

## THE IMPACT OF ENVIRONMENTAL CONSCIOUSNESS, GREEN PRICE SENSITIVITY AND GREEN PRODUCT, ON GREEN PURCHASE INTENTION (A CASE OF PESHAWAR MARKET)

Kausar Hayat<sup>1</sup> Aamir Nadeem<sup>2</sup> and Shahid Jan<sup>3</sup>

### ABSTRACT

*The main purpose of the existing study is to examine the aspects affecting green purchase intention of youth. The study in hand explored the subject of green consumerism in background of management sciences students of private sector universities of Peshawar, Khyber Pakhtunkhwa, Pakistan. The researcher mainly concentrated on detecting the causes effecting green purchase intention of consumers. The current research study was based on quantitative method to check the framed hypotheses. Convenience sampling technique is utilized to distribute questionnaire amongst selected sample size. Principle component analyses were used to test the unifactoriality of the identified variables. The outcomes of all the tests presented that all the items are correlated with one another, furthermore it also give enough validation of the dimension validity. Structural Equation Modeling (SEM) Technique were utilized to check the relational hypotheses. The results of the study displays that environmental consciousness, green price sensitivity and green product are positively correlated with green purchase intention.*

**Keywords:** Green Marketing, Environmental Consciousness, Green Price Sensitivity, Green Product, Green Purchase Intention.

### INTRODUCTION

Green marketing as a new concept gained a high momentum, mostly because due to change of behavioral change in consumer actions. Even though ecological matters effect human activities, limited scholars have combined green marketing concern in current literature (Chen and Chang, 2012; Cronin et al., 2011; Green et al., 2011; Vaccaro, 2009). The surrounding benefits more worried for the natural environs due to high degradation of environment. The corporate sector has initiated to adapt green behavior in an endeavor to discourse new social concerns.

In many cases businesses have been nippy to accept the challenge of green marketing and environmental management systems (EMS) and utilization of waste minimization, etc. These organizations also worked to combined ecological problems to their organizational activities. As a result, green marketing and eco-friendly marketing have appeared to make plans for the firm's societal growth. Hong et al. (2009) specified that mission of strategic green marketing orientation (SGMO) is to improve the firm's physical benefit through applying strategies and policies which are ground-breaking and involve ecological initiatives. SGMO needs long-term promise to augment company spitting image vis-a-vis corporate performance through inside combination of projecting the products, manufacturing and outside integration with final users and brokers from place of product

<sup>1</sup> Ph.D Scholar, Department of Management Sciences, Islamia College Peshawar.  
Email: kausar.hayat87@yahoo.com

<sup>2</sup> Associate Professor, City University of Science & Information Technology, Peshawar.

<sup>3</sup> Associate Professor, Chairman Department of Management Sciences,  
Islamia College Peshawar. Email: shahidjan@icp.edu.pk

to place of consumption (Seuring and Muller, 2008; Linton et al., 2007).

From last four decades care for the environment and going green has remained a main issue and objective for both government and industrial sector (Mida, 2009). These days, inventions toward naturally friendly life are the key concern for the societies. This is due to climate change and global warming. Both the issues are experiencing with a high pace by the societies and businesses (Adam, 2008). Greenhouse gases and Carbon dioxide (CO<sub>2</sub>) are mainly two elements which becomes root source for the earth heating and also global warming (Khandekar et al., 2005). It is issued and published in the "The Guardian newspaper" article object in 2008 with the title "The World CO<sub>2</sub> levels high, scientists warn"; It is cleared in the article that altitudes of carbon dioxide in the air has touched to the maximum level in human history for the past 650,000 years; 40% of such pollutions mainly released in to the environment without thinking for a single movement since the industrial revolution. It is suggested by the scientists that if the CO<sub>2</sub> remain and released in the air at this high rate as it is today, here will be enormous and permanent destruction occur to the globe (Adam, 2008).

