

THE IMPACT OF SUSTAINABLE GREEN AWARENESS ON CONSUMER BUYING DECISIONS: AN ANALYSIS ON PAKISTANI CONSUMERS BUYING BEHAVIORS.

¹Aman Jaffar, Abbas Jaffar^{1*}, Bano Shaher ¹, Zhang Wenhong ¹

School of Sociology and Political Science, Shanghai University, 99 Shangda Road, Baoshan

District, Post Code 200444: Shanghai, China.

Contact: abbas@i.shu.edu.cn

ABSTRACT: *This article aims to discover the consumers awareness for the products of green marketing which are influential and vital for their purchase decision. The study investigated the environmental impacts on buyers, responsiveness towards green crops, prices and brand image on consumers' minds to purchase green products as the green marketing products promotion is influential for buying choices among customers. The survey method was adapted and questionnaire was distributed among the targeted population in different universities located in Islamabad, Pakistan. Hence, based on 312 valid and complete responses received from the participants, the data received was analyzed by the statistical tool SPSS 22 and results were received. The findings of this research examined the influential factors proving awareness for consumers likings to buy the sustainable green products. The results authenticated the findings that consumers buying choices are affected significantly from the brands images, green environment approach and the prices of green products. This study may provide paths for academic professionals for further research with new dimensions and the findings could be helpful in delivering the vision for sustainable environment in Pakistan.*

Keywords: Price Perception, Brand Image, Sustainable Environment, purchase decision, environmental concerns

INTRODUCTION

Several researchers have been identified as influential factors of green sustainable products. The concept of green products is related to supply chain management which includes the environment, the environment, the environment, standards, technologies and friendly practices. The green concept extends to almost every step of the raw material procurement process Materials, production, maintenance, packaging, transportation and distribution of products. While choosing green products Customer environmental approach is realized to upturn when consumption behavior of customer develops more geared in the direction of environmentally-sensitive goods and services, and customers change their buying behavior to become greener. When the perception of globalization executed comprehensively in the entire world, it generates diverse kinds of complications.[1] The one extreme vigorous problem is the environmental problem that belongings all existing belongings negatively individuals debate more its destructive influence on the environment. There were several environmental problems climate changes in the 80s, Pollution, global warming due to the manufacturing of manufacturing product and this effect on the environment negatively. [2-4] To protect the environment the demand for a green product has increased. The companies flinch to implemented green marketing schemes to sanctuary atmosphere and fulfill consumer need to deliver friendly environment product. [5] A buyer who favors purchasing friendly environmental products is the green consumer. Green marketing the diverse cluster of actions those enable and gratify to consumer needs by substituting those product taking insignificant influence on natural environment Green responsiveness change human manners in dissimilar manner comparable dropping acquisition and consumption those products which have no adverse influence on the sustainable environment.[6, 7] Corporate zone of Pakistan becomes the leader in the practice of green product marketing its due to general

consciousness movement of practices green marketing. A considerable number of investigations have been directed on consumers' environmental concerns in Western countries.[8] There are no concepts to use of plastic bag customer carry the private basket to buy a product from the shop, they are serious to defend environment from waste shopping bag of plastic.[9, 10] The people executing green marketing in construction development sector building green structure. More and more consumers are becoming aware of the problems. As a result, governments have launched programs for sustainable development to improve the well-being of society. In commercial division companies, those practice green marketing policies to fascinate their customer look little competition and having benefits for long period cost of construction in the market .The government also distribute capital for those corporations which are applying green marketing for the practice of expansion That prospect deliver financial profits to the associations to use their resource to deliver the friendly environmental product.[11, 12] This research is an attempt to investigate the facts. Indicators are selected from the theories examined in the "Theoretical Review" section. This research has the following objectives: (a) To examine the indicators that consumer knowledge determines the public commitment to green products

(B) To examine the hidden awareness of the green product

(C) Studying how determinants of knowledge, commitment, and awareness of consumers are related to the characteristics of green awareness

