CONSUMER'S PERCEPTION AND PURCHASE INTENTIONS TOWARDS GREEN PRODUCTS: EXPLORING THE ATTITUDE AMONG PAKISTANI CONSUMERS

Sania Usmani[1*], Kalpina Kumari[2], Javed Husain[3] and Siraj Jamal[4]

[1]Ms., Iqra University, PAKISTAN, sania@iqra.edu.pk

[2]Ms., Iqra University, PAKISTAN, kalpina@iqra.edu.pk

[3]Dr., Iqra University, PAKISTAN, drjaved@iqra.edu.pk

[4]Dr., Iqra University, PAKISTAN, siraj.j@iqra.edu.pk

*Corresponding author

Abstract

Green consumption creates greener environment therefore it is important to make green behavior as a phenomenon among households. Each sustainability value should come from home. It is important to increase the understanding on critical issues such as climate changes, water and air pollutions, illegal logging that is endangering the forestry and also the needs to get Pakistanis to be more serious in participating in preserving the environment. The changes must be made from home, where recycling should become a daily practice and also by supporting local organic products in food consumption. Therefore, emphasizing the green concept this study highlighted the basic issues relating to the environmental problems which are crucial in effecting consumers' intention towards purchasing greener products. This paper investigated the determinants that effect Pakistani consumers' green purchase intention. 1000 graduate and undergraduate students from Business Administration Department of Iqra University in Pakistan were taken as sample for this study.

Three out of four hypotheses were found significant namely environmental attitude, government role, and peer pressure while perceived environmental responsibility emerged insignificant so it can be concluded over here environmental attitude, government role, peer pressure played a vital role in putting consumers' mind towards environmental responsibilities especially in engaging consumers in recycling activities, perspective towards the importance of reduce, reuse and recycle as a positive manner as well as affecting their personal thoughts of going green through responsible consumption.. Also it is vital for marketers to understand these determinants in order to target such customers which affect their purchase intentions and improve the environment by providing environmentally friendly products.

Keywords: Green purchase intention, environmental attitude

1. INTRODUCTION

Nowadays a lot of people have diverted their attention towards green initiatives as their concern for environment and pollution is growing. Therefore companies have started green product manufacturing and marketing. The term "Green" may suggest various meanings. The term "Green" has been defined with such terms as ecology and environmentally aware, sustainable, preserved, compassionate, corporate social responsibility and new consumerism (Prem and Daleen, 1993). A green product is an environmental friendly product and is defined as any product that uses recycling resources in its design or attributes (production or strategy), and reduces toxic damage and benefits the environment.

ISBN: 978-605-64453-3-0

Rapid economic growth in the past decade has shown how the over-consumption patterns have led to environmental deterioration through improper use of natural resources. The outcomes of this degradation include deteriorating ozone layer; global warming; acid rain; water, light and noise pollution; and land deterioration (Ramlogan, 1997). According to Grunert (1993) 40% of environmental deterioration is due to the consumption behavior of domestic households. Developed countries are becoming aggravated to control this growing environmental concern and work towards the preservation of the environment through green movement.

They are now taking initiatives which will promote greener and cleaner alternatives in the marketplaces to develop a sustainable and environmental friendly lifestyle. Becoming aware of and using green products will result in promoting green environment. By consuming green products consumers will be supporting the cause of preserving the environment.

Long-term customer relations and customer satisfaction is the basis to achieve sustainable competitive advantage in the business world. Firms therefore try to embrace green efforts to achieve competitive edge. In response to the political and social pressures, firms have started to address the pollution and environmental problems by introducing eco-friendly packaging and carrying out various efforts to carry on with the green movement.

The purpose of this research is to explore the effect of green promotional activities on green purchase intentions among youngsters. Inconsistency of demand, critical consumer perceptions and high costs, among others are few challenges that firms face during their green marketing efforts (Gurau and Ranchhod, 2005). Hence, if the company invests a huge amount of money on promotional activities to give the consumers awareness and knowledge about their greener products, it is essential to investigate how consumers will respond, (buy green products or not) to their efforts.