Most of the cases the initiative has been taken by many government for sustainable developments, for example "Kyoto protocol" which called an contract signed by 37 countries in favor of dipping greenhouse gases and their emission (United Nations Framework Convention on Climate Change, 2012). Khyber Pakhtunkhwa, Pakistan governments also take some initiatives for sustainable development and global warming, for instance "Tree Sunami" and carry your own bag for shopping.

According to many research studies global warming create extreme problems for both and individuals and community levels. From the growing awareness of all the pollutants created by the industries the marketer and customers in west altered their buying attitude towards green goods. Both marketers and final users are becoming progressively sensitive to the need for the switch into green products and services (Adam, 2008). Green marketing is a concept in which those products are marketed which are supposed to be ecologically safe. "Green Marketing" refers to a marketing approach where production, manufacturing, marketing, use and disposal of goods and services occur in a manner that is very much less harmful to the environment. It is evident from the previous literature that green marketing concept integrates a broad range of proceedings and activities, including product alteration, changes in the production process, wrapper and packaging variations, as well as bring changes in advertising (Chan, 2004).

The notion of green marketing is common and popular in the industrialized countries of the glob while it totally ignored in the Asian countries. It will be beneficial if it is done properly. It will be fruitful if the developing part of the world applying the three R's of conservationism or environmentalism;

- Reduce those waste which is produced,
- Reprocess old things; contribute to the unfortunate,

Repair if cracked and Reutilize as much as possible; buy recycled products to support recycling (Datta, 2011).

## **LITERATURE REVIEW**

In current time, customers' ecological worries have moved into ordinary marketing; so it is valued from a marketing point point of view to sightsee how users make educated about the choices

of green products (D'Souza et al., 2006).

Green consumer refers to consumers which are conscious about environment and taking care and pay high attention to ecological concerns (Soonthonsmai, 2007). It is those users that have a clear mindset about the protection of environment and their health on individual bases and community level. Consequently, green consumers continuously purchase goods that have low ecological impact. Therefore green consumer is most likely to purchase such product which have less impact on the environment. Renfro (2010) define green users as the populaces who backing businesses and trade in the ecological friendly or in positive manner.

Green familiarity and environmental awareness and consciousness (Eco literacy) established in two forms: in first form the consumers need to comprehend the effect of the products on the ecology second, the consumer's awareness about green products himself and in what way it is being shaped an ecologically friendly way (D'Souza et al., 2006). According to Laroche et al. (1996), the knowledge of an individual's is very important for the betterment of the society.

It is necessary to educate the final users from green product and living because it seems a suitable approach to be environment friendly in nature (Laroche et al., 2001). The knowledge about eco and awareness can be used to know the customers' ability to classify different environmentally connected symbols, activities and concepts. It could be expected that people attitude to the importance of Environmental problems usually may affect the inclination to purchase ecologically friendly goods (Cheau & Phau, 2011).

It is proposed by Peattie (2001) compromises of green buying is composed of a specific purchasing choice to green products. It is very accordingly for place to place and point to point. According to Laroche et al. (2001) and Chyong et al. (2006), an attitude is noteworthy aspect in forecasting consumers' readiness to pay additional for ecological products. It is also evident from the previous literature that price factor is not a great barrier for buyers who are voluntarily contribute in pro-environment activities. Environmental catastrophe will reduce if users of the goods own a positive behavior towards nature protection (Tanner and Kast, 2003).

Furthermore, diverse parts of the personnel react inversely to the green matters (Ahmed et al., 2001). Walter (1990) establishes buyers concern on ecological issues does not continuously interpret into buying decisions. Though, it is concluded by another study that buyers who are environmental conscious (Dagnoli (1990) and Bang, Ellinger, Hadjimarcou, & Traichal, 2000). Kim and Choi (2005) judged that persons with great regarding to the ecological issues are prepared to buy green goods and vice versa.