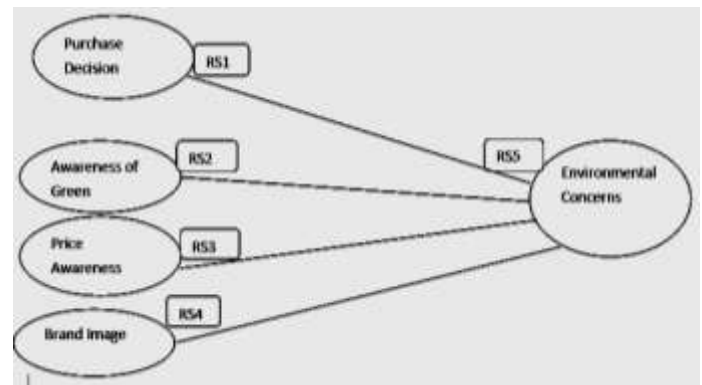
LITERATURE REVIEW

Green products have arisen due to growing concerns about global and local pollution levels, global warming, reduced natural resources, and over-consumption of garbage. (Cross reference) It has been proven that green products reduce harmful side effects, reduce risk, reduce toxic substances, reduce health problems, improve recoverability and improve environmental performance. A green product is friendly

environment, nontoxic, recyclable manufactured by natural component and compound taking no harmful effect on social life.[13] Buyer continually favors to acquisition well-branded companies and green product of awareness Companies are more emphasis on green product policies and concluded diverse channels of advertisings they try to change the thinking of buyer obtaining choices.[14, 15] Through the promotion of green product business firms attempt to construct a confident image in the attention of their consumers. Consciousness of green product impact on buying choice of buyers to purchase friendly environment products. Responsiveness of green product show very significant part to take perfect environment by scheming, labeling and consuming of product. Buyer turns into more cautious about environmental protection[16] Sustainable consumption helps to improve the quality of life, from the perspective of reducing environmental concerns, economic growth, improving safety, improving society and employment, fair distribution of natural resources, health improvement, healthy lifestyle and social responsibility According to rules and instruction of environmental safety for instance many companies hosted environmental knowledge which is supportive in affecting hybrid cars. Firms practice green advertisings techniques to connect with their green customers who favor to buy friendly environmental products.[17] Those traditional consumers who need to defend the environment, firms use diverse methods and mechanisms to endorse the friendly environment product by proposing diverse structures and to decrease the costs of the green product company can acquire more welfare and relish the huge part of market.[18, 19] Consumers acquire different paybacks from green product in numerous diverse methods. Consumers continually contributed the worth of individual paybacks and provided the significance to that product that protects the environment by dropping pollution [20]. These buyers backing the firms and causes of assembly the revenue of those corporations. Firms practice green marketing as an active mechanism to fascinate consumer due to no negative effect on the environment and change their buying behavior. Those consumers are admitted as green consumer who identifies the significance of environment protect and safety the natural environment by developing consumptions of green product.[21] Green product conscious buyer condense to practice those goods which are injurious for human society and impairment the environment through manufacturing process , practice or inclined of products. Firms practice diverse exclusive elevation and approaches to endorse green product.[22, 23] Marketing deliver the evidence to the buyer about green product and these marketing practices also to assistance to encourage and convey the change in consumer buying actions definitely .There is a resilient association with the buyer purchasing behavior and environmental consciousness. Buyer who is sensible about green environment favors to purchase green product. Personnel consider that natural assets are the things which are encouraging for green environment and these belongings are not injurious for society.[24] A buyer captures the creditability of companies over its green product manufacturing. Corporations who approve friendly

green environmental product according to buyer demand are more sustainable in the competitive market as compare to other products. A company manufactures the friendly environmental product to encounter consumers demand. Friendly environmental products are market leader because consumers are addictive to purchase green product. Then request of friendly environmental products are growing all over the world.[25] Consciousness of green product alters the buying performance of consumer completely. They favor to buying green goods and products. Consumer buying outline is inspiration by green marketing. Significant objective of companies is sustainability in the competition.[26] A number of firms take backing to endorse green product to fascinate the customer and many firms or firm use green awareness approaches for their product advancement and also possess survival firms only to practice green product exercise to improve their product deal. Green buyer offered first choice to ecologically friendly goods and products which are more effortlessly reprocess and no negative effect in the environment. Firm objective those customer who are diverse approach and different characteristic its social and culture and gender and age[27]