The subsequent sections give the theoretical framework of the topic, after which the methodology and the results are presented and finally the research ends with discussion, limitations and future course of action.

2. LITERATURE REVIEW

Past decade has induced the adaptation of environmental concerns into corporate practices, a business phenomenon which has embarked upon the new millennium with full force. It is expected that the pressure of this environmental evolution on corporate sector will not diminish (Sarkis, 2001), instead it will further challenge the capacity of the firms to be self-aware, and establish a mutual global alliance to respond to this critical phenomenon which initially began from energy conservation and climate changes (Olson, 2008).

Straughan and Roberts, (1999) observed that these environmental concerns evolved through different phases of time. It initiated in the 1960s with the emergence of green concept, which focused on pollution reduction and natural resource conservation. Later on, due to increased social and political pressure, the concept further developed and moved beyond these concepts to incorporate recycling, packaging, redesigning and manufacturing of products. Businesses have discovered that environmental considerations will become a critical factor in influencing future customers purchase decisions. This notion is called green marketing (Lampe and Gazdat, 1995) also known as environmental or sustainable marketing. Green marketing includes the design, promotion, pricing and distribution of the products or services with minimum harmful effect on the natural habitat (Jain and Kaur, 2004; Pride and Ferrell, 2008;Grant, 2008).

The pressure for environmental concerns is growing due to increased media presence, greater awareness of environmental issues, and the rise of environment activist groups over the last decade (Kalafatis et al. 1999). Consequently, each consumer has now assumed the responsibility of giving a hand to save the earth from the detrimental effects of environmental pollution by buying green products which safeguard the natural environment and its resources. Consumers now believe that it is not just a task to be carried out by government institutions or organizations, but is the responsibility of each citizen to pursue the same efforts (Fraj and Martinez, 2006). Hence, a new segment of consumers have been identified i.e. the green consumers. These consumers avoid the purchase of such products which are likely to cause danger to living species; harm human health; damage the environment during production, use any materials obtained from threatened species or environment i.e. animals, plants and forests'; or cause unnecessary waste. Firms have thus become apprehensive in responding to the consumer's environmental needs and wants. Moreover, green marketing has nowadays become an essential branch of learning (Finisterra do Paço, and Raposo, 2008). Understanding consumers' green buying behavior is significant not only for academics and practitioners but it is also critical for marketers, and environment friendly businesses.

ISBN: 978-605-64453-3-0

In the literature of marketing, the most popular theories which explain the buying behavior are two theories; one is the theory of reasoned action while the second is the theory of planned behavior (Azjen and Fishbein, 1980; Azjen and Fishbein, 1991).

According to Planned Behavior theory intention is viewed as the closest determinant of behavior. There is a direct link between buying intention and actual buying (Ajzen, 1985; Kalafatis., Pollard., East., and Tsogas, 1999).

Theory of Reasoned Action only explains behavioral intention while,Theory of Planned Behavior explains and predicts both behavioral intention and actual behavior. Various researches have revealed consumers attitudes and opinions towards green products. Theory of Reasoned Action is considered better when explaining green consumer behavior (Gotschi, Vogel, Lindenthal and Larcher, 2010). Ng and Paladino (2009) also maintain the same notion that the Theory of Reasoned Action is a dependable theory particularly when determining the factors affecting the green purchase behavior.

While the theory of reasoned action behavior; intention is the main determinant of an individual's behavior. Beliefs (environment knowledge and concern) lead to subjective norms and attitudes which lead to behavioral intent and finally actual behavior (Gotschiet. Al, 2010). This research adopts the Theory of Reasoned Action as it explains the theoretical model clearly and comprises of beliefs, attitudes and behavior intention components. Moreover, as this study involves cross-sectional data, therefore evaluating behavior intention is appropriate instead of evaluating the actual behavior of consumers.

