# An Antecedents of Green Purchase Intention Among Young Consumers of Quetta-Pakistan:

By

[1]Syed Taj Muhammad, [2]Muhammad Danish

**Abstract:**

*For last few decades' businesses being a major stakeholder in environmental degradation have changed their business process and products on green footings. But the consumers' willingness to purchase green products is found critical for firms' sustainability and environmental growth. Voluminous literature on green purchase intention have highlighted the role of environment concern, however consumers' perceived factors towards green products along with environment concern from developing countries are scarce. Therefore, the purpose of this research was to examine the effects of Environment concern, green perceived value and green perceived risk on green purchase intention among young consumers of Quetta. 300 self-administered questionnaires were distributed to young students of four universities of Quetta through convenience sampling approach. Multiple linear regression and Hayes' process was used to test hypotheses. Results indicate that environment concern and green perceived value found positive and significant relationship with green purchase intention, while green perceived risk found negative and significant relationship with green purchase intention.*

[1]MS Scholar, Institute of Management Sciences, University of Baluchistan Quetta Pakistan
[2]Dr. Muhammad Danish, Assistant Professor, Institute of Management Sciences, University of Balochistan Quetta Pakistan

*Further Green attitude found significant mediating effect between environment concern, green perceived value and green perceived risk. It is suggested that firms should highlight their role in protecting environment and reduce their perceived risk associated with product through advertisements.*

**Keywords:** Green perceived value, Green perceived risk, Environment Concern, Green purchase intention, Etc.

**Introduction:**

For last few decades the human activities like burning of fossil fuels, industrial pollution and waste, and cutting of forests has been found critical in changing climate and increasing in average temperature of earth (Bryson & Dittberner, 1976). To control these harmful effects several mechanism have been put forth like European climate policy to reduce carbon emission, Paris agreement on climate change to reduce average temperature of earth which is becoming an essential policy instrument for countries and firms alike (Mishra & Sharma, 2010). Especially Multinational and Transnational corporations being a biggest contributor in carbon emission faced criticism from media, consumers, and environmental activist due to which firms focused to bring changes in their business process and make it environment friendly. Though demand for green products were projected by transparency market is likely to increase $13.2 billion from $7.6 billion within 5 year of span i.e. 2012 to 2018 (Kabadayı, Dursun, Alan, & Tuğer, 2015). However, for firms the biggest challenge was to develop the green products and also how to attract consumer markets for green products that ensures profitability and sustainability (Rahardjo, 2015).

In such scenario the academic scholars conducted voluminous research to unpack the factors that affect green purchase behaviour of consumers (Jamison, 2003; Kim & Choi, 2005; Mostafa, 2007; Zhou, 2005). In this regard research in Malaysia highlighted that environment concern is significant factor that affect young consumers' green purchase intention (Aman, Harun, & Hussein, 2012). Research conducted in USA highlights that consumers were willing to pay higher prices to products that manufactured with organic ingredients and show less harmful effect on

pollution (Mishra & Sharma, 2010). The earlier research substantiated that the environment concern found significant predictor of green purchase intention (Chen & Chang, 2012; Rizwan, Ahmad, & Mehboob, 2013). But contrary researchers also found that environment concern is having limited explanatory power for green purchase intention and only found significant in limited number of products (Kim & Choi, 2005). The primary reasons found for limited role because consumers' ultimate choice is based on the utility that drives from product and that factors enhances or decreases the willingness to purchase green products. Moreover, the consumers' choice for green products varies due to premium nature of products, thereby complex interaction between consumers' environment concern and green products' utility compare to prices make it difficult for firms to gain profitability especially in such markets where green phenomenon is at awakening stage (Leung, Koh, & Tam, 2015).