Theoretical Model



Research Statements

Grounded in the earlier literature, the following research statements (RS) were developed for this Research

RS1: The consumer purchase decision is influenced by Environmental Concerns.[28]

RS2: Price awareness of green products influences on Purchase decision.[29]

RS3: The awareness of brand image for buyers is influenced by environmental concerns.[30]

RS4: The awareness of price has positive impact on consumers purchase decision.[30]

RS5: The overall attitude of consumers towards environmental concerns is positive.[31]

H1: Environmental concerns influence consumer purchasing decisions.

Consumer price effects: Buyers are continuously looking to buy products that are less in size than other products available on the market. Imported to buy goods or products that are naturally environmentally friendly are more unique than the usual products that are harmful to the environment and health. The public, who wants to buy green environmental products, uses the best prices for more green and anxious foods.

Consumer purchase decision is influenced by Environmental concerns [32]. Improvement procedure of friendly environmental products concern with price and safety goods which affect consumer purchasing actions [33]. Many companies sell their product at very low price to deliver the assistance to their buyer and attempt to attract new buyers that they will buy there green and environmentally friendly product. Occasionally corporations raise the values of their green product to increase the excellence, design, and nature [34]. Companies are trying to provide product quality at very low prices, but from time to time, the price of green products with high environmental and environmental products would be very high. Companies are trying to reduce their production and operating costs to provide cheap green products and to increase their market share. There are a lot of buyers who tend to make more money for green products. Past research has shown that shoppers are trying to spend more on recycling to protect and protect the environment. Companies earn more revenue from recycled products that are environmentally friendly. Companies are struggling to produce green products with the help of recycled materials and gain enough market share. The price of green products in the market is high compared to other products. The buyer will pay attention to paying more prices for the green crop.

H2: Green products price awareness influences customers purchase decisions.

With the previous study on the market, women who are more aware of the environment than men tend to choose shoppers or prefer the environmentally friendly goods and products. At the moment, companies focus on product improvement approaches to depend on energy. It is highlighted that buyers are not moving to buy products and products that are hazardous to the environment and health. They decide to practice retail products. Abundant vendors improve customers and convince them through diverse networks and through various promotions to transfer non-essential products to environmental products [35]. Consumers grow into more conscious and aware of the friendly environment. The consumer interest in the environment shows environmental concerns and its influence on consumer life. The previous studies show the attention to environment concern illustrates that women are more concern as compare to men about environmental safety. Consumers show their interest in environmental concern according to product welfares, structures, features standards depiction on product and its entitlement [36]. Dedicated individuals are more thoughtful about the environmental concern and consider like its own individual accountability and continually contribute to creating assured environment protection. Selective consumers based on the product's application and its impact on the green environment after its operation and the customer constantly supports the purchase of products to support environmental and cooperative efforts to reduce the smoke from an environment that produces a product that is environmentally friendly. According to a poll, 83% of people believe that the environment is very important, and the immediate or other problem of another study shows that 68% of people believe that environmental damage and pollution have a negative impact on social life [37]. Due to growing environmental concerns consumers offered more attachment

to buy green product, for example, a study illustrates that 26 percent consumers are enthusiastic to pay friendly environmental products

H3: Brand awareness impacts on environmental influences. A unique brand is a product that recognizes the product from other companies such as color, mark, slogan, packaging, and labeling [38]. Brand assistances buyer to observe a product with its tag. The brand helps the buyer see a product tagged with it. Markets that are well-known in the competitive market can support new companies to develop new brands. The brand is improving the sales of the company. Companies have made various environmental products to attract consumers or increase their purchasing habits. Consumers pay attention to brands that are connected to the green environment, and consumers are always trying to buy environmentally friendly products. Consumers are seen as part of an organization with the help of a green product. Branded products and the environment are now popular [39].

