

CAPITAL UNIVERSITY OF SCIENCE AND
TECHNOLOGY, ISLAMABAD



Factors Influencing Green Buying Behavior of “Generation Z” in Pakistan

by

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A thesis submitted in partial fulfillment for the
degree of Master of Science

in the

Faculty of Management & Social Sciences
Department of Management Sciences

2022

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*I want to dedicate this achievement my parents, teachers and friends who always
encourage and support me in every crucial time*



CERTIFICATE OF APPROVAL

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Acknowledgement

In the Name of Allah, The Most Gracious, The Most Merciful. Praise be to God, the Cherisher and Sustainer of the worlds. All thanks to Almighty Allah, The Lord of all that exist, who bestowed me with His greatest blessing i.e. knowledge and Wisdom to accomplish my task successfully.

Thousands of salutations and benedictions to the Holy prophet **Hazrat Muhammad (PBUH)** the chosen-through by whom grace the sacred Quran was descended from the Most High. I am very thankful to **Dr. Laksi Muhammad**, a great teacher, mentor and supervisor who made a difference in all aspect of my life. I am indebted to **Dr. Laksi Muhammad** for his valuable guidance, encouragement and dedicated support that enabled me to complete my MS Degree Program.

I want to express my heartiest regards to my parents who always supported me morally, spiritually & prayed for my success.

Kinza Khan

Abstract

The aim of this study was to investigate the influence of environmental concern on green buying behavior. Along these lines, the objective of this review was to additionally understand impact of psychological factors such as subjective and personal norms on green buying behavior with the mediating effect of buy intention. The proposed study was descriptive in nature and survey method was used for collection of data. Population of this study included all public and private colleges of Islamabad and Rawalpindi. All the BS level students as generation “Z” were target population of research. Self-developed and adapted five-point likert scale questionnaire was used for data collection from students. Data was analyzed using descriptive and inferential statistics with the help of SPSS and the final report was made. A significant difference was found between green purchasing behavior or intentions and four factor: ‘perception of environmental responsibility’ and ‘personal norms and buy intentions, ‘social norms’, green buying behavior. Prominently, green consumer value does not have significant and positive effect on buy intention and was not supported. It was further concluded that personal and social norms have a significant and positive effect on buy intention. Hence, the hypothesis stands approved. Similarly, Environmental concern has a significant and positive effect on buy intention.

Keywords: Green Buying Behavior, Environmental Concern, Buy Intention, Personal Norms, Social Norms, Green Consumer Value.

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Chapter 1

Introduction

1.1 Background of the Study

Over the past decade, global consumer use of goods and services has increased significantly, consuming environmental resources and causing serious environmental damage. Kates (2000) notes that overpopulation and abuse are the leading causes of ecological and ecological disasters today. In recent times, increased socio-economic development because of rapid growth of industrialization and urbanization have resulted in overuse of natural resources, resulting in drastic environmental issues (Ajibade et al.,2021). Water and air pollution, global warming, destruction of plants and animals, eutrophication, acid rain and ozone depletion have become major environmental problems. In addition, overpopulation in both developed and developing countries is a heavy burden on the environment. These ecological pressures force some to rethink and reflect on our relationship with the environment. Because the use of natural resources is very important for the progress of human civilization. As a result, the thought of environmental protection gradually appeared in people's minds.

Green innovation and green consumption are key areas in promoting sustainable development. Green innovation combines sustainable environmental practices at all stages of the production of goods and services. Green use is generally associated with environmentally conscious use. In other words, consumers consider the

environmental impact when purchasing, using and disposing of various goods or using environmentally friendly services. Therefore, green consumers have an important role to play in the green revolution. Because the use of the environment not only has a positive effect on the environment, society and economy, but is also an important prerequisite for sustainable development.

When environmental consumers understand the degradation of the environment and have greater reliance on the environment, their focus will influence their purchasing decisions and guide them to purchase environmentally friendly products that have a significant impact on the environment. In addition, sourcing an environmental resource is very important as unplanned delivery of products can cause severe environmental damage. According to the report, home purchases by customers accounted for 40% of environmental damage (Wang et al., 2014).

Consumers can thus play an important part in diminishing natural harm by purchasing products harmless to the ecosystem. While the quantity of individuals who need to purchase my green items has expanded lately, there is little proof to propose that the quantity of individuals who need to purchase my green items has expanded. Notwithstanding natural worries and shopper uplifting perspectives towards maintainable turn of events and green items, the green market is as yet restricted to 7-8% of the world market. Consequently, it is vital to recognize the driving elements impacting Green purchase intentions (GPI) and Green purchase behaviour (GPB) to help green item and consumption markets. Therefore, a thorough review of the literature on GPIs and GPBs is essential for consumers, manufacturers, policymakers, and researchers. By increasing the propensity to buy environmentally friendly cleaning agents, damage to the environment can also be reduced.

Green consumer behavior is an environmental behavior that can be defined as a form of consumption that can harm and benefit the environment. Over the past decade, consumers around the world have increased their consumption of goods and services, which is harmful to natural resources and the environment. Issues such as sustainability, green brands and environmental awareness are increasing

in developing countries. Governments and consumers are beginning to understand environmental problems. Recently, developing countries have focused on environmental behavior and consumer attitudes towards environmentally friendly products (Khare, 2015).

Green consumption is a major trend in today's business world, but it is still present in developing countries like Pakistan. It is forecast that developing countries will produce twice as much e-waste as industrialized countries by 2030 (Ali et al., 2019). Pakistan ranks 8th in the Global Climate Risk Index (German Watch, 2016). Indicates susceptibility to future adverse environmental changes.

Western society has been aware of the need to protect the natural environment since the 1960s and 1970s, so the study of green consumer behavior is mainly focused on western industrialized countries. With the growing environment not set in stone and prompting a definitive and inevitable prosperity of the general public. For this it is expected to decide the variables influencing green purchase goal among Pakistani customers.

Lately, the environment has emerged as a boiling issue for social orders, state run organizations, in any case business affiliations. Its significance starts from raising normal degradation like solid wastes, ozone weariness, an overall temperature adjustment, and air pollution. It is seen that different activities of business affiliations like acquiring, gathering, collaborations, and exhibiting antagonistically influence the environment and moreover saw as the wellspring of a huge piece of the normal issues (Eltayeb, Zailani and Jayaraman, K, 2010). Notwithstanding, natural pulverization has reliably been fundamental for the human story. All through time, people's prosperity, both on the individual and the neighborhood have been affected through environmental issues (Khwaja, 2008).

In any case, current natural terrifying conditions are always threatening buyer wellbeing and prosperity all around the world. As a result, purchasers are turning out to be more touchy in their natural perspectives, inclinations, and purchases (Sarigöllü, E., 2009). Over the previous many years, natural issues and issues have been broadly perceived and talked about. These days, a huge number of respondents from one side of the planet to the other express that they are concerned or

very stressed over natural issues also revealed that during the past a few numerous years, stresses over environmental stunning conditions have been extending. Since customers have seen the significance of getting the environment, environmentalism has transformed into an essential subject in the business place (Kalafatis et al., 1999).

At this point, customers are consistently aware of the truth of normal defilement, coming with regards to all the more naturally mindfulness and need to buy eco-obliging things and organizations, really inclining in the direction of associations that favor biological practice (Kalafatis et al., 1999; Laroche et al. , 2001; Roberts, 1996).

As demonstrated by Makower (1993), the 1960s was the time of "green exciting", the 1970s was the significant length of "taking action", the 1980s was a "mindful" time and the 1990s was "power in the business community" time. Over those years, people started mentioning innocuous to the biological system things and organizations, and the affiliations felt political and public strain to rehearse ecological security. The need to extend buyers' knowledge of corporate undertakings to satisfy commonsense rules, the need to perceive purchasers' tendencies for green things, the shot at charging an uncommon expense achieved a new prevailing fashion in the showing field, the supposed green publicizing (Peattie and Crane, 2005). Overlooking this, there are in like way unique evaluation centers around showing that while organic issues, as needs be ordinary worries.

Like Dunlap, Van Liere, Mertig and Jones (2000) and Kaplan (2000) reported that in any case, a numerous people know about and be stressed over regular issue, this isn't by and large reflects in direct. In the green piece of purchaser cerebrum science, generally experts have been advanced endeavors to clarify the opening between clients' reported mindsets and their genuine buying conduct. In such way, they much of the time used Ajzen's "Theory of Planned Behavior" (Kalafatis et al., Pollard et al., And Tsogas, M. H, 1999). This theory depicted those assumptions towards a showing are directed by points of view, seen control and enthusiastic principles. Assumption, in this manner, may incite genuine direct.

Clinicians have inspected values, convictions, inspiration and mentalities to grasp this irregularity and why certain individuals participate in harmless to the ecosystem conduct, while others don't. Despite the fact that, there are many elements which meddle in this cycle, with an effect on whether or not the environmentally cognizant demeanor will bring about genuine conduct, which is the purchasing of green items. Scientists recognized many factors as impacting this interaction incorporate.