1.1 Green Purchase Intention (GPI)

Extensive research has been done on green purchase behavior in the beginning of 1970's. Many factors were responsible in influencing consumer choice of buying green products including, beliefs, motivations, needs, values, demographics, knowledge, and attitudes (Bui & Loyola, 2005).

Green purchase intention refers to the willingness and likelihood of an individual to prefer eco-friendly products over traditional products (Nik Abdul Rashid, 2009). It positively affects the consumer's decision to actually buy green products (Chan, 2001; Beckford et al., 2010).

Behavioral intentions are a way to assess an individual's comparative power of purpose to carry out a particular behavior(Ng and Paladino, 2009). Ramayah, Lee and Mohamad (2010) explained green purchase intention as a predecessor ofaction. Meanwhile, Han, Hsu and Lee (2009) defined green purchase intention is known as the possibility of the customers staying in a green hotel, will eventually pay extra and also put forward a helpful word-of-mouth. Han et. al (2009) developed a conceptual model to investigate the green purchase intention using three dimensions; intention to visit, positive word-of-mouth intention, and willingness to pay extra.

Chan and Lau (2000) conceptualized a model consisting environmental concern, green purchase intention, environmental knowledge, man nature orientation and actual purchase behavior. This model was aligned with both the theories of purchase behavior and their results suggested that actual green purchase behavior was dependent on a person's green purchase intention. While Qader and Zainuddin (2011) identified the effect of media exposure on green purchase intention; particularly lead-free electronic products. Green purchase intentions were measured with respect to an individual's plan of action and its probability to execute an eco-behavior.

1.2 Environmental Attitudes

Green purchase intentions may be an outcome of various factors out of which few include attitudes toward environment. Attitude is a state of willingness which influences an individual to respond to various situations and objects with which it is associated (Allport, 1935). Environmental concern is ingrained in an individual's self concept and the extent to which he/she believes to be an essential part of Mother Nature (Schultz and Zelezny, 2000). Attitude characterizes consumer likes and dislikes (Blackwell et al., 2006) and therefore affects purchase decisions (Irland, 1993).

The improvement of the environment is based on consumers attitudes, knowledge, values and practices (Mansaray and Abijoye, 1998).Consumers can contribute considerably to enhance the environment by purchasing green products, or products with eco-friendly packaging or appropriately disposing non biodegradable waste (Abdul-Muhmim, 2007).

Several studies have been conducted to examine the effect of environmental attitudes on purchase intentions. In a study conducted in Egypt, consumers' attitude towards green products influenced green

ISBN: 978-605-64453-3-0

purchase intentions and behavior (Mostafa, 2007). Follow and Jobber (2000) also found a significant relationship between value and attitude towards protecting and rehabilitating natural environment, and further more between attitudes, purchase intentions and purchase behavior. However, in another study environmental attitude did not predict purchase intention and behavior of young consumers' in Hong Kong (Lee, 2008).

1.3 Government Initiative

Government initiatives are actions taken by the government to protect the environment (Diekmeyer, 2008). Governments must act as role models in implementing environment sustainability programs and provide awareness about the importance of protecting the environment by conducting community events.

Givingsubsidies to green product manufacturers and marketers is an important government policy. Pavan (2010) suggested that the government should increase public awareness about eco labels by carrying out public campaigns. This can eventually influence purchase behaviour of consumers. The consumers stated that even though they have high ecological concern, nonetheless the responsibility of the environments sustainability and preservation lies more on the shoulder of the government (Punitha & Rahman, 2011; Chyong et al., 2006).

1.4 Peer Pressure

The psychological pressure that individuals experience while comparing their actions with their referent other is called Peer pressure (Cohan, 2009). Change in behavior cannot be caused by providing information only, the peer pressure or the guilt of being a non-conformist can cause a behavioral shift. Modifying the surroundings of an individual also modifies his or her way of thinking (Daido, 2004).

