engel et al. 1986; Mitchell, 1992; Chaudhuri, 1997). Considered to reduce the risk buying opportunity and increase customer purchase intentions, such as unhelpfully risk is associated with an increase purchase intentions lead. The first point considered prose consumer purchase intentions fall risk could expand. Green perceived risk unconstructively manipulates green purchase intentions and involves the hypothesis as under:

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

Figure-1: Proposed model



RESEARCH METHODOLOGY

The current research is descriptive in its nature. Descriptive research can be explained as describe something some phenomena or any specific situation. Descriptive researches are those represents that represents the existing condition instead of translating and making judgment. The main idea of the descriptive research is to confirm the developed hypothesis that reflects the existing situation. This type of research provides information about the current scenario and focus on past or present for example quality of life in a commodity or customer attitudes towards any marketing activity.

Sample /Data

In order to gather the information about adoption of green marketing, a sample of 150 defendants will ask to participate in a self administered questionnaire. The population for the current research is green products users in Pakistan. The current study utilizes a non probability sampling technique that is convenience sampling. It has believed that the sample members posses two main qualification to participate in the self administered survey. First the sample member should be using green products and having enough information about these green products. Second they never buy any product over the green product. We selected these sample members from different rural & urban areas of Pakistan. Two main groups will target to collect the sample data like university students and working professionals. The selection of students and professionals are based on the previous result of the studies on green marketing. Income also plays an important role for the adoption of green marketing.

Instrument & Measures

The survey instrument of the current study address two major purposes: first is to analyze the relationships of different variables in the adoption of green marketing. Second to collect information about different characteristics of the defendants that can be used to understand the changes in different categories. The survey instrument contains two sections. Section 1 contains different personal and demographic variables. This section will obtain the respondent's information about gender, age, income, education and status. Section 2 contains the hidden variables that are important in the current study. These variables include green perceived value, green perceived risk, green trust and green purchase intention. This section of the study is based on the past literature and already used questionnaires (Table-1). The sales of the study were adopted from the previous literature & published studies. The first variable of the study was green perceived value and have five items. These scales were taken from Patterson and Spreng (1997). The next variable is green perceived risk having five matter was taken from Jacoby and Kaplan (1972), Murphy and Enis (1986), and Sweeney et al. (1999). The third variable is green trust with five questions and this scale was taken from Chen (2010). The last variable is green purchase intention having three factors was taken from Chang and Chen (2008).

Table-1. Scales 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 environmental friendly. 5) You purchase this product because it has more environmental benefit than Other products.	Patterson and Spreng (1997)
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 dispersed among 200 respondents in Bahawalpur. These respondents are selected based on the criteria above mention. Previous to giving the questionnaire, the function of study and questions were explained to the respondents so that they can easily fill the questionnaires with related response. A total of 150 questionnaires were chosen and rest of the questionnaires was not included in the further analyses due to incomplete or unacceptable response. Following

collecting the completed questionnaires. These questionnaires were coded and entered into SPSS sheet for ANOVA and regression.

Reliability Analysis

Overall cronbach alpha of the variables are more than acceptable & recommended value 0.50 and 0.60. This shows that all the 18 items were reliable and applicable to measure the opinion of consumers towards green marketing.

Table-2. Reliability of Measurements Instruments

Scales	Items	Cronbach Alpha
Green Perceived Value	5	0.68
Green Perceived Risk	5	0.866
Green Trust	5	0.604
Green Purchase Intention	3	0.708

RESULTS & ANALYSIS

Profile of the Respondents

Individual and demographic information such as gender, age, income, education level & status are presented in the following table (Table-3).

HYPOTHESIS TESTING

Perceived Value and Trust

According to the result of study, the variable of perceived value has a significant positive relationship with trust. The perceived value have a significant positive relationship with ($\beta = 0.464$) and ($p < 0.000$). That means the perceived value add more than 64% to green trust. Results of the present study certify the H_1 .

Perceived Risk and Trust

According to the result of study, there is no significant relationship among perceived risk and trust with ($\beta = 0.081$) and ($p < 0.267$) based on these results, we reject H_2 and conclude that the study did not locate significant relationship of perceived risk with trust. The results of current study validate H_2 .

Trust and Purchase Intention

According to the result of study, the variable of trust use has an important positive association with purchase intention. The trust have an important positive association with ($\beta = 0.374$) and ($p < 0.000$) that means the trust add more than 37% to purchase intention. Results of the current study validate the H_3 .