Business manageability is the idea that has gotten significant consideration from the two academicians and specialists, and natural worries have achieved changes in buyer requests and practices (Mendles and Polonsky, 1995). A tone of clients show enhanced ecological mindfulness and tendency for harmless to the ecosystem associations and their things, uncovering their insightfulness to purchase and pay more for green things/associations. Moreover, normally concerned person who acknowledge that tainting is an issue and besides have an ideal disposing.

At long last, by sharing data about standard issues, we can persuade even individuals who don't at this point incline toward green purchasing. In propelling forming purchase point has been a gigantic idea. To measure the difference in new things comparably as rehash securing of existing ones, most affiliations utilized customers purchase objective. Earlier evaluations have uncovered that clients with targets to purchase thing show higher genuine purchasing rates than those clients who show that they have no supposition for purchasing (Brown, 2003). In this examination suggestion, the specialists take client GPI as a reliant variable, while client GPB is the outcome of client GPI. As shown by Blackwell et al. (2001), purchase direct location toward what buyers figure they will purchase. Eagly and Chaiken (1993, p. 168) battled that point watches out for an individual's shrewd game-plan to apply work to complete a direct. Moreover, direct towards a specific article is approximated by a target to play out that lead, referred to by Malhotra and McCort (2001).

As shown by Chan (2001) and Beckford et al., (2010) research studies, GPI is a fundamental indication of GPB, which proposes that purchase objective is persistently sway the likelihood of a client choice that he will purchase green things.

Straughan, RD and Roberts, JA (1999) combat that an individual with positive typical lead will get a kick out of the opportunity to purchase these green things considerably more reliably, as the positive sign of one's immediate for climate will chip away at the probability to pick these things with more prominent rehash (Cornelissen et al. 2008).

Notwithstanding, still there is a need that business labor force and government together take drives to instruct and convince individuals for green purchase choice. In like manner, it is seen as that there is a positive relationship between standard consideration and individuals disposition, taking everything into account support. A review composed by Polonsky, MJ (1994), mulled over that buyer put a lot of liability on affiliations and government working environments for guaranteeing the climate and they don't believe themselves to be a piece of this correspondence, and are not a huge load of gave in such a manner.

As necessary, green publicizing doesn't unequivocally influence all purchasers, in this manner it is fundamental to perceive and target naturally concerned market pieces (Lampe and Gazdat, 1995). Like in Europe and the United States where the costs of green things have regularly been higher to mirror the extra expenses of reengineering the creation coordinated effort, the ejection cycle or the bundling. Since, a luxurious cost of green thing means that ecological execution, considering the way that less dirtying things are out and out the more expensive to pass on (Mahenc, 2008).

Regardless, on account of expansion ordinary worries buyers will pay unimportant more for green things. Likewise, an audit showed that buyers are prepared; but paying little heed to how they are prepared to purchase these green things. Rather than these divulgences, D'Souza et al., (2006) detailed that by and large point of view on green things is unfairly connected with client's cruel to cause them to acknowledge they are of more extreme costs and unsatisfactory quality alternately, with standard things.

Therefore, it might be battled that there is a doubt in regards to clients that everything offered ought to be regularly guaranteed without a need to surrender

quality. Accordingly, stressed as what quality is concerned, green eats up won't think about it, so affiliations should additionally foster green thing quality comparably as spotlight on typical advantages of a thing and arrangement these focuses with clients to accomplish the certification keeping watch prescribed that those affiliations wanting to redesign market attack of the current green things responsibilities should dispatch a publicizing effort worked with at developing.

1.2 Problem Statement

Environmental issues have become a dire problem for the world and humans in general. Therefore, both people and businesses need to change their attitude towards their functions as consumers and producers. Green marketing thus has the main role in traversing all areas of organizations and individual lifestyles. Consumers are looking for green products that can reduce the destruction of the environment (Simão, L., and Lisboa, A. 2017).

Consumers are looking for green products that can reduce the destruction of the environment. One environmental behavior is environmental consumption (green purchases). That means buying and consuming environmentally friendly products. Examples of these products are household products made of plastic and paper, recycled or reusable packaging, energy-saving lamps, non-biodegradable impure ingredients, synthetic detergents that are free of dyes and fragrances (Salumi, 2014).

Although the buying behavior of green consumers has been increasingly researched in recent years, the cause of this behavior is not yet fully understood. Demographic data is widely used due to the importance of other important factors in the consumer market area, but cannot ensure that consumers respect the environment. (One, 2016)). This study shows that non-demographic data is more of a descriptive psychosocial variable (i.e., beliefs, personal norms, subjective norms) than demographic data for predicting purchase intentions. Emphasize target variables.

The main reason for environmentally friendly buying behavior is therefore the research and research that focuses on psychosocial motivation in this context.

Similarly, this paper will also demonstrate how consumers green consumption value affects their aims to purchase ecologically supportable items. This will show that advertisers in emerging nations might have to accentuate a worth cognizant center when situating harmless to the ecosystem items to arrive at buyers with higher green utilization esteems.

Along these lines, the objective of this review is to additionally comprehend the psychosocial factors, especially standards, and the impact of green worth that impact purchasers' favorable to natural purchase practices and give administrative ramifications and important ideas for showcasing techniques. The motivation behind present review is to explore the elements affecting green purchasing conduct of "Age Z" in Pakistan.

1.3 Research Objectives

Specific objectives of the study were.

1. To examine the effect of environmental concern on green buying behavior through the mediating effect of buying intention.
2. To examine the effect of subjective and personal norms on green buying behavior with the mediating effect of buying intention.
3. To examine the effect of green consumer value on green buying behaviors through the mediating effect of buying intention.

1.4 Research Questions

1. What is the effect of environmental concern on green buying behavior through the mediating effect of buying intention?

2. What is the effect of subjective and personal norms on green buying behavior with the mediating effect of buying intention?
3. What is the effect of green consumer value on green buying behaviors through the mediating effect of buying intention?

1.5 Theoretical Background

This study is based on the TPB framework, which addresses subjective attitudes and norms and perceived behavior control promotes a person's intention to behave. Attitude relates to the individual Assessment of the favorable or unfavorable performance of related behaviors (Ajzen, 1991). Subjective norms are social factors and relate to social pressures. Whether a certain action should be carried out (Ajzen, 1991).

Similarly, TPB is a crucial social behavioral response model that explains the changes in consumers intentional purchase behaviour influenced by external and internal sources (Ajzen, 1991). Time and time again this model has been proven successful in doing so. It has also been validated in the context of pro environmental behaviour (Yazdanpanah and Forouzani, 2015).

Through this study TPB will be further strengthened and expanded by showing the attitudes that have an effect on green buying intentions. This theory of planned behaviour gives a clear definition of the model that assists in finding out the role of behavioral attitudes and cultural factors on consumer intentions to buy green products.

In addition, we tried to expand the TPB by adding an additional configuration (green consumer value) to the model. Green value is more important for consumers to fully understand their intentions and behaviors than trading money for value. If you think green products are traditional products can do away with environmentally friendly intentions.

Hence, this framework is the most suitable framework in context of the aim of this study. Any connections in this model are supported by previous research by famous scholars.

1.6 Significance of Research

Global warming in recent times has become a critical and notorious dilemma. With increased awareness in general public of the importance of restoring and saving the environment, consumers are making green buying decisions. Consumer preferences have changed overtime to solve environmental issues and thus immediate action is needed to cater to these market changes. These changes are making businesses find solutions to design and make products that meet green consumer expectations. This study thus constructed a model describing the relationships between subjective norms, personal norms, green value, environmental concern, behavior intention, and actual behavior.

This research contributes to the book in many ways. Let us first test the effectiveness of the TPB system in cultures and models other than those previously investigated.

Main significance of this research is to contribute to the minimal research about the green buying behavior of consumers of Pakistan. Green marketing and green buying behavior is an upcoming research sector in Pakistan and still needs to be explored. In this way, it helps to raise awareness of the factors influencing the motivation of green consumers in developing countries and to better understand the purchasing behavior of green consumers.

Second, this study seeks to identify the complexities of the relationship between prognosis and outcome by identifying psychosocial mechanisms that determine the nature of the relationship. Finally, thanks to the understanding of the green market outlooks of Generation Z of Pakistan, this study helps real estate marketers develop bespoke marketing strategies and strategies, as well as the potential for the real estate market. It is possible.

This study is also important from the perspective that a separate market has emerged known as green market as a result of environmental crisis and to cater to this market it is crucial to know what influences this market (Ali and Ahmad, 2012).

Terms used in previous studies for green buying behaviour are “green buying”, “green purchasing behaviour”, “environmental friendly buying” and so forth. Hence all these terms have been used in this paper. This paper explains to the readers the different factors (also covered in previous studies with some gaps) effecting green buying purchasing attitudes and behaviours of consumers. The remainder of the paper is as follows: First a detailed analyses is given of literature on green buying behaviour and the behavioural factors effecting the purchasing decision of consumers. Methodology and approach follows the literature review, ending with the findings, recommendations and discussion.