The earlier research on green behavior among consumers have been conducted in advanced countries (Akehurst, Afonso, & Martins Gonçalves, 2012) and few in developing countries like India, Malaysia, Bangladesh and Pakistan (Ali & Ahmad, 2016; Express Tribune, 2016). Especially Pakistan being one of larger consumer markets where 65% population is under 30 years of age, higher ratio of using social media, exposure to global norms, modern life style and growing green awareness make Pakistan a vibrant market for multi-national firms to offer them organic product and cultivate their behavior towards purchase of organic products (Ali & Ahmad, 2016; Express Tribune, 2016). This is reflected from a renowned US-based manufacturer Andalou Naturals International has stepped in and according to Sales Director Scott Egide said, "We are looking forward to working with a Pakistani trader to offer Andalou Naturals" and EURO-II in automotive sector, "all pure" by Shezan foods, Organic cosmetics by Body Shop (Express Tribune, 2016). However, in such an environment or country where green awareness is at early stages provide an opportunity to international firms to deceive consumers on green footing that increases the intensity of perceived risk (Carrete, Castaño, Felix, Centeno, & González, 2012). Thereby research has highlighted that perceived risk about products lowers the green purchase intention (Chen & Chang, 2012). Therefore, the

purpose of this research is to predict the green purchase intention by examining the environmental concern and product oriented feature together like green perceived value, green perceived risk and green attitude in Quetta-Pakistan. As in Quetta culture is modeling on modern footings due to availability of modern expensive brands both synthetic and organic, therefore this research would contribute by highlighting the existing environmental concern among consumers and their product oriented attitude would helpful for firms to design their marketing strategies to attract consumers and enhance their market shares by promoting green elements in products.

**Literature Review and Hypotheses Development:**

**Relationship between Environment Concern (EC) and Green purchase intention (GPI):**

According to Aman et al. (2012) environmental concern is the level to which people are concerned about environmental issues that reflected in their daily lives decision. The level is classified as high and low scale where individual may have high concern about environment issues and at low stream people are having no concern for environment issues (McEachern, Seaman, Padel, & Foster, 2005). The green behavior literature argues that when consumers have concerns for environmental issues, the probability to buy green products increases (Mostafa, 2007). However the empirical evidences noted that despite having environment concerns found weak relationship with green purchase behavior (Amer, 2015; Chan, 2001). The primary reason behind such weak relationships were the assumptions that attitude towards environment are linked with purchase intention towards green products (Mishra & Sharma, 2010). Contrary to this another body of literature has documented voluminous literature that found positive relationship of environment concern with green purchase intention (Akehurst et al., 2012; Thøgersen, 2009). Thus to contribute in contradictory results, this study hypothesized that

H1: Environment concern has significant effect on green purchase intention

**Relationship between Green Perceived value (GPV) and Green purchase intention (GPI):**

The perceived benefits associated with green products have been found significant to unpack green purchase intention (Chen & Chang, 2012). Green perceived value is the overall appraisal of benefits that consumers' drive from goods and services based on comparison what is expected and received (Alden, Steenkamp, & Batra, 2006). These comparisons are derived from the products utility in relation to environment contribution and green benefits (Amer, 2015). Thus this study hypothesized that

*H2: Green Perceived value effect significantly green purchase intention*

**Relationship between Green Perceived Risk (GPR) and Green Purchase Intention (GPI):**

Green perceived risk is considered as negative outcomes associated with purchase of green products (Abbasi et al., 2013). When consumers evaluate any products for purchase, they don't consider the favorable utility only but the harmful effects by purchasing and using such products (Azzurra & Paola, 2009). This behavior of risk is associated with trust on products and brands that offer green products (Arnott, Wilson, Canning, & Hanmer-Lloyd, 2007). Because if consumers' have good past experience with chemical oriented brands that are now offering green products, in such case the consumers' risk is likely to be reduced to due to low trust deficit associated with products (Chang, 2013). Whereas if consumers don't have past experience with green brands or products, then low trust would increase the perceived risk associated with green products that could potentially reduce the green purchase intention (Chen & Chai, 2010). The earlier research has documented that higher green perceived risk reduces the likelihood to purchase green products or by natural materials (Gifford & Nilsson, 2014). Further research has found the negative relationship of green perceived risk with green purchase intention (Segev, Liu, & Villar, 2015), thus this study hypothesized that