The term social influence refers to whether an individual should carry out an action or not in referent's viewpoint (Kalafatis, et al., 1999). In another study, social influence strongly affected purchase intentions toward eco- friendly products among Hong Kong and UK's consumers (Lee, 2008 and Kalafatis, et al. 1999).

1.5 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. 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). PER is a main variable that guides a person's attraction and intention towards green purchasing (Kaman Lee, 2012). PER is a determinant of purchasing behavior towards green products.

1.6 Conceptual Framework and Hypotheses Development

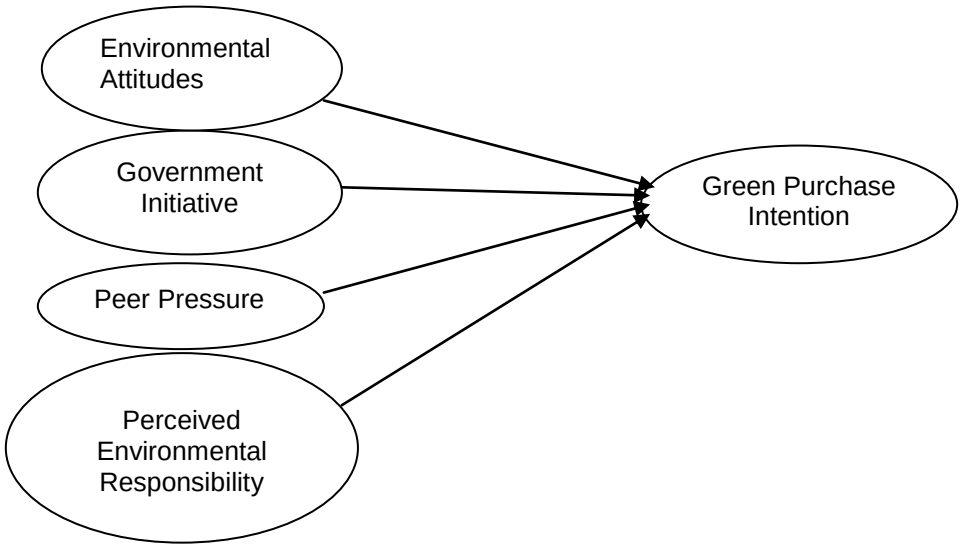

Fig. 1: Conceptual framework of Determinants of Green Purchase Intention in Pakistan

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1.7 Hypothesis

H1: Environmental Attitudes will have a positive influence on Pakistani consumers' green purchase intention.

H2: Government Initiative will have a positive influence on Pakistani consumers' green purchase intention.

H3: Peer Pressure will have a positive influence on Pakistani consumers' green purchase intention.

H4: Perceived Environmental Responsibility will have a positive influence on Pakistani consumers' green purchase intention.

3. RESEARCH METHODOLOGY

3.1 Research Design

This research used a descriptive research design and quantitative approach. The self-reporting questionnaire was used and closed-ended questions were asked from the respondents. A total of 22 items were used in the questionnaire and the scales selected were well established and validated for data collection. The items included in the questionnaire were: Green Purchase Intention, Government Initiative, Environmental Attitudes, Peer Pressure and Perceived Environmental. The data from the questionnaires were then transferred to SPSS for analysis.

3.2 Measurement of Variables

5 point Likert-scale rating from "strongly agree" (5) to "strongly disagree" (1) was used for dependent and independent and variables. These variables were' green purchase intention' taken from Chen (2010);'environmental attitude', 'government initiative' and 'peer pressure' taken from Punitha & Rahman (2011); and 'perceived environmental responsibility' adopted from Lee, (2008).