Chapter 2

Literature Review

The current writing examination factors affecting green purchasing conduct of "Age Z" in Pakistan. Over the previous decade, worldwide utilization of labor and products has expanded quickly, bringing about consumption of normal assets and serious ecological harm (Chen and Chai, 2010). Some genuine results of natural harm are an unnatural weather change, expanded contamination, and decreased widely varied vegetation (Chen and Chai, 2010). Nations/districts all over the planet are starting to become mindful of these dangers and endeavor to limit the adverse consequence of their ecological exercises. This mindfulness and thought for the climate and society prompted the introduction of "economical turn of events". He stressed the need to help types of improvement that advance supportable turn of events and limit adverse consequences on the climate and society.

Sustainable development continues to drive ecosystem innovation and environmental utilization. Green Innovation centers around coordinating environmental manageability rehearses into all periods of item and administration advancement (Velveva and Ellenbecker, 2001). Green shopping is important because unplanned product purchases can adversely affect the climate. Grunert (1995) detailed that shopper families cause 40% of natural harm. Shoppers can forestall or diminish ecological harm by buying harmless to the ecosystem items. Past investigations have shown that purchasers have an uplifting outlook towards the climate and security.

In fact, consumers have previously expressed a company's demand for green products. In recent years, more and more people are buying organic products, but there is little evidence to suggest that more and more people are buying organic products. Despite environmental problems, sustainability and consumer positive attitudes towards green products, green products still only make up tend to ignore the environmental impact of shopping (Mohr, Webb & Harris, 2001).

When examining environmental consumer behavior, many studies report a gap or "gap" between good consumer perspectives and real buyer conduct. Hughner (2007) observed that numerous shoppers will purchase natural food (67%), yet as a general rule a couple (4%) purchase this food. Additionally, Defra (2006) saw as that 30% of UK buyers report environmental problems but rarely focus on environmentally friendly purchases. Hence, there is a clear distinction between consumer behavior is referred to as the "green purchasing gap" or "green attitudes and behavior gap". This means that buyers' uplifting outlooks towards green items don't generally prompt activity. In the space of natural shopping, we really want to examine the reason why mentalities towards the climate contrarily affect buyer behavior. Certain factors such as product price, availability and other social impacts can influence consumer attitudes and purchasing behavior.

At the point when these not actually settled through genuine assessment, steps can be taken to determine these issues and urge customers to truly buy green things. But basic investigation on biological insight and cognizance of the purchaser exists (Diamantopoulos et al., 2003; Schepker and Cornwell, 1991) and studies have in like way focused in on seeing buyers' utilization plans and non-use lead (Follows and Jobber, 2000; Lee, 2009), yet the data on factors impacting customer green buy direct stays limited. Past assessments have doubtlessly shown that in spite of the way that individuals appreciate the genuineness of normal issues, their environmental points of view don't actually provoke green buying (Bamberg, 2003; Kilbourne and Beckmann, 1998; Nordlund and Garvill, 2002). Lately, Rokka and Uusitalo (2008) ensured that even clients with the main degree of normal perception don't by and large buy green things; their choice of things depends upon both natural perspectives similarly as their appraisal of the diverse thing

credits. Further, situational factors can in like manner hamper earth able buying and diminishing the effect of a positive regular attitude.

Prior examinations have talked about impact of socio-segment, past green purchasing conduct, green self-personality, social impact, and qualities on green purchasing. The current review limits itself to getting relationship and the impact of natural worries, abstract standards, individual standards and green customer esteem on green purchasing conduct of age z shoppers of Pakistan. The study adjusts these aspects from prior examinations and inspects their relationship on green purchasing conduct through the interceding job of purchase aims.

2.1 Environmental Concerns

Environmental concern is the emotional response of a person to environmental issues. In other words it is the recognition of threats facing environmental resources of the planet by the general public or the consumers (Ali et al., 2011).

Dunlap and Van Lear (1978), a worldview is determined by a worldview that indirectly influences behavior through behavioral motivation (Kaufman, 2012).

Environmental concern is one of the main factors that can explain personal attitude towards green buying behaviour. Consumers who are more concerned about environmental issues are more inclined towards green products and maintaining a sustainable lifestyle to keep the environment safe (Paul et al., 2016). This will automatically influence their buying behaviour towards green products. Recent studies have found that environmental concern of younger generations has a major impact on buying decisions.

Previous research has shown that consumers who understand environmental concerns, the eco-friendly products. Environmentally conscious consumers want to buy organic products. Their concern for environmental protection is reflected in the community group dedicated to environmental protection (Khare, 2015).

Buying green means buying green products and using products that are harmful to the environment (Chan, 2001). Green shopping is often measured in terms

of green shopping intentions and activities. The green purchasing goal reflects consumers' desire to buy organic products. The aim is to know the factors that affect consumer purchasing behavior in the environmental sector (Ramayana, Lee, & Mohammed, 2010).

Green buying behavior represents the complexity of ethical decision making and is understood as socially responsible behavior. As socially responsible consumers, green consumers consider the global impact of personal use and drive social change (Moisander, 2007). Green products meet the (Shamdasami, Chon-Lin, & Richmond, 1993). These products have environmental benefits and have minimal impact on the environment. Organic products use safe and recyclable materials and require less packaging for the environment (Chan, Chai, 2010). Examples of eco-friendly products include organic products, energy-saving lamps, air conditioners and eco-friendly washing machines.

Compared to the severity of the problem, individuals are more inclined to "the perceived severity of environmental problems" (Ghimire & Mohai, 2005). In agricultural nations, because of difficult issues like the nursery impact, air contamination, water contamination and strong waste administration, individuals accept that nearby and public ecological conditions are awful (Dunlap, 1994). The most genuine neighborhood natural issues are wastewater treatment, water quality and air quality (Lee, 2009). Asians believe that local environmental problems are more serious than Westerners (Lee, 2009). In addition, the perception of earnestness is additionally used to portray wrongdoings and different sorts of moral infringement. Since we relate this idea to natural issues, we can utilize rationale to infer that contributing or causing ecological harm is viewed as a wrongdoing. Lee (2008) found that there is a negative correlation between "perceived severity of the environmental problem" and "green purchasing decisions". Several studies have examined how gender differences affect the severity of people's perceptions of environmental issues. Lee (2009) noted that Hong Kong girls had a higher "perception of environmental severity" than boys. This is corroborated by the findings of Bord and O'Connor (1997) that women are more vulnerable to harm. waste and global warming are higher than humans.

H₁ Environmental Concern has a significant and positive effect on buy Intention.

2.2 Personal Norms

Consumer awareness and self-esteem influence consumer behavior. People buy products that reflect their character, economic wellbeing and qualities (Belk, 1988). Barris and Rempel (2004) contend that real estate is seen as an extension of itself, allowing clients to play different roles in society. Users are closely linked to the quality of the product. By purchasing environmentally friendly heart products, consumers acquire an environmentally friendly heart status, engage in the environment and stand out from the crowd. By purchasing environmentally friendly heart products, consumers can achieve their individual and collective ethical goals (Khare, 2015). Personal norms are the main driving force behind consumers intention to buy environmental friendly products. (Schultz et al., 2016). To do what is right for the environmental and the society are part of one's personal norms. Earlier evaluations have uncovered that clients with targets to purchase thing show higher genuine purchasing rates than those clients who show that they have no supposition for purchasing (Brown, 2003).

Frij-Andres et al. (2007) Future research on the relationship between attitude and behavior has suggested that individual norms and values should be included. An earlier study by Strogan and Roberts (1999) supported this idea of the unpredictable use of personal criteria. This study suggested that green consumer behavior studies should focus on personality and values as social predictions. Demographics (Schurring, 2018).

To explain the nature of green shopping to consumers, previous studies have focused on explaining the values, attitudes and behavioral intent of environmentally friendly products (Fox and Polyester, 2002; Vermeyer and Verbeck, 2006; Whale and Hinton, 2007).

The two main theoretical approaches studied are Ajsen, Fishbane's Theory of Rational Behavior (TRA) (1980), and Ajen's Theory of Planned Behavior (TPB)

(1985). Some studies use different versions of the values-belief-attitude-behavior model. According to TRA (Fishbain, Ajsen, 1980) two fundamental variables decide individual conduct: individual mentalities and accepted practices. TPB (Ajsen, 1988) adds other factors that determine individual behavior. Movement management is required. Substantial control behavior includes control measures that buy it higher. According to the TPB, many studies have examined attitudes, intentions and actions when buying genuine green products (Arvola et al., 2008; Smith & Paradino, 2010; Ta. The ability to explain ethics. This can be used by models). This study (Magnusson et al., 2003; Padel and Foster, 2005) did not consider consumer emotional factors that influence consumer ethical behavior. The usual purchasing behavior of consumers is not taken into account (Padel and Foster, 2005; Thøgersen and Orlando, 2003).