Table-3. Profile of the Respondent

Variable	Category	Frequency	Percentage
Gender	Male	75	50
	Female	75	50
Age	15-20 years	71	47.3
	21-25 years	76	50.7
	26-30 years	1	0.7
	31-35 years	2	1.3
	36-40 years	0	0
	Above 40 years	0	0
Income	Below 15000	138	92.0
	15000-25000	6	4.0
	25000-30000	3	2.0
	30000-35000	1	.7
	35000-45000	2	1.3
	45000-55000	0	0
Education	Above 55000		
	Matriculation	10	6.7
	Intermediate	17	11.3
	Bachelor	81	54
	Master	38	25.3
	MS/M.Phil	4	2.7
Status	PHD	0	0
	Student	144	96.0
	Employed	4	2.7
	Businessman	2	1.3
	Unemployed	0	0
	Housewife	0	0

Perceived Value and Purchase Intention

According to the result of study, the variable of perceived value use has an important positive affiliation with purchase intention. The perceived value have an important positive affiliation with ($\beta = 0.376$) and ($p < 0.000$) that means the perceived value contribute more than 37% to purchase intention. Results of the recent study validate the H_4 .

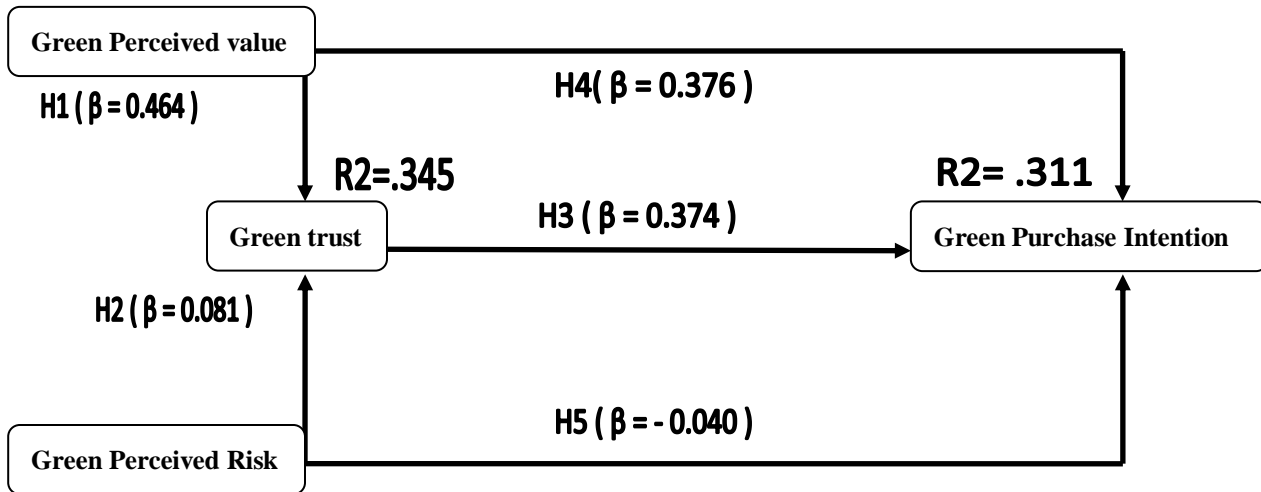
Perceived Risk and Purchase Intention

According to the result of study, there is no important connection between perceived risk and purchase intention with ($\beta = -0.04$) and ($p < 0.532$) based on these results, we reject H_5 and conclude that the study did not find significant relationship of perceived risk with purchase intention. The results of present study validate H_5 .

Table-5. Regression Results

Hyp	Model variable	Estimate	S.E	P Value	Results
H1	Trust ← Perceived Value	0.439	0.069	***	Supported
H2	Trust ← Perceived Risk	0.047	0.042	0.267	Not Supported
H3	Pur Inten ← Trust	0.528	0.102	***	Supported
H4	Pur Inten ← Perceived Value	0.503	0.096	***	Supported
H5	Purchase Intention ← Per Risk	-0.033	0.053	0.532	Not Supported

Structural Model Result



DISCUSSION

Living green became very important to keep the earth living and help the human battle to maintain. It is clear from the above discussion that the factors at that time influence the green purchase intention on green trust, green perceived value and green perceived risk according to their association. We can also understand and from the place that trust is the mainly essential issue, which explains that consumers require very clear green trust that does not bring any fake argues or green clean. It is also clear that there is a lack of green alertness for the consumers' perspectives that justify that it is presently not a part of the green trust. This study build up an investigation structure of green purchase intentions to additional talk about its associations with green perceived value, green perceived risk and green trust. Experimental results indicate that value as green as green trust and green purchase intentions both conversations. Additional, this study point out that green perceived risk unconstructively communicates to both of green trust and green purchase intentions. To discover the schoolwork, the green purchase intentions association between these two determinants such as green and green as a threat are partially arbitrated by green trust. This research is supported in future hypotheses. Greener marketing strategy for companies by Orient again your current marketing strategy is a powerful desire. For reaching its peak, both research and practice green marketing still a long road to travel.