3.3 Sampling

The sample size of the present study consisted of 1000 graduate and undergraduate students (inclusive of both genders and different casts) from Business Administration Department of Iqra University in Pakistan (440 from Masters in Business Administration classes and 560 from Bachelors in Business Administration program). The students became part of this research voluntary and filled the questionnaire during their class time without any remuneration. Out of 1000 respondents, 660 were male while 340 were female, i.e. the ratio of male to female in this study was 66:34, approx. All the respondents were between the ages of 22 to 25. We employed convenience sampling in this study due to the convenience of research.

3.4 Statistical technique

Exploratory factor analysis and regression analysis was used in this research to assess the relationship between green purchase intention and its determinants.

4. RESULTS AND INTERPRETATION

The total sample size in this research was 1000 respondents. Out of 1000 cases, 69 cases were identified as outliers using Mahalanobis distance test (threshold is less than 0.001). These 69 cases were removed and data on 931 respondents was retained. Data on 5 variables attained through the questionnaire comprised off our independent variables including "environmental attitude" which consisted of 5 items; "government role" which comprised of 3 items; "peer pressure" which consisted of 4 items, "perceived environmental responsibility" comprised of 7 items and the dependent variable "Green Purchase Intention" which consisted of 3 items; the total items were 22. The data was also analyzed for any missing values and aberrant values; no missing values were found and the aberrant values which were found were corrected in the data set. The dependent variable was averaged and checked for normality and quasi- normality. It did not fill the assumptions of Shapiro-wilk and Kolmogorov-Smirnov test of normality (>0.05) but the values of skewness and kurtosis were between +1.5 and -1.5 therefore the data was quasi-normal.

Table1: Test of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Green_Purchase_Int	.169	931	.000	.947	931	.000
a. Lilliefors Significance Correction						

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Table 2: Quasi-Normality

	N	Minimum	Maximum	Mean	SD	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Green_Purchase_Int	931	1.33	5.00	3.6638	.70210	-.638	.080	.477	.160

Table 3: Descriptive Statistics: Mean, SD, and Correlations

	Mean	SD	1	2	3	4	5	6	7
Environmental Attitude									
Envi_att1	4.2105	.94513	1	-	-	-	-		
Envi_att2	4.3244	.87131	.492**	1	-	-	-		
Envi_att3	4.2567	.85109	.385**	.498**	1	-	-		
Envi_att4	3.7197	1.17310	.159**	.208**	.223**	1	-		
Envi_att5	3.3426	1.21004	.061	.100**	.054	.337**	1		
Government Role									
Gov_role1	3.9345	.97330	1	-	-				
Gov_role2	3.9538	.91170	.306**	1	-				
Gov_role3	4.0258	.91310	.217**	.464**	1				
Peer Pressure									
Peer_pre1	3.0988	1.03639	1	-	-	-			
Peer_pre2	3.0977	.95044	.568**	1	-	-			
Peer_pre3	2.9377	.96631	.422**	.456**	1	-			
Peer_pre4	3.2965	1.06870	.366**	.300**	.440**	1			
EnvironmentalPerceived Responsibility									
EnvPer_Res1	3.8464	.92227	1	-	-	-	-	-	-
EnviPer_Res2	4.0322	.87807	.398**	1	-	-	-	-	-
EnviPer_Res3	3.9495	.91969	.413**	.432**	1	-	-	-	-
EnviPer_Res4	3.7111	1.02615	.275**	.204**	.433**	1	-	-	-
EnviPer_Res5	3.0344	1.17084	.098**	-.013	.131**	.355**	1	-	-
EnviPer_Res6	3.0924	1.33845	.148**	.148**	.120**	.098**	-.254**	1	-
EnviPer_Res7	3.1235	1.35947	.146**	.092**	.082*	.053	-.251**	.711**	1
Green Purchase Intention									
GPur_Int1	3.4168	.93688	1	-	-				
GPur_Int2	3.6713	.87831	.499**	1	-				
GPur_Int3	3.9033	.83685	.390**	.445**	1				