In addition, previous studies have failed to identify the effects of various contextual factors (e.g. economic pressures) that can affect attitudes and behaviors about the environment (Mainieri et al., 1997). Thus, the TPB method examines the precursors of consumer intent in the pre-consumer environment, but does not take into account the consumer's decisions to buy the product or in the future (post-consumer behavior). The pattern of attitudes, intentions and behavior also ignores the external effects of environmental and contextual factors on consumer buying behavior. (Carrington et al., 2010; Foxall, 1993). Various studies have suggested a number of changes to address the limitations of TPB. These modifications help explain the reasons for the behavioral differences and behaviors observed in the context of green shopping.

There are several theories that suggest that attitude itself does not affect behavior. In addition to actions, there are different variables that impact the strength of social connections. Guagnano et al. (1995) presented the ABC model (Attitude-Behavior-Context) for a superior comprehension of human conduct. As per this model, the natural conduct of customers relies upon mentalities, yet additionally on relevant variables. Positive variables are intensified, and horrible elements decline the strength of the connection among perspectives and behavior. Conditions are good, although people who think the environment is less environmentally

friendly, but circumstances are limited, recommend environmentally friendly activities even to those who are positive about the environment. That's not the case.

In addition, past examinations have not shown the impact of different situational factors (for example monetary limitations) that can affect attitudes towards the environment and behavior (Mainieri et al., 1997). Therefore, TPB laws should explain when a consumer buys a product and what they should buy in the future (post-purchase behavior), which cannot be explained by precedents of consumer intent in previous consumer situations. The attitude-intent-behavior model also ignores the external influence of ecological and logical elements on purchaser buying conduct. (Carrington et al., 2010; Foxall, 1993). Different examinations have shown that a few changes have been made to the TPB to defeat these limits. These progressions can assist with clarifying the reasons for conflicting mentalities and practices in the green exchanging climate.

There are several theories that attitudes do not affect behavior. In addition to behavior, there are different variables that impact the strength of the connection among fixation and conduct. Guanano et al. (1995) presented the Attitude-Behavior-Context Model (ABC) to all the more likely comprehend human conduct. As per this model, green purchaser conduct isn't just controlled by reliance, yet additionally by situational factors. Ideal situational factors are supported and negative situational factors debilitate the strength of the relationship. Under good conditions, individuals with low natural mentalities might be earth clean, but under restrictive circumstances, those with positive environmental attitudes may not encourage environmental behavior.

Olander and Thøgersen (1995) presented the Motivation-Ability-Ability (MAO) model to comprehend client conduct. The MAO model uses two constructions as an essential for green client conduct: capacity and capacity. Ability structures group information about propensities and errands, while limit structures incorporate circumstances or "openings" that work with activity. As per this model, inspirational perspectives possibly lead to anticipated conduct in case the client has the capacity and capacity to play out the normal conduct. For instance, no green

buy will be made assuming that a green item isn't accessible. As of late, Phips et al. (2013) acquainted normal determinism with comprehend feasible shopper conduct. The model underlines the significance of past conduct and views it as a mark of manageable conduct later on. This model shows that individual factors like perspectives, past practical conduct and socio-social climate impact future supportable conduct. The above conversation in this way shows that perspectives as well as different individual and situational factors impact client conduct. These variables can likewise increment or reduction the strength of the relationship.

H₂: Personal norm has a significant and positive effect on buy intention.

2.3 Subjective or Social Norms

Subjective or social norm and reference groups have become the driving forces behind green buying behaviour. Through various studies a strong relationship has been established between subjective norms and green buying behaviour.

The hypothesis of the central hypothesis of behavioral regularization provides a method for selecting mixed aids in the social sciences for the work of accepted practices of human behavior. In view of the consequences of consistently meaningful testing of the hypothesis, the standards obviously have a major influence on behavior, but the strength and type of this effect must be appropriately perceived by specific, generally or appropriately applied calculation components. That is, in order to correctly anticipate the likelihood of constant standard activity, one needs to (a) make independent two types of standards that sometimes behave unfairly under certain circumstances: interim standards (which most others approve / disagree) and graphical standards (which most of the others do) and (b) mainly focus on the type of standard you want to run. General support for the hypothesis came from examining a range of normal environments (e.g. tags, public aid statements) that have resulted in major changes in a number of climate-related companies (e.g. waste, reuse, energy use, natural malfunction) .

Abstract or accepted practices allude to the seemingly predominant difficulty a singular experiences with whether or not to perform certain behavior. It is accepted that abstract standards are controlled by a set of open regulatory beliefs regarding assumptions for key caregivers such as relatives, family members, partners, partners, etc. In fact, numerous specialists have pointed out that the devouring decisions of individuals have been largely influenced by the mentality of peers, relatives, and various gatherings that were indispensable for people. At the end of the day, the individual buyer had to act on a par with the group's beliefs; In this way, abstract standards could predict behavioral goals (Chen and Deng, 2016). However, abstract standards also influence the behavior and decisions of the buyer and are a standard variable in TPB. They allude to the seemingly prevalent difficulties in implementing a certain behavior and are framed by regulatory beliefs.

Natural degradation and maintainability are considered to be one of the most significant problems of our time, and an awareness of all problems identified with the climate is emerging. A new report finds that people rank natural problems as the main test of today, followed by economics, health care, unemployment, and wrongdoing (Paetz et al., 2012). In the advanced phase, the promotion of greenery is associated with the ability to be cared for and biodiversity. Several studies show that climate concerns have become meaningful thinking in people's decisions. Dunlap (1994) noted that natural decay is viewed as intense by people around the world and concerns about climate corruption are growing. Buyers now know that their unique usage behavior influences the climate and the seriousness of ecological problems; In this way, humans perceive the earth more and more (Han et al., 2009).

Buyers are more aware of the severity of natural problems, which has led to an increased desire to purchase harmless items for ecosystem administrations and from organizations participating in ecosystem-harmless trials. Paetz et al. (2012) have suggested that there is little uncertainty as to whether any part of the customer usage exercises can be changed as long as such a shift makes sense. Hence, the need and value of green advertising has been recognized by advertisers and researchers

(Yam-Tang and Chan, 1997). Likewise, through the expansion of ecological awareness, buyers have become more aware of the effects of their inclinations on the climate and normal goods are limited (Krause, 1993). Further research is eager to find the elements that could contribute to the advancement of green buying behavior, and the results of these evaluations could help green advertisers in their work.

Several studies have analyzed natural problems using the organized behavioral hypothesis (TPB) (Kalafatis et al., 1999; Brewer. rchase harmless to the ecosystem items in light of the fact that the hypothesis energizes the investigation of perspectives, social and individual components and cognizant conduct control. Unsurprising impacts that might influence green purchasing conduct might be gotten from the sociologies, like brain research or human science and incorporate religion, training, culture and individual propensities, for instance.

Different variables are identified with showcasing or the climate, like contamination also the economy, among others. Mostafa (2009) suggests that regular attitude, environmental concern, kindheartedness, normal data and doubt towards biological cases are the fundamental contemplations that sway the green buying behavior of customers.

Dagher and Itani (2012) tried whether ecological mentality, natural concern and social impact are factors that influence green purchasing conduct. In his review, Stern (2000) tried four causal factors that may impact naturally critical conduct. These causal factors were attitudinal, individual abilities, relevant factors, and propensities and schedules. Harsh likewise recognized the reasons for the inclination for supportive of natural conduct based on the worth conviction standard hypothesis (2000).

The worth conviction standard hypothesis contends that when people acknowledge the upsides of a specific development, they accept that their activities will decrease the dangers looked by that development and that such activities will assist with setting up the people's qualities as close to home standards (Stern et al., 1999). At the end of the day when people apply the qualities in their lives, such qualities

will cause the people to accept that their activities are successful. In their review, Kim and Choi (2005) researched the impacts of and interrelationships among saw customer adequacy, natural concern and cooperation on biological utilization.

Kalafatis et al. (1999) recommended that the TPB, which reviews factors like mindsets towards direct, conceptual guidelines and saw social controls, gives a solid logical model to the expectation to purchase natural items. The construction of significant worth disposition conduct is important for understanding the indicators of buyers' ecologically cognizant practices (Kim and Choi, 2005). In our writing audit for this review, we tracked down various impacts on purchasing conduct. Three of these impacts are identified with discernment, while the fourth impact is identified with mental self-portrait.

Natural cognizance at the buyer level is driven by factors that join more media openness, better mindfulness of ecological issues, gathering of people pressure, severe arrangements and enactment. 'Seen reality of ecological issues', 'saw natural obligation' and 'saw adequacy of ecological conduct' factors were tried on the grounds that they are completely identified with customer discernment, which is the general discernment a purchaser has towards a particular issue. The fourth effect is the concern for mental self-view in environmental lead. The term self-character shifts among disciplines as self-idea or mental self-view, which are on the whole comparable in significance. Epstein (1973) proposed that an individual's self-personality has considerable impacts on conduct. The view of adequacy is hypothetically not quite the same as the impression of obligation (Ellen et al., 1991).