*H3: Green Perceived risk is negatively associated with green purchase intention*

**Mediating Effect of Green Attitude (GAT) between Environment concern, Green perceived value, Green perceived risk and Green Purchase intention:**

The attitude is the formation of dichotomous and mutually exclusive tendencies of favorable and unfavorable mindset about attributes of products as particular or as whole (Ali & Ahmad, 2016). These favorable and unfavorable attitude is formed on the basis on complex interactions of information from society, culture and firms about green issues (Zanoli & Naspetti, 2002). When consumers have concerns for their environment it partially develops favorable attitude towards those firms who are practicing their business on green footings (Raska & Shaw, 2012). This favorable attitude interacts with functionality of green products, this attitude may become strengthened or get worse and become unfavorable (Amer, 2015). Because environment concern may drive consumers to incorporate firms into their choice list, but perceived value derived from products has significant impact on attitude formation (Zeithaml, 1988). Further due to asymmetric information about green products enhances the risk factors associated with green products that potentially harms the positive attitude towards green products (Young, Hwang, McDonald, & Oates, 2010). Thereby Green attitude might different for concern and product oriented features that subsequently effect the Green purchase intention (Han & Kim, 2010). The earlier research has found significant relationship between green perceived value with consumer attitude towards green products (Tanner & Wölfing Kast, 2003). Based on theory of planned behavior the attitude is significant predispose of green purchase intention (Ajzen, 1991). Therefore, this study hypothesized that

H4: Green Attitude significantly mediates relationship between a) environment concern and green purchase intention b) green perceived value and green purchase intention c) Green perceived risk and Green purchase intention
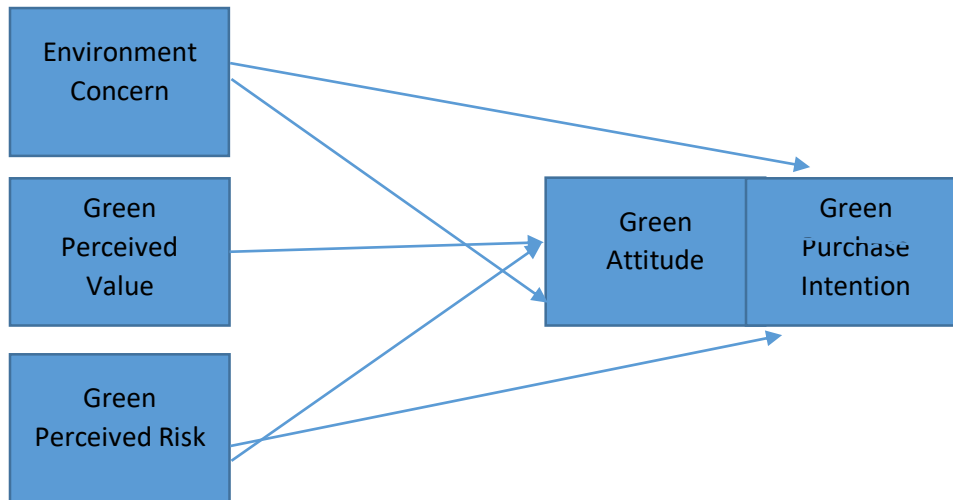
Population for this study was young (18-30) and final years' students who were enrolled in four universities operating in Quetta city of Pakistan. Based on Registrar office, accumulatively 20000 students were currently enrolled in all four universities. The 95% confidence interval and 5% error of Margin for 20000 populations, sample size through online sampling calculator via survey system was calculated i.e. 380 (Bryman & Bell, 2015). Due to non-availability of students' sampling frame, the convenience (non-probability) sampling technique was followed where each department of university was visited. Before data collection, the permission from head of department was obtained to meet with final year students (MacLean & Gray, 1998). The self-administered questionnaire was used to obtain primary information from students. The questionnaire was used to measure the following variables (see table 1) adapted from earlier studies as follows;