4.1 Exploratory Factor Analysis

Exploratory Factor Analysis was conducted for the 22 items to reduce the dimensions and create factors out of them. The basic assumptions for factor analysis; Kaiser-Meyer-Olkin Measure was 0.739 and Bartlett test of sphericity is less than 0.05.Varimax Rotation was applied to analyze 22 items. Table 4 and 5 shows that 5 factors were fixed and finally 13 items (3 of Environmental Attitude, 2 of Government Role, 3 of Peer Pressure, 2 of Environmental Perceived Responsibility and 3 of Green Purchase Intention) were retained which explained 70.43% variance in the data. These 5 factors were then used in regression analysis.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.44	26.462	26.462	3.44	26.462	26.462	2.01	15.523	15.523

ISBN: 978-605-64453-3-0

	0			0			8		
2	2.276	17.506	43.968	2.276	17.506	43.968	2.010	15.462	30.985
3	1.387	10.671	54.638	1.387	10.671	54.638	1.952	15.016	46.000
4	1.231	9.467	64.105	1.231	9.467	64.105	1.723	13.252	59.252
5	.822	6.327	70.432	.822	6.327	70.432	1.453	11.180	70.432

KMO =0.739 Bartlett=0.00

Table 5: Rotated Component Matrix

		Component				
Variable	Items	1	2	3	4	5
Environmental Attitude	Envi_att1	.786				
	Envi_att2	.781				
	Envi_att3	.687				
Green Purchase Intention	GPur_Int2		.779			
	GPur_Int1		.776			
	GPur_Int3		.688			
Peer Pressure	Peer_pre2			.858		
	Peer_pre1			.838		
	Peer_pre3		.420	.644		
Environmental Perceived Responsibility	EnviPer_Res6				.919	
	EnviPer_Res7				.914	
Government Role	Gov_role3					.791
	Gov_role2					.746

4.2 Common Method Variance

This variance occurs due to the measurement method and this error threatens the validity of the study.

4.2.1 Herman single factor test.

Herman single factor test was used to detect common method bias in the research. Only one factor was fixed and all the 22 items were loaded on this factor.This factor explained 23.215% of the variance in the data, which showed that common method bias was not a major threat in the data. Table 6 shows the total variance explained, KMO value was 0.815 (>0.5) and Bartlett's test of sphericity was 0.00 (<0.05).

Table 6: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.107	23.215	23.215	5.107	23.215	23.215
2	2.927	13.305	36.521			
3	1.562	7.099	43.620			

KMO= 0.815, Bartlett= 0.00

4.3 Regression Analysis:

In order to test the relationship between environmental attitude, environmental responsibility, peer pressure, government role and green purchase intention, linear regression was applied in SPSS 17.0. Table 7 shows the model significance and how much variance is explained by each independent variable on the dependent variable. The table below reflects that the first model shows that environmental attitude explains 10% of the variation in the model and it is significant. The second model shows that peer pressure explains 9.6% variation in the green purchase intention (dependent variable). The third model shows that environmental

ISBN: 978-605-64453-3-0

responsibility does not explain any variation i.e. 0%, which means that environmental responsibility does not play a significant role in influencing the green purchase intention of consumers. Also the p value is 0.537 which is greater than 0.05 therefore this hypothesis is also rejected. The last and the final model show the effect of government role on green purchase intention which is significant and 4.7% variation is explained by government role. The final model also shows the combined effect of all the independent variables (environmental attitude, peer pressure, environmental responsibility and government role) on the dependent variable (green purchase intention). The final model is significant and all the independent variables taken together explain 24.3% variation in the dependent variable.