Numbers of studies supported that youth can be a sample of the study. There are few readings concerning GPB were led by previous investigators such as Chan and Lau, 2000; Soon thonsmai, 2001; Tanner and Kast, 2003; Kamal & Vinnie, 2007; Lee, 2008; Cheah, 2009. Maximum of the researchers are fixated on youth than working consumers. Not together from this, the results of the studies are differs due to the diverse respondents were used in different nation state. In the current research study, scholar decided to emphases on youth because of high consciousness for the environment triggered them having the final decision in in all buying routines. Therefore, it is mandatory that youth as sample will be productive to study for green purchase intention.

## DISCUSSION ON ITEMS

### ***Green Purchase Intention (GPI):***

For the dependent variable GPI was dignified by using 6 queries which were taken from a mixture of items from diverse academics. For measurement the scale were established and designated in the discussed order. One element taken from the study of Pornpratang et al. (2013) single item from Mei et al. (2012). The study also taken some question from number of more previous studies.

### ***Environmental Consciousness (EC):***

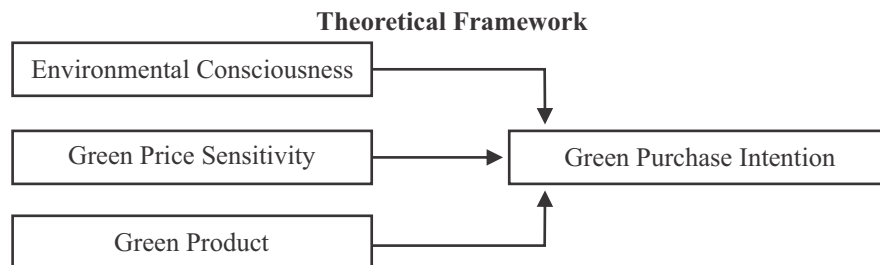
The current variable used in the study found in the narrow studies, thus stuffs which could be suitable in the background for this study were rare. The variable used in very less studies that's why the questions were developed and tested through number of observers.

### ***Green Price Sensitivity (GPS):***

Green price sensitivity dimension consist of five items which were nominated on the basis of earlier valid tools used by (Zhen & Mansori 2012; Jain & Srivastava, 2000; Numraktrakul et al., 2011). 2 questions were taken from Numraktrakul et al., 2011. In the beginning one item were designated from Zhen and Mansori (2012) with alpha value of 0.568. The remaining 1 item were taken from Jain & Srivastava, (2000). The reliability of the items were well above the cutoff value.82. It is fact that both studies were on GPI and all the instruments were validated and normal. The items if tried and tested in current study will display valid result.

### ***Green Product (GP):***

In order to measure green product three objects were adjusted from Chen and Chang (2012); with Cronbach of 0.902. I each from the work of Tan and Teo (2000) with value of .93; finally, the study done by Flavian, Guinaliu and Torres (2005) provided scale on product, and two further items were modified however without CA.



### ***Hypothesis of the Study***

- H1:*** “A significant relationship exists between health consciousness and green purchasing intention”.
- H0:*** Insignificant relationship exists between health consciousness and green purchase intention.
- H2:*** A significant correlation found among green price sensitivity and green purchasing behavior.

- H0:** Insignificant relationship exists between green price sensitivity and green purchase intention.
- H3:** A significant relationship exists between green product and green purchase intention.
- H0:** “Insignificant relationship exists between green product and green purchase intention”.

### METHODOLOGY OF THE STUDY

The data was composed via survey questionnaire. This approach is used because it can cover a broader collection of respondents in diverse geographical zones and it is also less expensive to conduct (Dillman 2000). Earlier studies which laboring this technique include (Huck, 2012, Harris, 2006). Questionnaire consists of two sections. Section one consist of questions concerning the demographic profile of respondents and some question of the general knowledge about green product. The second section consist of questions regarding the dependent and independent variables of the current study. A five-point Likert scale was utilized to quantify the items for the dimension. In the current study convenience sampling technique is used for data collection. The target population for the current research study was private sectors universities management sciences students in Peshawar. Sample size for the existing study was 250. Structural equation modeling were further used for the purpose of data analysis and to check the relational hypothesis. SPSS were used for descriptive statistics.