Table 1
*Measure of variables*

| Variables | Items | References |
|---|---|---|
| Green Purchase Intention | 3 | Chang and Chen (2008) |
| Environment concern | 5 | Lee (2008) |
| Green Perceived Value | 5 | Patterson and Spreng (1997) |
| Green Perceived Risk | 3 | Chang and Chen (2008) |
| Green Attitude | 5 | Ajzen (2001) |

SPSS and Amos-version 22 was used to analyze data. Initially Confirmatory factor analysis was used to check the validity (convergence and discriminant) of data through average variance extract method because the questionnaire was adapted from earlier studies (Henseler, Ringle, & Sarstedt, 2015). The reliability coefficient was calculated through Cronbach's alpha (Hair, Black, Babin, Anderson, & Tatham, 2006). Hypotheses were tested through Multiple linear regression and Hayes' process of mediation based on Baron and Kenny (1986) approach through Bootstrapping 5000 resamples (Hair et al., 2006).

**Results and Discussions:**

The data indicates that in survey 193 (64%) male and 107 (36%) female participated reflecting appropriate distribution of Gender. The age data reflects that 181 (60%) were between 18-23 years, 131 (38%) were between 24-29 years old and 6 (2%) were above 29 years old showing more young according to definition has participated. The qualification distribution shows Graduation were 138 (46%), masters 141 (47%), MPhil 19 (6%) and PhD were 2 (7%). The most important aspect is the knowledge about environmental issues where 218 (73%) marked that they have listened about environmental issues. The questionnaire was adapted from past researchers and utilized in different context therefore the confirmatory factor analysis (CFA) was used as recommended approach (Reference).

Before performing CFA, the sample adequacy was checked through KMO indicates suitability and Bartlett's test is significant for factors (.000 <.05). The results of CFA show the Average variance extract (AVE) for all variables are greater than .40 (reference) shows convergent validity and composite reliabilities should be greater than .70 for internal consistency. Table 2 shows all variables have more than .70 values of composite reliabilities.

Table 2
*Result of Factor loadings*

| Variables | Composite reliabilities | Average variance extracted (AVE) |
|---|---|---|
| Green Purchase Intention | .873 | .45 |
| Environment concern | .901 | .43 |
| Green Perceived Value | .843 | .43 |
| Green Perceived Risk | .773 | .46 |
| Green Attitude | .864 | .55 |

Source: Author calculations based on primary data

The questionnaire was comprised of items measuring separate nature of independent variables thereby to ensure their independence discriminant validity is applied as recommended by Fornell and Larcker (1981) where square root of AVE for each independent variable is greater than correlation values of independent variables. Table 3 indicates that squared values of AVE is greater than correlational values established the discriminant validity.

Table 3

*Correlations and Descriptive statistics*

| Pearson correlations | Mean | S.D | 1 | 2 | 3 | 4 |
|---|---|---|---|---|---|---|
| 1. Environment concern | 3.65 | .794 | **.65** | .60 | .02 | .09 |
| 2. Green Perceived Value | 3.75 | .736 | | **.65** | .04 | .01 |
| 3. Green Perceived Risk | 4.17 | .380 | | | **.67** | .39 |
| 4. Green Attitude | 3.89 | .788 | | | | **.74** |

*Note*. Diagonal values are AVE (Average variance extracted), cross diagonal correlation values

The mean and standard deviation of variable environment concern is 3.65 and .794, Green perceived value is 3.75 and .736, Green Perceived Risk 4.17 and .380, and Green Attitude is 3.89 and .788. Mean values of all variables show the inclination towards agreeableness on scale and the values of standard deviation is within limit of $\pm 1.96$ shows normality of distribution (Saunders & Lewis, 2012). The most highlighted tendency is of Green perceived risk shows respondents were more inclined towards risk issues associated with green products. Thereby the reflection in actual purchase of green products are highly related with perceived risk associated.