The apparent reality of an ecological issue is identified with the degree of hazard that such an issue holds. Dunlap and Scarce (1991) express that a larger part of individuals see the earnestness of ecological issues and that this extent has expanded significantly as of late. This greater part sees ecological issues as turning out to be more genuine as well as a danger to mankind. Starts and Shepherd (1992) recommend that the hypothesis of contemplated activity and the TPB represent the urgent job that self-character plays in influencing conduct goals and conduct. Then, we will talk about the variables analyzed in this review.

H₃: Social norm has a significant and positive effect on buy intention.

2.4 Green Consumer Value and Buying Intentions

Green consumer value refers to how the consumers perceive the product in terms its environmental sustainability and green friendliness, and how it serves the consumer's needs (Chen and Chang, 2012).

How a product serves them and the value they place on the product is what propels the customer to buy or not to buy a product. Thus, green value is the value consumers get by buying and consuming an environmentally friendly product. Environmental, financial, social and knowledge benefits that a green product offers the customer is what makes up the green value of a product. This then makes up an image of the product in the consumers mind be it a positive or a negative image. . Buyers now know that their unique usage behavior influences the climate and the seriousness of ecological problems; In this way, humans perceive the earth more and more (Han et al., 2009).

Purchasers who are worried about their wellbeing status like to purchase items which are natural, have no poisonous substances included, water-based and are regular. They have an assumption in minds about green items to perform at similar level as the other normal items which are not green. Buyers won't pay any additional sum for green items nor will they compromise over nature of green items. Just ecological benefits related with the item can't invigorate a purchase, rather end result purchase depends on the way that items ought to have the option to fulfill buyers' fundamental necessities and wants and natural highlights just add to the selling characteristics of an item (Rehman, 2013).

Hypothesis of Planned Behavior states that green purchase aim is a significant determinant of genuine purchasing conduct of purchaser. It implies that as the aim to purchase a green item increment, there is expanded likelihood that a purchaser

will really make that purchase (Rehman, 2013). When examining environmental consumer behavior, many studies report a gap or “gap” between good consumer perspectives and real buyer conduct.

Tong et al. (2016) explored the impact of green values on consumers’ choice of beneficial and harmful products, that is, green values make it easier for people to perceive the conflict of long-term and short-term interests of beneficial and harmful products, and thus it is more likely to choose beneficial products. In the experiment, consumers’ natural green values are measured directly, and it is found that consumers with high natural environmental values are more willing to choose beneficial products (Hu, 2019).

Environmental managers seek to address environmental damage caused by personal sacrifice. Environmental stewardship can also relate to a person’s lifestyle and lifestyle. Environmentally conscious consumers are responsible consumers who are committed to a better environment and a more sustainable future. In order to raise awareness of Lebanon’s ecological responsibility, it is important for Lebanese residents to have a deep understanding, knowledge and understanding of the country’s environmental conditions. Lee (2009) found that environmental responsibility is generally low. Individuals often blame environmental groups and governments for failing to protect the environment. In addition, studies on gender differences in environmental responsibility have shown that women are more environmentally conscious.

The perceived impact of environmental behavior is defined as the means by which consumers monitor the impact of their environmental efforts. Roberts (1996) observed that the most awesome aspect of green buyer conduct is shopper insight. Purchasers possibly purchase green items assuming they accept that their conduct will decidedly affect the climate. Kim and Choi (2005) observed that buyers are bound to partake in green buying conduct in case high self-adequacy straightforwardly affects them. The noticed buyer impacts additionally associate decidedly with harmless to the ecosystem conduct (Straughan and Roberts, 1999).

The observed improvement in efficiency may indicate increased consumer exposure to green behavior. Allen, etc. (1991) companies, marketers, and environmental

activists who promote green practices are encouraged to actively contribute to and support environmental activities. Consuming information about the effects of buying behavior actually facilitates behavior that increases. Having a primary responsibility for protecting the environment, people question the effectiveness of their actions without government oversight (Dunlap and Scarce, 1991).

H₄: Green consumer value has a significant and a positive effect on buy intention.

2.5 Green Buying Behavior

Green shopping behavior refers to the purchase of environmentally friendly or manageable items that are "recyclable" and "climate friendly" and that keep away from such items that are harmful to the climate and society (Wasifedoust et al., 2013). The general public is becoming more and more attentive and more receptive to normal living space. Ascendant awareness comes after an overuse of limited normal resources which has resulted in natural humiliation. Buyers are better acquainted with both the dangers of the climate and the immediate and deviant effects on life on earth both in the short and long haul. The supporting thinking behind green double-dealing is the need to proportion the environment and lessen the effect of human exercise on indigenous habitat.

A wide range of topics have been written on ecological misconduct, environmental protection, green market work and practical customer care (Shuuring, 2018). We found that "80% of shoppers who do not hesitate to purchase items for common diseases do not purchase items from organizations that have been held responsible for a disease" (Kaha, 2015).

According to Dagger and Itani (2012, 2014), shoppers must contribute to the climate through green advertising. "Green customers are seen as the main interest groups and market forces to consider, utilizing the position change effect versus the individual use effect on the local environment" (Moisander, 2001, p.252). All in all, the green arrangement, which coordinates with various principles such as quality and cost and blends natural norms, guides the decisions of the market.

The different environmental challenges that buyers face are the basic explanations for replacement, "reused / stored, "valuable / useful" for working on the climate through environmentally friendly purchases. Ecological insurance. In case you realize your purchase you can also purchase a green item for quick benefits (Vermillion and Peart, 2010).

Kotler (2011) noted that shoppers use another aspect, namely the extension of corporate social responsibility to the climate, when they have to search among the brands they are looking for. Recently, the number of clients who have never bought a green thing has dropped to not exactly half (Manget et al., 2009). "The market for healthy and manageable lifestyle items is estimated at US \$ 209 billion and covers approximately 17-19% of all customers" (Kotler, 2011: 134). This market includes energy efficient items, the environmentally friendly travel industry, and sunlight-based chargers (Kotler, 2011). Green shoppers are changing shopping malls in several critical ways (Vermillion and Peart, 2010) and shoppers are perceiving the colossal climate impact of their shopping practices (Abdul Wahid et al., 2011), which drives the climate situation as global concern us to carefully analyze the variables that could promote green purchasing behaviors in terms of the importance of these behaviors for the climate and for buyers.

People are more sensitive to the "perceived severity of environmental problems" than to the genuine truth of those issues (Ghimire and Mohai, 2005). In non-present day nations, natural conditions in the provinces and the general public are considered poor due to important issues such as the impact of nursery schools, air pollution, water pollution and waste evacuation (Dunlap, 1994). The main environmental problems in the district are wastewater treatment, water quality and air quality (Lee, 2009). Asians accept that the natural problems in the region are more real than in the West (Lee, 2009). Environmentalism is additionally discovered to be the main factor influencing green buying conduct. This discovering shows that as shoppers get more conscious of natural issues, they like to purchase green items more.

Much is explained in writing about practical shopper behavior known as green shopper behavior, which supports natural behavior, green buying behavior and

many other equivalents (Shuuring, 2018)). To bridge this gap and strengthen green shopper behavior, it is important to identify the drivers of green use. This research will use ecological behavior as a term to demonstrate buyer behavior driven by buyers' environmental concerns and their desire to diminish their natural impressions. Laroche et al. (2001) found that "80% of customers who are likely to spend the most on eco-friendly items say they will not purchase items from organizations accused of environmental pollution." (Smith, 2015).

H₄: Buy intention has a positive effect on green buying behavior.

2.6 Perceived Environmental Responsibility

While accepting environmental responsibility, a person expects to act in a way that can contribute to natural harm through individual penance (Stone et al., 1995). The ecological obligation can also reflect a person's way of life or way of life (Fraj and Martinez, 2006). Ecologically reliable buyers are the people who hold and remain responsible for a superior and manageable future for the climate. The more buyers purchase other environmentally friendly options, the more they are seen as natural and skilled buyers and social entertainers (Nyborg et al., 2006).

In order to raise awareness of Lebanon's climate commitment, it is essential to instill in residents a deep awareness, awareness and information about the country's natural conditions. Lee (2009) has shown that the sense of duty to care for the climate is regularly weak on a singular level. Environmental associations and states are accused as often as possible of the lack of natural security. Furthermore, studies examining the contrast of sexual orientation in relation to ecological commitment show that women are often humbler than men.

2.7 Generation Z in Pakistan

Individuals from Gen Z are valid advanced locals: from extremely youthful age, they have been presented to the web, informal communication destinations, internet business and versatile frameworks. That milieu has made a hypercognitive

age who approves of get-together and cross-alluding to numerous wellsprings of information and with organizing virtual and disengaged experiences.