### ANALYSIS AND RESULTS

#### *Profile of the Respondents*

	Characteristics	Frequency	Percent%
Gender	Male	164	65.6%
	Female	86	34.4%
	Total	250	100%
Age	20 to 25	180	72%
	26 to 30	50	20%
	31 and above	20	8%
	Total	250	100%
Education	Master	205	82%
	MS/M.Phil	38	15.2%
	PhD	7	2.8%
	Total	250	100%

The table demonstrates the outcomes of the respondents selected for the present study on the basis of gender, age, education. It is revealed that male students were in majority for data collection purpose. Male respondents were 164 with 65.6%% and female were 86 with 34.4% of the total selected sample size. For the current research study on the basis of age 20 to 25 years of student respondents were in majority following by 26 to 30 and so on. The portion of education in the above table indicates that master level student respondents were in majority. The percentage of master level students was 82% of the total sample size following by M.Phil and Ph.D. From the above table it is revealed that on the basis of gender male respondents, on the basis of age 20 to 25years of student's respondents and on the basis of education master level student respondents were in majority.

**Reliability Statistics**

Variables	Cronbach's Alpha
Green Purchase Intention	.838
Environmental Consciousness	.783
Green Price Sensitivity	.934
Green Product	.812

The Cronbach's alpha value of variable utilized in the study was well above the cutoff value. In most of the studies the value which is greater than .70 is considered acceptable value. The value of each variable in the current research study is more than .70 which is well above the acceptable range.

**Descriptive Statistics**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Green Purchase Intention	250	3.10	4.60	3.8446	.25038
Environmental Consciousness	250	3.40	4.20	3.7417	.29439
Green Price Sensitivity	250	2.40	4.40	3.8063	.52029
Green Product	250	3.00	4.77	3.4146	.54095

The above table is the findings of the descriptive statistics of the present research study used to identify the features of the data collected from the selected sample student's respondents of private sector universities. The outcomes shown in the table that dependent variable green purchase intention (*GPI*) is having minimum value of 3.10 with maximum value of 4.60, mean of green purchase intention (*GPI*) is 3.84 and standard deviation is .250. Health consciousness (*HA*) dimension of the study is having lowest value of 3.40 with highest value of 4.20, the current mean of the construct (*HA*) is 3.7417 and finally standard deviation is .52029. Green price sensitivity (*GPS*) construct having tiniest value of 2.40 with maximum value of 4.40, mean of GPS is 3.8063 and standard deviation is .52029. Green product (*GP*) independent variable have minimum worth is 3.00 with maximum value of 4.77, mean of GP is 3.4146 and standard deviation is .54095.

**Assumptions' Statistics for Factor Analysis**

Constructs	DCM	KMO	BTS	Sig
Green Purchase Intention	.001	.821	661.467	000*
Environmental Consciousness	.082	.791	231.786	000*
Green Price Sensitivity	.005	.845	489.207	000*
Green Product	.115	.768	200.084	000*

DCM: Determinant of Correlation Matrix  
 "Kaiser-Meyer-Olkin Measure of Sampling Adequacy"  
 Bartlette's Test of Sphericity

An additional way to test sample adequacy is Kaiser-Meyer-Olkin known as (KMO). According to many studies the data set can be only acceptable and factorable if value of KMO is not less than  $<.60$ . The value need to be greater than  $>.60$  (Huck, 2012). Cutoff value for KMO is ranges from 0 to 1, the value over  $.60$  is considered satisfactory for supplementary analysis. It is also directed that value below  $.60$  mean that data is not good (Pallant, 2011). The detail of KMO measure is completely summarized in the above table.

Once KMO confirmed that the specified sample size is acceptable for factor analysis, then correlation between inter-variable need to conduct. When it is correlated, the correlated matrix should illustrate correlation of  $r = .3$  or greater than  $.3$  (Pallant, 2011). High inter-variable correlation resultant in multicollinearity. It is recommended that determinant of Correlation matrix essential to be greater than  $>.00001$  (Field, 2005).