**Hypothesis Test:**

The hypothesis H1 i.e. Environment concern, green perceived value, green perceived risk is significant impact on green purchase intention. To test hypothesis, Multiple linear regression analysis was used. First assumptions of MLR was checked. For normality and outliers, the Mahalonobis Distance was 18.75 above than 15 indicates in data there are no outliers and data is normal. For auto correlation the Durbon Watson test value is 1.7 within the limit of 1.5-2.5 shows there is no auto-correlation among independent variables. For multi collinearity the value of tolerance is .713 >.1 shows correlations among predictors are very less thereby MLR test is feasible to apply to test hypothesis. The results of MLR show that the value of F-statistics (F= 101.999, sig .000 <.05) is significant indicates the predictors are fit to explain changes in green purchase intention (GPI). The value of R-square is .580 shows model is explaining 58% changes in

variance of GPI. Further the magnitude effect of each predictor (EC, GPV, GPR) on GPI the standardize beta values are calculated. The beta value of EC is .709 shows the EC is positive and significant predictor and if there is 1% increase in EC would increase 70% GPI. The beta value of GPV is .150 shows the GPV is positive and significant predictor and if there is 1% increase in GPV would increase 15% GPI. The beta value of GPR is -.134 shows the GPR is negative and significant predictor and if there is 1% increase in GPR would decrease 13% GPI. Overall the H1 is accepted and the EC found more weight in increasing GPI among young consumers of Quetta.

Table 4

*Results of Multiple Linear Regression*

| Hypothesis | Regression analysis | Regression weights (Beta values) | R2 | F Statistics | P Value | Hypothesis supported |
|---|---|---|---|---|---|---|
| H1 | EC → GPI | .343 | .580 | 101.999 | .000* | Yes |
| | GPV → GPI | .150 | | | .000* | |
| | | -.134 | | | | |
| | GPR GPI | | | | .000* | |

*Note*. *P < 0.05. EC: Environment Concern, GPV: Green Perceived value, GPR: Green Perceived risk

**The Mediation Effect of Green Attitude (GAT) between Environment Concern (EC), Green Perceived value (GPV), Green Perceived risk (GPR) and Green Purchase intention (GPI):**

To check the mediation effect of Green Attitude (GAT) between Environment Concern (EC), Green Perceived value (GPV), Green Perceived risk (GPR) and Green Purchase intention (GPI), the approach of (Baron & Kenny, 1986) utilized through bootstrapping method with bias-corrected confidence estimates, (MacKinnon, Lockwood, & Williams, 2004; Preacher & Hayes, 2004) with 95% confidence interval at 5000

bootstrap resamples (Preacher & Hayes, 2008) based on the process of Andrew F Hayes. According to Barron and Kenny (1986), four conditions are necessary to ensure the mediation effect i.e. IV and MV should be significant, MV and DV should be significant, IV and DV should be significant and when MV is added between IV and DV the values of IV and DV should reduce or disappeared in order to establish full mediation.

Figure 1 indicate EC and GTA is significant (b=.20, p= .00< .05), GTA and GPI is significant (b=.23, p= .00< .05), EC and GPI is significant (b=.25, p= .00< .05) and when GTA is added as mediator between EC and GPI, the beta value reduced (b=.23 from .25, .1479 _ .4294) indicates GTA significantly mediates relationship between EC and GPI thus H2a is accepted.
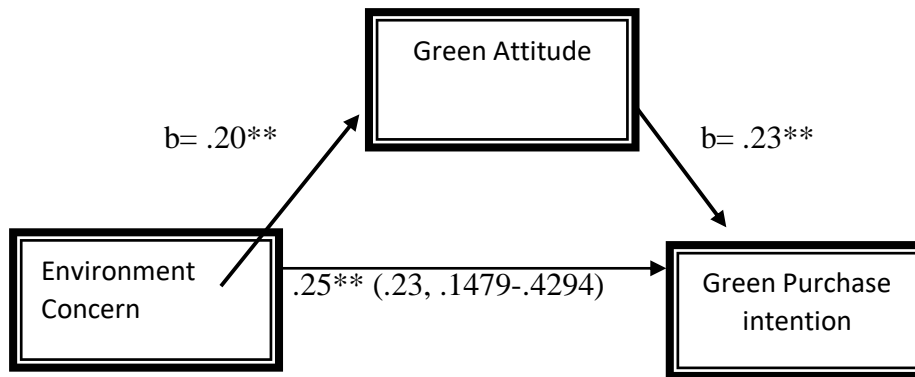