FIGURE 2.1: Generation X, Y, Z Graph

2.8 Essential Strategies for Marketing to Generation Z

2.8.1 Innovation on Digital Channels

Whatever product you use, you need to have a powerful social media impact on Gen Z. Twitter, Instagram, Snapchat, and Facebook are Gen Z's main social media channels. Entrepreneurs need to tailor content for individual social networks.

The Twitter photo shows that the code used on social media by Ufone has been decrypted for other purposes. Ufone downloads video ads and rounds from Youtube and sells them directly to Gen Z.

2.8.2 Influencers Instead of Celebrities

Generation Z find the original, ranging from digital media to review and recommend products. She had not depended on the celebrity or advertising, but to find information about what will be purchased from the owner effect. The celebrity is almost unreachable and unable to communicate with her. Unlike Millennium, General Z takes this issue seriously. People who have the influence of the hard work to make the information that you can trust to help them, and Gen Z me much.

One example: Kamal as fashion retail brand that actively attract the people who are influential and ambassadors' students in marketing activities, particularly in the platform Instagram. In early 2019, Dadi Kamal started attracting students across Pakistan and electing student ambassadors. This micro influence uses branding and support among friends and social groups.

2.8.3 Generation Z is Socially Conscious

Generation Z customers are not ashamed to use portable bags to support companies that share values and ideas. They understand what's going on and are interested in bringing CSR-focused products to market. Products play a key role in making decisions about charity, civil response, environmental protection, or important social issues, and Gen Z creation. But just as important is that social behavior is a reality. Don't lie-Generation Z can smell for miles.

Example: Telenor has launched a "Share Meal" campaign. Telenor has partnered with Pakistan's Bait-ul-Maal to reduce the number of 2.5 million food organizations from 1,000. Three years ago, Telenor's representative, #TweetAMeal, launched the social responsibility activities of this large enterprise. At this event, I was asked to post a photo of the food I ate during Ramadan on Twitter to fight the number of tweets I received. Telenor Pakistan has funded the hungry people in the region. The event helped Telenor make a big impact by promoting the weak corners of the Gen-Z market.

2.8.4 Generation Z likes to be a Part of your Marketing

Integrating Generation Z into your marketing activities is essential. If Gen Z doesn't understand your information, they can't buy your product. Trending brands are opting for marketing campaigns that include user feedback. There are many ways to include Gen Z in the marketing process, including keyword tags, photo contests, testimonials, and more.

Example: When it comes to niche marketing rights, Coca-Cola is king. They know how to attract an audience. The brand promotes the sharing and donation of Coca-Cola bottles through the hashtag #Sharecoke and personalized Coca-Cola bottles. The brand has also created a website where customers can order personalized cola bottles. Coca-Cola received a warm welcome from the public.

2.9 Concern for Self-image with Respect to Environmental Protection

Self-image evaluated as way so he could see himself in a different life. "Thus, the image of environmental activists could give a positive image to others" (Lee 2008: 582). Sirji (1982) introduced a new "image / product image consistency theory" that assumes that users can use certain products and brands and that those products and brands can better reflect their self-image. I recommend it. Manufacturers of green products can help consumers and sell green products by contacting the general public (Todd, 2004).

Baker and Osaki (2008) found that environmental actions are influenced by environmentally friendly forms. In addition, green buying behavior includes self-identification related to public well-being so that social responsibility for product consumption is not lost (Todd, 2004). When buying environmentally friendly heart products, ecological features can not only enhance the image of the customer, but also convey a social and unique image of the consumer (Nyborg et al., 2006). Very limited research examined the relationship between the effects of gender differences and self-confidence and environmental behavior. Lee (2009)

find that the man who wants to wants to know the eco-conscious as a symbol of social status.

2.10 Conceptual Framework

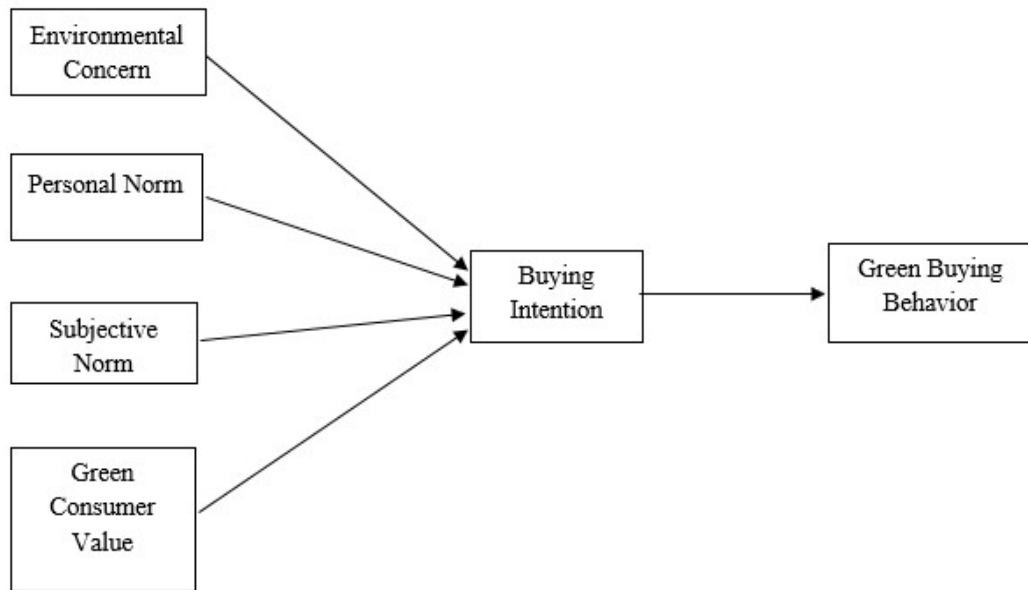


FIGURE 2.2: Research Model

Therefore, it is clear that previous studies do not understand why positive consumer attitudes do not lead to green purchases (Gupta & Ogden, 2009). In addition, some factors and their impact on green procurement have not been studied in detail (Memery et al., 2005). The author did not find a general study of behavioral deviations in the context of green consumption behavior, but did make empirical findings in other aspects of green consumption.

Differences in current attitudes and behaviors, lack of proper explanations, and lack of commentary on topics have led researchers to study relevant consumer literature. In addition, given the environmental hazards (pollution, resource load, etc.) and the importance of sustainable production for companies, influence behavior. A review of current empirical studies has identified several factors that motivate or hinder consumers' green shopping efforts. Moreover, these factors and restrictions help to explain the various reasons for the current contradictions in attitudes and behaviors and the factors at the origin of these contradictions.

In academic literature, terms such as “buy green”, “receive green products” and “buy green” are used to describe the purchasing behavior of environmentally friendly consumers. All. It turns out that not only knowledge and knowledge of the product, but also the functionality of the product and its ecological properties, especially the high price and the hard-to-buy taste of the product, are all important determinants. Failure of these products. The construction of another article is as per the following: The accompanying segment depicts the writing on green purchasing behavior and the reported patterns of behavior and consistency. The method and approach of the survey are as follows. The next part is the results and the discussion. Finally, clarifications and conclusions are called for.

2.11 Hypotheses of Study

- H₁** Environmental Concern has a significant and positive effect on buy Intention
- H₂** Personal norm has a significant and positive effect on buy intention
- H₃** Social norm has a significant and positive effect on buy intention
- H₄** Green consumer value has a significant and a positive effect on buy intention
- H₅** Buy intention has a positive effect on green buying behavior.

Chapter 3

Research Methodology

The methodology chapter consists on research design, sample and procedure, measurements of variables, and also on data collection procedure and data analysis. The current study methodology adapted to investigate the interceding impact of purchase aim in the connection between environmental concern, personal norms, subjective norms, green consumer value, and green buying behavior.

3.1 Research Design

Research design is about arranging the conditions to gather data in a way that it could merge relevance to the purpose of the research and it could match with the economy. This is the best way to synchronize and manage the process of research and include all the minute details of the study including the type of study, unit of analysis used and time horizon which are discussed in the following section.

3.1.1 Type of Study

The researchers used explanatory study to investigate the relationship of unexplored causal relationship between the variables so this study is also an explanatory study.

3.1.2 Study Setting

The current study includes the participants from the different universities. Participants in the present study are directly approached through their universities to fill the questionnaires. Thus we can say that current study is a field study.

3.1.3 Unit of Analysis

The current study unit of analysis was individual and unit of analysis can be group, dyadic, organization, culture, industry, individual, and country. The current study unit of analysis was individual because of the proposed variables.

3.1.4 Time Horizon

The data were collected in two months for this study, the data in nature cross sectional and collected at one time 60 days.

3.2 Population

Population of this study included all public and private colleges of Islamabad and Rawalpindi. All the BS level students of those public and private colleges of Islamabad and Rawalpindi as generation “Z” were target population of research. Students of 2nd and 4th semester were part of population.