REFERENCES

Bolton, R.N. and Drew, J.H. (1991) "A multistage model of consumer's assessment of service quality and value", *Journal of Consumer Research*, Vol. 17, No. 4, pp. 375-84.

- Chang, H.H. and Chen, S.W. (2008)** “The impact of online store environment cues on purchase intention: trust and perceived risk as a mediator”, *Online Information Review*, Vol. 32, No. 6, pp. 818-41.
- Chaudhuri, A. (1997)** “Consumption emotion and perceived risk: a macro-analytic approach”, *Journal of Business Research*, Vol. 39, No. 1, pp. 81-92.
- Chen, Y.-S. (2010)** “The drivers of green brand equity: green brand image, green satisfaction, and green trust”, *Journal of Business Ethics*, Vol. 93, No. 2, pp. 307-19.
- Cronin, J. Brady, M.Brand, R.Hightower, and Shemwell(1997)** “A cross sectional test effect and conceptualization of service value” *The Journal of Services Marketing*, Vol. 11, No. 6, pp. 375-91.
- Engel, J.F., Blackwell, R.D. and Miniard, P.W. (1986)** *Consumer Behavior*, the Dryden Press, Chicago, IL.
- Ganesan(1994)** “Determinants of long-term orientation in buyer-seller relationships”, *Journal of Marketing*, Vol. 58, No. 2, pp. 1-19.
- Ginsberg, J.M. and Bloom, P.N. (2004)** “Choosing the right green marketing strategy”, *MIT Sloan Management Review*, Vol. 46, No. 1, pp. 79-84.
- Jain, S.K. and Kaur, G. (2004)** “Green marketing: an Indian perspective”, *Decision*, Vol. 31, No. 2, pp. 168-209.
- Kalafatis, S.P. and Pollard, M. (1999)** “Green marketing and Ajzen’s theory of planned behaviour: a cross-market examination”, *Journal of Consumer Marketing*, Vol. 16, No. 4/5, pp. 441-60.
- Koehn, D. (2003)** “The nature of and conditions for online trust”, *Journal of Business Ethics*, Vol. 43, No. 1, pp. 3-19.
- Lu, Y., Zhao, L. and Wang, B. (2010)** “From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers’ purchase intention”, *Electronic Commerce Research and Applications*, Vol. 9, No. 4, pp. 346-60.
- McIntosh, A. (1991)** “The impact of environmental issues on marketing and politics in the 1990s”, *Journal of the Market Research Society*, Vol. 33, No. 3, pp. 205-17.
- Murphy, P.E. and Enis, B.M (1986)** “Classifying products strategically”, *Journal of Marketing*, Vol. 50, July, pp. 24-42.
- Netemeyer, R.G., Maxham, J.G. and Pullig, C. (2005)** “Conflicts in the work-family interface: links to job stress, customer service employee performance, and customer purchase intent”, *Journal of Marketing*, Vol. 69, No. 2, pp. 130-43.
- Ottman, J.A. (1992)** *Green Marketing*, NTC Business Books, Chicago, IL.
- Patterson, P. and Spreng, R. (1997)** “Modeling the relationship between perceived value, satisfaction and repurchase intention in a business-to- business, service context: an empirical examination”, *International Journal of Service Industry Management*, Vol. 8, No. 5, pp. 414-34.
- Peattie(1992)** *Green Marketing*, Pitman Publishing, London.

Peter, J.P and Ryan,M.J(1976) “An investigation of perceived risk at the brand level”, Journal of Marketing Research, Vol. 13, No. 2, pp. 184-9.

Porter, M.E and van der Linde (1995) “Green and competitive”, Harvard Business Review, Vol. 73, No. 5, pp. 120-34.

Rousseau, D.M., Sitkin, S.B., Burt, R.S. and Camerer, C. (1998) “Not so different after all: a cross-discipline view of trust”, Academy of Management Review, Vol. 23, No. 3, pp. 393-404.

Sweeney, J.C., Soutar, G.N. and Johnson, L.W. (1999) “The role of perceived risk in the quality-value relationship: a study in a retail environment”, Journal of Retailing, Vol. 75, No. 1, pp. 77-105.

Wood, C.M. and Scheer, L.K. (1996) “Incorporating perceived risk into models of consumer deal assessment and purchase intent”, in Corfman, K.P. and Lynch, J.G. Jr (Eds), Advances in Consumer Research, Vol. 23, Aassociation for Consumer Research, Provo, UT, pp. 399-406.

Zeithaml, V.A. (1988) “Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence”, Journal of Marketing, Vol. 52, No. 3, pp. 2-22.