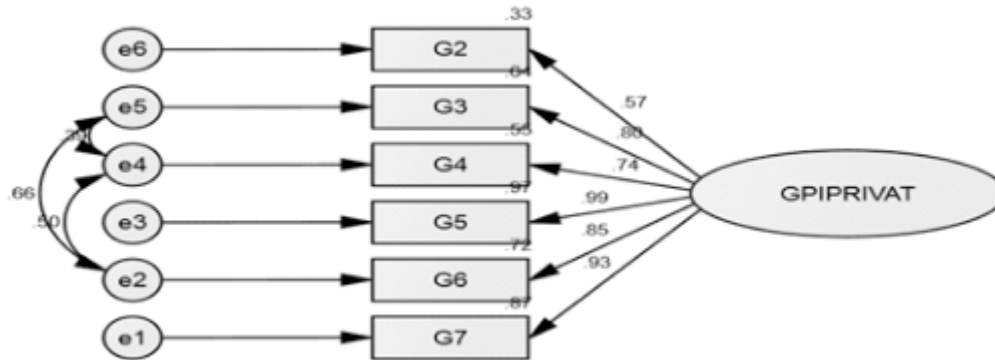
Bartlett's test of sphericity is the second technique which is using for the examination of correlation matrix, fit's to an identity matrix. When Bartlett's test of sphericity is significant, so it showed that correlation matrix is expressively changed from identity matrix.

### STRUCTURAL EQUATION MODELING

The current part of the research study emphases on the development of the multivariate analysis by using structural equation modeling (SEM). In this research study 3 diverse variables were used linked to green marketing and green purchase intention, which were evaluated individually. All the dimensions were individually tested to get a good fit of model.

#### Green Purchase Intention

Measurement Model for Green Purchase Intention

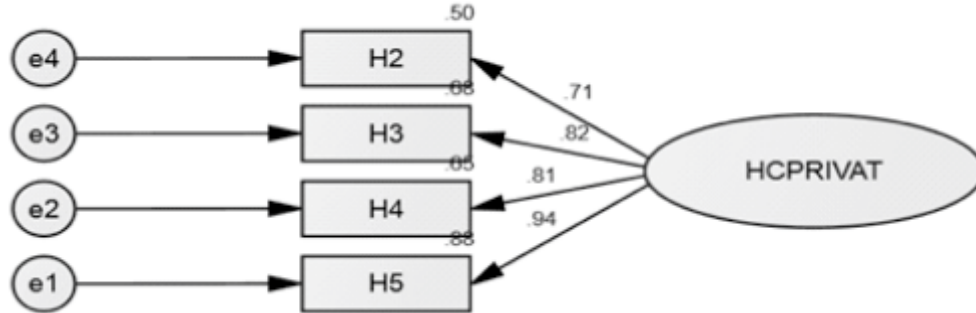


CMIN/DF	SRMR	GFI	CFI	TLI	RMSEA
2.370	.04	.957	.986	.965	.020

Independent variable GPI were initially contained 10 items, after exploratory factor analysis (EFA) four items were detached. Loading for the left over items were made. Modification indices were checked and needed covariance were drawn for the purpose to get good fit of the model. Some items were eliminated due to stumpy loading below the cutoff value. The overall result of model exposed good fit for the above variable GPI.