3.2.1 Sampling Technique

Sample was chosen arbitrarily from various colleges of Islamabad and Rawalpindi. Straightforward irregular examining procedure was utilized for the determination of understudies. According to L.R Gay (2000) 204 generation “Z” students was the sample of the study. BS and master level students of 2nd and 4th spring 2020 batch of 4 universities of Islamabad Rawalpindi included, CUST university, international Islamic university, national university of modern languages and arid university Rawalpindi has been taken as sample of study.

3.2.2 Sample Size

Sample size is determined through Krejcie and Morgan (1970) sample size table for the population characterized with a probability of 95%, the sample size for the current overview was designated as 383. It was deemed appropriate for a population greater than 1,000,000. Haar et al. (2006) also suggested that one would need to have collected around 300 examples in order to legitimately perform the visualization of an underlying condition. Therefore, one example chosen from 383 respondents includes several public and private individuals sector hospitals and clinic.

3.3 Sample Characteristics

TABLE 3.1: Demographic Distribution

Demographics' Variables	N	Percent	Cumulative Percent
Gender			
Male	256	66.84	66.84
Female	127	33.14	100
Age			
18-20	91	23.75	23.75
21-22	178	46.47	70.22
23-25	98	25.58	95.8

Continued Table: 3.1 Demographic Distribution

Demographics' Variables	N	Percent	Cumulative Percent
26 or above	16	4.2	100
Semester			
2nd semester	197	51.43	51.43
4th semester	186	48.56	100

3.4 Measurements

3.4.1 Environmental Concern

Environmental concern was measured using a five-item scale developed by Kilbourne and Pickett (2008). Sample items include “I am very concerned about the environment”.

3.4.2 Personal Norms

Personal norms were measured on five items scale developed by Ahn et al. (2012). Sample items include “I should do what I can to conserve natural resources”.

3.4.3 Subjective Norms

Subjective norms was measure on five-items scale developed by Schiffman and Kanuk (2000). Sample items are “I think purchasing environmental friendly products is appropriate” and “I think purchasing environment friendly products is necessary”.

3.4.4 Green Consumer Value

Five items scale was used to measured green consumer value developed by Haws et al. (2013). Sample items include “I am concerned about wasting the resources of our planet”.

3.4.5 Buying Intention

Five items scale was used to measure buy intention developed by Paul et al. (2016). The sample item is “I consider buying products that are less polluting in coming times”.

3.4.6 Green Buying Behavior

Green buying behavior was measured on five-items scale developed by (Ahn et al., 2012). Sample items is “If I have to buy batteries, I always buy batteries with no mercury or rechargeable ones”.

3.5 Pilot Testing for Reliability of Analysis

A pilot survey is a small survey that provides the relevance of a questionnaire. The aim of the pilot survey was to determine whether the questionnaire should provide the respondents with important information (L.R. Gay, 20006). Pilot surveys were carried out to test survey instruments before the actual survey selected universities of Islamabad Rawalpindi.

Before final data collection of study, instrument was tested thorough pilot testing. Researcher selected 40 students of BS and masters of 2nd and 4th semester for pilot testing. Researcher herself visited all selected universities for pilot testing. The unshakable coefficient of instrument quality was determined using the Cronbach's alpha reliability strategy. The studied information was decomposed, and unshakable quality was assessed using SPSS 23 version. The properties found for Cronbach's alpha or device reliability are listed in Table 2 below.

TABLE 3.2: Reliability Analysis

Scale	Cronbach's Alpha
Green Buying Behavior	0.763
Personal Environmental Norm	0.721
Buying Intention	0.836
Subjective Norm (SN)	0.843
Environmental Concern	0.71
Green Consumer Value	0.846

Chapter 4

Data Analysis and Discussion

In this chapter, multiple tests were performed to verify the model fitness, common method biased issues, discriminate and convergent validity. Lastly, hypotheses were tested. Model fitness was verified through confirmatory factor analysis, common method biased issue through Harmon single factor test and discriminate validity through Fornall and Larcker criteria verified. Finally, SEM was performed to test the proposed hypotheses.

4.1 Measurement Model

Confirmatory Factor Analysis (CFA) was performed to verify the model fitness (Anderson & Gerbing, 1988). The current study model is based on six latent variables namely environmental concerns, personal norms, subjective norms, green consumer value, buying intentions and green buying behavior. Different research suggested different fit indices with threshold values and combine these all indices represent model fitness. The mix of different fit records: model chi-square should be same or under 3, consistent fit document (IFI), Tucker-Lewis record (TLI) and comparative fit record (CFI) should be same or more essential than .90 and root mean square goof of gauge (RMSEA) under .05 is GOOD ENOUGH. The current study model results are presented in table 3 and provided an excellent fit with comparison of alternative models ($X^2/df= 2.31$, IFI=0.93; TLI=.93; CFI=.93; RMSEA=0.05). The results show model is fit for further analysis.

TABLE 4.1: Confirmatory Factor Analysis

Model	Factors	X ²	df	RMSEA	IFI	TLI	CFI
1	Base line hypothesized model (six factors model)	1398**	721	0.05	0.93	0.93	0.93
2	Independent variables merge into one factor (three factors model)	2731	681	0.09	0.61	0.6	0.61
3	Independents and mediation variables merge into one factor (two factor model)	3281	643	0.09	0.53	0.57	0.58
4	All items merge into one factor	4221	641	0.11	0.41	0.43	0.21

4.2 Common Method Bias Issue

A normal tech bias was attempted using Harman's one-factor strategy in which the limit esteem is below half (Podsakoff et al., 2003): the incentive for the model is 31%. In this way, the result confirmed that there is no question of normal strategic disposition.

4.3 Convergent and Discriminate Validity

The current study verified convergent validity through examining the composite reliability (CR) and average variance extracted (AVE) on the recommendation of (Fornell & Larcker, 1981; Hair et al., 1998). The CR threshold values recommended by equal and more than .70 and AVE values should be equal or greater than .50 (Fornell & Larcker, 1981). The current study model CR values range from .81 and .93 and AVE values from .50 to .59.

Thus the results confirm convergent validity. The results are displayed in table 4. Further, Fornell and Larcker (1981) criterion was performed to confirm discriminant validity, as in Table 4 the results show that the diagonal (square root of AVEs) are higher than the correlation coefficients. Thus, it confirms the discriminant validity.

TABLE 4.2: Convergent and Discriminate validity

S.No.	Variables	1	2	3	4	5	6
1	Environmental Concerns	0.7					
2	Personal Norms	0.32	0.76				
3	Subjective Norms	0.31	0.19	0.71			
4	Green Consumer Value,	0.46	0.31	0.44	0.72		
5	Buyinging Intensions	0.51	0.24	0.39	0.22	0.76	

Continued Table: 4.2 Convergent and Discriminate validity

6	Green Buying Behavior	0.35	0.28	0.32	0.31	0.37	0.7
	CR	0.81	0.89	0.91	0.87	0.92	0.91
	AVE	0.5	0.59	0.51	0.53	0.58	0.5

4.4 Descriptive Statistics

Descriptive statistics explain the basic details of the data, including sample size, mean, standard deviation minimum and maximum. The current study descriptive statistics are presented in table 5.

TABLE 4.3: Descriptive Statistics

Variables	N	Min	Max	Mean	SD
Gender	204	1	2	1.43	0.52
Age	204	1	5	1.98	0.78
Environmental Concerns	204	1	5	3.17	0.57
Personal Norms	204	1	5	3.57	0.69

Continued Table: 4.3 Descriptive Statistics

Variables	N	Min	Max	Mean	SD
Subjective Norms	204	1	5	3.31	.71
Green Consumer Value,	204	1	5	3.71	0.89
Buyinging Intensions	204	1	5	3.99	0.74
Green Buyinging Behav- ior	204	1	5	3.21	0.67

4.5 Correlation

Correlation show the relationship between two associated variables, the relationship may be positive, negative, strong and weak. In the current study environmental concerns positively correlated with personal norms ($r = 0.32$, $p < 0.01$) subjective norms ($r = 0.31$, $p < 0.01$) green consumer value ($r = 0.46$, $p < 0.01$), buyinging intentions ($r = 0.51$, $p < 0.01$) and green buyinging behavior ($r = 0.35$, $p < 0.01$). Personal norms positive and significantly correlated with subjective norms ($r = 0.19$, $p < 0.01$) green consumer value ($r = 0.31$, $p < 0.01$), buyinging intentions ($r = 0.24$, $p < 0.01$) and green buyinging behavior ($r = 0.28$, $p < 0.01$). Subjective norms positive relationship with green consumer value ($r = 0.44$, $p < 0.01$), buyinging intentions ($r = 0.39$, $p < 0.01$) and green buyinging behavior $r = 0.32$, $p < 0.01$). Green consumer value positive relationship with buyinging intentions ($r = 0.22$, $p < 0.01$) and green buyinging behavior ($r = 0.31$, $p < 0.01$).

Finally, buying intentions positive relationship with green buying behavior ($r = 0.37, p < 0.01$).