H4: The price awareness has a positive impact on consumers purchase decision. Consumer purchasing choice is effect by diverse aspects brand image, price, the influence of product on the environment and customer affection [40]. Green buyer purchasing choice is influenced by environmental products [41]. Marketing campaigns are also impacting and influencing consumers buying choice. A consciousness of green automobile changes the mind of consumers buying behavior in the villages and city level. Buyers continuously purchase the product according to their wants, needs, culture, and psychology [42, 43].

Methodology:

In this research, we used a quantitative method to examine the result. Initial research data were collected through the respondent using the structured questionnaire for this research, using appropriate sampling method. This study performed 400 responses, but after reviewing the data, 312 useful and final responses were used. The responses from various students from the different Universities of Islamabad, Pakistan, were collected. Their contribution has not been paid. They were compelled to complete research questions in the form of closed questions, consisting of four sections. Section 1 was related to the demographics of the defendants. Part B has been aggregated from respondents' participation in green marketing. Section C requests the accused of his insights on environmental concerns, green product awareness, brand image, and price. Finally, Section D was connected to the consumer purchasing decision on the way to green products

Table 1: Presents the descriptive statistics of the research. Majority of participant were male participants.

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	192	61.50	61.90	61.90
	Female	118	37.80	38.10	100.0
	Total	310	99.40	100.0	
Missing	System	2	0.600		
Total		312	100.0		

We can observe that the male frequency is 192 out of 310 which is equivalent to 61.90% while female frequency is 118 out of 310 which the same as 38.10% is in the findings.

Table 2: Presents about the age of respondent of the research. Majority of participant are above 20 years.

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	51	16.3	16.5	16.5
	21-30	111	35.6	35.8	52.3
	31-40	107	34.3	34.5	86.8
	41 above	41	13.1	13.2	100.0
	Total	310	99.4	100.0	
Missing	System	2	.6		
Total		312	100.0		

Table 2 is about the age of respondents. We find that the frequency of respondents aged 15-20 years is 51 and their percentage is 16.3, and the frequency is between 21-30 years for respondents 111 and respondents who responded in the age group of 41 to 107 and over 40 and 41 percent of them 13.1.

Table 3. Presents about the marital status of the respondent of the research.

Marital Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	164	52.6	52.9	52.9
	single	146	46.8	47.1	100.0
	Total	310	99.4	100.0	
Missing	System	2	.6		
Total		312	100.0		

Table 3 shows that the respondents' marital status shows

Table 4. Presents the Explanation of Variable

Variables	Variable Type	Method of Analysis	Mean	Std. Deviation
Purchase decision	Independent	Spearman's	1.9097	.90423
Green awareness	Independent	Spearman's	1.9097	.90570
Brand image	Independent	Spearman's	1.9129	.90423
Price perception	Independent	Spearman's	1.9129	.90423
	Dependent	Standard Pearson's	1.9097	.90570

Variable Significance and Correlation Tests

Table 5. Variables affecting environmental concerns by consumers

Variables	R	P
Purchase decision	0.066	0.416
Green products awareness	0.004	0.150 *
Brand image	0.295	0.066 *
Price perception	0.048	0.077 *
Environmental concerns	0.053	0.540