**Environmental Consciousness**

Measurement Model for Health Consciousness

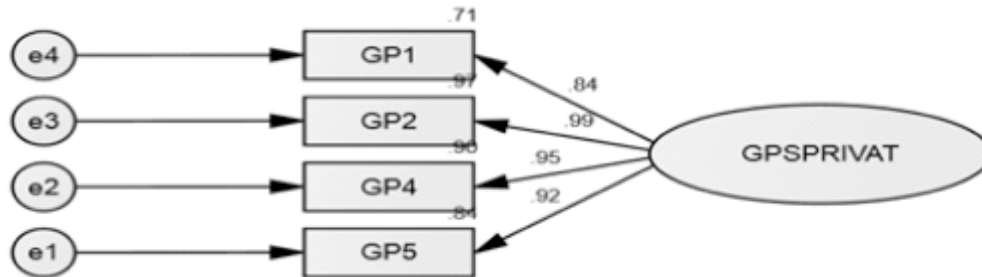


CMIN/DF	SRMR	GFI	CFI	TLI	RMSEA
2.265	.02	.976	.989	.967	.065

The variable health consciousness stands up with 5 items. After CFA, the results of the dimension exhibited good fit. The result of the above model is potted in the successive figure. Four items were included and one item H1 were eliminated due to stumpy loading for upcoming analysis. The model proves a good fit.

**Green Price Sensitivity**

Measurement Model for Green Price Sensitivity



CMIN/DF	SRMR	GFI	CFI	TLI	RMSEA
2.491	.01	.975	.994	.981	.055

Green price sensitivity composed of 5 items. The items were subject for more analysis. Item GP3 were reduced due low value. The outcomes of the analysis showed that the remaining items were meaningfully loaded on single factor. Modification indices was not essential for the fitness of the model because the model is already fit with a little high value of RMSEA. Overall the model exhibited good fit.





Hypothesis	Structural Paths	Estimates	Std. loading	C.R	P	Results
H1	ECPRI→GPIP	2.106	.912	2.310	.021	Accepted
H2	GPSPRI→GPIP	-1.073	.453	-2.368	.018	Accepted
H3	PRDP→GPIP	-.157	.079	-1.994	.046	Accepted

The framed hypotheses were checked on the bases of estimations, standardized coefficient, critical ratio, and its significant level or P value. The results showed that all the hypotheses having significantly correlated with each other.

**H1:** “A significant relationship exists between health consciousness and green purchasing intention”.

**H2:** A significant correlation found among green price sensitivity and green purchasing behavior.

**H3:** A significant relationship exists between green product and green purchase intention.

## CONCLUSION

SEM was used to check rational hypotheses and to check the association between environmental consciousness, green price sensitivity and green product with the dependent variable GPI.

The outcomes of the current study showed that ecological consciousness is positively correlated with dependent variable. It is evident from the previous literature that if there is awareness regarding environmental degradation then it is clear that people on the planet will definitely try to save the earth from the hazardous effects of industries (Gould, 1990). Likewise, environmental concern from the point of (Shamsollahi et al., 2013; Ahmad & Juhdi, 2010; Kim & Han, 2010; Lee, Ling, Yeow, Hassan & Arif, 2011; Numraktrakul, Ngarmyarn & Panichpathom, 2011; Ali & Ahmad, 2012) could directly influence the intention to purchase green product.

Green price sensitivity and green product is another positive predicate dimensions of green purchase intention. The current results of the study find consistent with the previous studies (Ali & Ahmad, 2012; Ahmad & Juhdi, 2010). It is proved that green price sensitivity and green product have a strong and positive relation with green purchase intention. All independent variable find with a good and significant relationship with dependent variable green purchase intention.

## LIMITATION AND FUTURE DIRECTION

The present study is directed to explore the association of environmental consciousness, green price sensitivity, and green product with green purchase intention. There are numerous other dimensions that effect the dependent variable GPI.

- Longitudinal data will provide more authentic results.
- Current study is limited only to Peshawar due to some limitation. If data have been collected from different cities of Pakistan or provinces it would have change the outcomes.
- The existing study was unable to meaningfully manage the properties of all demographic profile on GPI of customers.

## RECOMMENDATIONS

- It is very important for the government to take some corrective actions, because they also playing the role of a key stakeholder. Private sector also need to work for the wellbeing of up-coming generation.
- Awareness is important factor to solve the problem of green marketing
- The Ministry of transport should give greater exemptions in taxation for non-polluting vehicle.

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