Figure 2 indicate GPV and GTA is significant (b=.27, p=.00< .05), GTA and GPI is significant (b=.11, p= .00< .05), GPV and GPI is significant (b=.13, p= .00< .05) and when GTA is added as mediator between GPV and GPI, the beta value reduced (b=.03 from .13, .0073 _ .0718) indicates GTA significantly mediates relationship between GPV and GPI thus H2b is accepted.

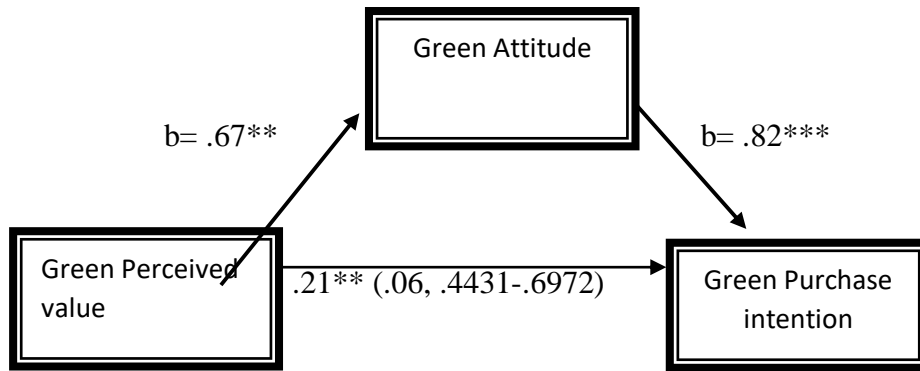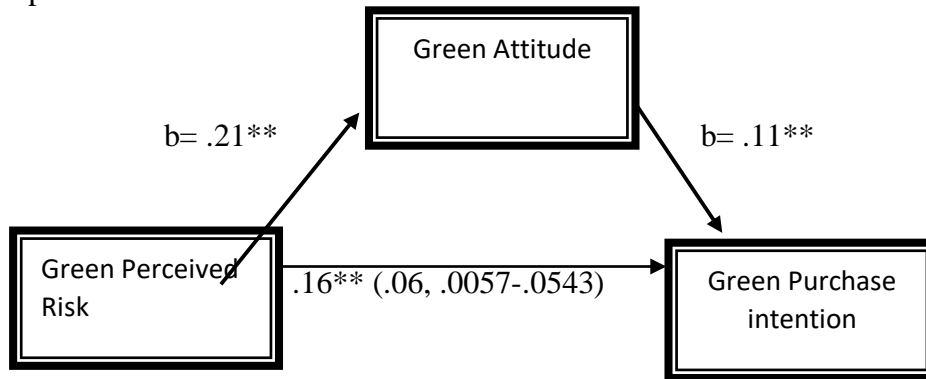Figure 3 indicate GPR and GTA is significant (b=.21, p=.00< .05),
GTA and GPI is significant (b=.11, p= .00< .05), GPR and GPI is significant
(b=-.16, p= .00< .05) and when GTA is added as mediator between GPR
and GPI, the beta value reduced (b=.02 from -.16, .0057 _ .0543) indicates
GTA significantly mediates relationship between GPR and GPI thus H2c is
accepted.

**Conclusion and Recommendation:**

Overall results are consistent with earlier studies (Chen & Chang, 2012; Mostafa, 2007; Rahardjo, 2015) suggesting that environment concern found more significant predictor among young students of Quetta. This might possible because youth of Quetta is modeling towards modern orientation and product related features don't find major contribution in their green purchase intention. Further the green perceived risk found negative relationship with green purchase intention because the losing money, time and resources that don't fit with need satisfaction are likely to reduce the green purchase intention (Chen & Tung, 2014; Gupta & Ogden, 2009).

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