that the frequency of respondents is only 146 out of 312 sample sizes, which is 46.8% of 100, although the frequency of marriage respondents is 164 from 312 financial they have limited that prosperity to their strong holds and hardly ever shell out sufficient earnings to the deprived workforce. This is the tip that show the way towards the income dissimilarity in huge majority of public settled in rural areas of Pakistan [9]. Thus, owing to limited economic resources, the deprived public cannot acquire their adolescent persons put your name down for appropriate education. We investigated with reference to an additional issue causing income dissimilarity i.e. with the purpose of an enormous share of agricultural sector is currently moved to other divisions and this is speedily growing the income dissimilarity as the majority of the citizens worried to this industry are bringing up the rear their jobs [10]. Therefore, this is a different main ground which is approaching poor to the lowest level of deficiency, and this poverty is depriving the poor people from availing the sufficient learning prospect. Here is one more extreme factor which is rooting amplify in income inequality. This is the regressive duty system in the country. It is completed beginning the research those taxes on the poor greater than prior to up to 35% in the most recent 10 years [11]. One of the main factors at the back this, prosperous is paying low down for his lofty income and deprived people are paying high for his near to the ground wages. This factor once again is making instruction excruciating for the deprived man. Economic difference is also reasoning scarcity of food and lack of essential requirements for a common man [12]. In the literature about expansion financial side, travel around that the complex effect of human capital gathering on earnings giving out is due to wage compression and composition [13]. The composition has straight consequence on Gender dissimilarity and financial enlargement [14]. According to Muhammad Farooq the details of occurrence

Table 5 shows that all the variables including purchase decision, green product awareness, brand image, price perception and environmental concerns are consistent and significant. The “p” values and the “R” values are reflecting that all the associated variables are revealing positive and significant association. Hence, consumers attitude for green purchase intention is influenced by the green products as well as the environmental impact on their minds before they make a purchase decision in the market place. Moreover, consumers reaction was significantly correlated with purchase decision, green products awareness, brand image, perceived price and environmental concerns related to green products purchase, with the value of “p” ($p < 0.10$).

CONCLUSION AND RECOMMENDATIONS

By concluding this research study’s objectives, the prime purpose was to determine consumer’s awareness for green products marketing that are persuasive and vital for the buyers before they make the buying decisions for a product at shelves in market place. The research investigated the environmental influences on consumers minds, responsiveness to prices of the products, green crops, and brand image for buying green products because green the promotion of marketing products is important and significant for buying choices among clienteles. This study examined the effects of green knowledge products, consumers environmental concerns, brands price perception and brand image in making the purchasing decision on organic products. From the results of this study, it is interesting to note that buyers' awareness for price and brand image has explicitly affected their decision to purchase organic products. Knowing the brand image is the most powerful aspect which influences your buying decision regarding to the specific products.

The research has shown that a person who has different concerns about the friendly environment as well as the brand image has more decisive preferences to obtain a biological product. In this estimate, it is noteworthy that suppliers have developed and implemented emotional environmental strategies in an efficient and intentional manner to encourage the sales of their organic products as the demand of organic product in Pakistani markets is in demand. The vendors should emphasize on the need of providing the clear evidence

of green products and green labels to support consumer awareness of products and they need to improve their information on organic products. Messages of appealing green products that can attract the attention of people over the age of 20 years, should be taken into consideration. Hence, the buyers should be able to easily identify the green and non-green products based on their labeling strategies. In addition, the prices of the green products should be reasonable to inspire shoppers.

The Governmental and non-governmental organizations are influential predictors and they are playing an important role in encouraging buyers to become the green products buyers and it will have the impact on their minds for green purchases. They can determine their partnership and support through attractive appeal to increase the awareness for the consumers for purchasing the organic products, established by the active ecological marketing movements or environmental events, including energy management, in order to create a sustainable environment. Hence, on the other hand, the marketers need to show their roles to ensure their products are higher quality with competitive prices. These products should be combined with environmentally friendly marketing strategies to address the individual satisfaction and to maximize the customer satisfaction.

6.3 Future research

Concerning to the point of future research aspects, it implies to the recommendations that generalization of sampling should be improved by expanding the size of the sample and examining the geographic areas. Therefore, this research study moderated the effects on consumers from various demographic areas and it reflected that environmental awareness and consumer purchase decision is appropriate using the multivariable analysis of this research data. The level of education does not show a strong impact on consumer environmental activities in relation to age, sex, and places of residents. This study may provide further paths for academicians and environmental experts who are concerned with green products production to attract future consumers as environment sustainability is the key concern for purchase decisions. In the recent times, environmental friendly and green products marketing strategies are very vital to satisfy the needs and demands of prospective consumers.

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