Table 7: Regression Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Sq Change	F Change	df1	df2	Sig. F Change
1	.316[a]	.100	.099	.66643	.100	103.211	1	929	.000
2	.443[b]	.196	.194	.63015	.096	111.056	1	928	.000
3	.443[c]	.197	.194	.63036	.000	.381	1	927	.537
4	.493[d]	.243	.240	.61207	.047	57.244	1	926	.000

Table 8: Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.332	.133		17.537	.000
	Environmental_attitude	.312	.031	**.316**	10.159	.000
2	(Constant)	1.637	.142		11.533	.000
	Environmental_attitude	.279	.029	**.282**	9.537	.000
	Peer_Pressure	.275	.026	**.312**	10.538	.000
3	(Constant)	1.611	.148		10.873	.000
	Environmental_attitude	.275	.030	**.279**	9.233	.000
	Peer_Pressure	.278	.026	**.315**	10.483	.000
	EnvironmentalPerceived _Responsibility	.011	.017	**.019**	.618	.537
4	(Constant)	1.290	.150		8.603	.000
	Environmental_attitude	.149	.033	**.151**	4.472	.000
	Peer_Pressure	.267	.026	**.303**	10.361	.000
	EnvironmentalPerceived _Responsibility	.005	.017	**.009**	.300	.764
	Govt_Role	.228	.030	**.253**	7.566	.000

Table 8 shows the regression coefficients (beta values) of all the independent variables in the model and the significance of their values along with t statistics. According to the table, model 4 shows the final regression coefficient values and their significance. The standardized coefficient of environmental attitude is 0.151 (sig value 0.000), peer pressure is 0.303 (sig value 0.000), environmental responsibility is 0.009 (sig value 0.764), and government role is 0.253 (sig value 0.000) which shows that all the beta values are significant and play and important role in predicting the green purchase intention of Pakistani consumers except for environmental responsibility which does not play any role in predicting the dependent variable. Also the highest standardized coefficient value is of peer pressure which is the most important variable in influencing consumers to prefer green products.

5. DISCUSSION AND CONCLUSION

Three out of four hypotheses were found significant namely environmental attitude, government role, and peer pressure while perceived environmental responsibility emerged insignificant against green purchase intention. So it is really vital for marketers to understand these determinants in order to target such customers which affect their purchase intentions and improve the environment by providing environmentally friendly products.

ISBN: 978-605-64453-3-0

This study has shown that understandings upon the basic issues relating to the environmental problems were critical in affecting consumers' purchase intention towards greener products. As three out of four hypothesis presenting in this study has been accepted so it can be concluded over here environmental attitude, government role, peer pressure played an important role in effecting consumers' mind set towards environmental responsibilities especially in engaging consumers in recycling activities, perspective towards the importance of reduce, reuse and recycle as a positive manner as well as affecting their personal thoughts of going green through responsible consumption.

The main purpose of green consumption is to create a better environment. It is important to make green behavior as a phenomenon among households. Every sustainability values should come from home. It is important to increase the understanding on critical issues such as climate changes, water and air pollutions, illegal logging that is endangering the forestry and also the needs to get Pakistanis to be more serious in participating in preserving the environment. The changes must be made from home, where recycling should become a daily practice and also by supporting local organic products in food consumption.

5.1 Managerial Implication

The findings from this study provide insights for marketers to help them formulate strategies to target customers to buy green products. Marketers must also understand that in order to attract customers to purchase green products certain factors should be kept in mind which influence their purchase decision. The most significant precursor which affects the green purchase intention of Pakistani consumers is peer pressure followed by government role and environmental attitude.

The identification of factors which influence their behavior is important to develop effective marketing strategies for eco-friendly goods and services. Factors which increase customer's likelihood in pro-environmental decision making are important for marketers in designing strategies.

Pakistan, suffers due to a great deal of environmental degradation such as water, air and noise pollution, and high levels of waste disposal. In comparison with the west, Pakistan is at its infant stage of green living. This study clarified the profile of Pakistani customers to their respective green purchase influences. This study will be beneficial for the retail industry in Pakistan as it gives insight into the buying patterns of green customers.

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