TABLE 4.4: Correlation

S No.	Variables	1	2	3	4	5	6
1	Environmental Concerns	1					
2	Personal Norms	.32**	1				
3	Subjective Norms	.31**	.19**	1			
4	Green Consumer Value,	.46**	.31**	0.44	1		
5	Buyinging Intensions	.51**	.24**	.39**	.22**	1	
6	Green Buyinging Behavior	.35**	.28**	.32**	.31**	.37**	1

4.6 Hypotheses Testing

Structure Equation Modeling (SEM) was performed in AMOS 25 to examine the proposed relationship. The first hypothesis of the study is environmental concerns positively influence buying intention. The results confirmed this relationship by indicating regression coefficient ($\beta = 0.37, p < 0.01$). Similarly, hypotheses two, three and four stated that personal norm, subjective norms and green consumer

values positively influence buying intension. The results confirmed this proposed hypotheses by indication regression coefficient personal norm ($\beta= 0.41$, $p < 0.01$) subjective norms ($\beta= 0.39$, $p < 0.01$) and green consumer values positively influence buying intension ($\beta= 0.26$, $p < 0.01$).

Moreover, hypothesis five proposed that, buying intension positively influence green buyinging behavior, on the evidence of the result hypothesis five is also accepted by showing positive and significant coefficient value ($\beta= .51$, $p < 0.01$). Finally, in line with our own expectations, buying intention mediates the relationship of environmental concerns with green buyinging behavior (indirect effect = 0.13, $CI_{95\%} = [0.05, 0.024]$ excludes zero), personal norms positively affects green buyinging behavior via buying intentions (indirect effect = 0.11, $CI_{95\%} = [0.04, 0.19]$ excludes zero), subjective norms positively affects green buyinging behavior via buying intentions (indirect effect = 0.17, $CI_{95\%} = [0.09, 0.31]$ excludes zero), and green consumer values has a significant impact on green buyinging behavior via buying intentions (indirect effect = 0.10, $CI_{95\%} = [0.03, 0.18]$ excludes zero). Hence, Hypotheses 6a, 6b, 6c and 6d are all accepted.

TABLE 4.5: Path Coefficients

<i>Structural Path</i>	β
Environmental Concerns \longrightarrow Buying Intention	0.37
Personal Norm \longrightarrow Buying Intention	0.41
Subjective Norms \longrightarrow Buying Intention	0.39
Green Consumer Values \longrightarrow Buying Intention	0.24
Buying Intension \longrightarrow Green Buyinging Behaviour	0.51

TABLE 4.6: Indirect Effect Model

Bootstrapping					Indirect Effect	BC (95% CI)	
Environmental Concerns	→	Buying Intention	Green	Buyinging	Be-	0.13	0.05, 0.24
		→		haviour			
Personal Norm	→	Buying Intention	Green	Buyinging	Be-	0.11	0.04, 0.19
		→		haviour			
Subjective Norms	→	Buying Intention	Green	Buyinging	Be-	0.17	0.09, 0.31
		→		haviour			
Green Consumer Values	→	Buying Intention	Green	Buyinging	Be-	0.1	0.03, 0.18
		→		haviour			

Chapter 5

Discussion and Conclusion

5.1 Summary

The purpose of present study is to investigate the factors influencing green buying behavior of “Generation Z” in Pakistan. Specific objectives of the study were; to examine the effect of environmental concern on green buying behavior through the mediating effect of buy intention, to examine the effect of subjective and personal norms on green buying behavior with the mediating effect of buy intention, to examine the effect of green consumer value on green buying behaviors through the mediating effect of buy intention. The proposed study is descriptive in nature and survey method was applied for collection of data. It is quantitative research design. Population of this study included all public and private universities of Islamabad and Rawalpindi. All the BS and master level students of those public and private universities of Islamabad and Rawalpindi as generation “Z” were target population of research. 204 students selected as the sample of the study. BS and master level students of 2nd and 4th spring 2020 batch of 4 universities of Islamabad Rawalpindi. Self-developed and adapted five-point Likert scale questionnaire was used for data collection from students. validity of instrument was evaluated by expert opinion. Researcher selected 40 students of BS and masters of 2nd and 4th semester for pilot testing. Researcher herself visited all selected universities for pilot testing. Researcher personally visited the sample universities for data collection and administered research instrument. Data was analyzed using descriptive

and inferential statistics with the help of SPSS and the final report was made. A significant difference was found between green purchasing behavior or intentions and four factors: 'perception of environmental responsibility' and 'personal norms and buy intentions', 'social norms', green buying behavior. Prominently, green consumer value does not have significant and positive effect on buy intention and was not supported. results of study show that students need to improve understanding about the factors influencing green behavior, buy intention.

Environmentalism is additionally discovered to be the main factor influencing green buying conduct. This discovering shows that as shoppers get more conscious of natural issues, they like to purchase green items more.

5.2 Findings

The analysis of data indicated that in certain aspects there is bit difference was found in green consumer value has a significant and a positive effect on buy intention. By the analysis of data, the following findings were emerged. The detail was as below.

1. Mean score of students who bought batteries and always buy batteries with no mercury of rechargeable ones (3.71) was highest, which indicated that students buying intention and green behavior and they are curious about green environment. They want to keep it clean by using no mercury batteries. The least mean score was (3.29) which indicates the preference of students toward purchasing reusable products.
2. Mean score of feel an obligation to save energy where possible was (3.43), which indicated that students were aware of reducing energy use limits the number of conserving energy produces higher quality of life. carbon emission in environment. The lowest mean score of I feel I should use sustainable products was (3.14) shows that students feels they should buy.
3. Mean score of students tend to buy green products in near future was (3.41) greater which shows that student's intention is more toward buying green

products which are environment friendly. The least mean score of students consider switching to environment friendly brands for ecological reasons was (2.99) indicates that students prefer environment friendly brands for ecological reasons because these products are not harmful to environment and also contribute toward green living practices.

4. Mean score of students think purchasing environment friendly products is righteous was (3.31) highest which shows that student's intention is more toward buying green products which are appropriate for environment. The least mean score of students consider think purchasing environment friendly products is to benefit other people as well as oneself was (3.18) indicates that environment friendly products are ecofriendly and efficient by using non harmful material without sacrificing quality.
5. Mean score of students think Anti-pollution laws should be enforced more strongly was (3.42) highest which shows that student's intention is more toward anti-pollution laws which helps to improve air and water quality. It also helps in saving lives and preventing illness. The least mean score of students would be willing to reduce my consumption to help protect the environment was (2.34) indicates that less pollution reduce risks of deaths and damage. Students willing to raise plants production to slow climate change.
6. Mean score of students think would describe myself as environmentally responsible was (3.77) highest which shows that students describe as environmentally responsible. They were responsible toward green purchasing and climate change. The least mean score of students important to me that the products they use do not harm the environment was (2.54) indicates that students were stated that they use more efficient and effective natural resources and they want to reduce impact of hazardous things on health and environment.
7. Mean score of the buy intention approach has highest (63.62) and standard deviation (13.44) which shows that most of the university students have buy

intention and behavior in sense of buy is important. The mean score of environmental concerns was (62.21) and standard deviation (13.29). least mean score was seen in personal environment norms with mean score of (44.23) and standard deviation (11.12). thus, it is concluded that buy intention approach of students is highest mean score and it was preferred by the university students more than others.

8. Mean score of buy intention (34.52) was greater than the mean score of environmental concerns (34.13). thus, it was concluded that buy intension of generation “Z” was greater than environmental concerns. The overall result of hypothesis indicated that there is no significance difference found and environmental Concern has a significant and positive effect on buy Intention. Hence, the hypothesis stands approved.
9. Mean score of buy intention (33.17) was greater than the mean score of personal norms (32.04). thus, it was concluded that buy intension of generation “Z” was greater than personal norms. The overall result of hypothesis indicated that there is no significance difference found and Personal norm has a significant and positive effect on buy intention. Hence, the hypothesis stands approved.
10. Mean score of buy intention (17.29) was greater than the mean score of social norms (17.13). thus, it was concluded that buy intension of generation “Z” was greater than social norms. The overall result of hypothesis indicated that there is no significance difference found and social norms has a significant and positive effect on buy intention. Hence, the hypothesis stands approved.
11. Mean score of green consumer value (21.67) was greater than the mean score of buy intensions of students of generation “Z” (18.12). thus, it was concluded that green consumer value of generation “Z” was greater than their buy intentions. The overall result of hypothesis indicated that there is significance difference was found and green consumer value does not have significant and positive effect on buy intention. Hence, the hypothesis stands disapproved/rejected.

12. Mean score of buy intention (31.72) was greater than the mean score of green buying behavior (31.09). thus, it was concluded that buy intension of generation “Z” was greater impact on green buying behavior. The overall result of hypothesis indicated that there is no significance difference found. Hence, the hypothesis stands approved.

5.3 Discussion

A significant difference was found between the four elements of green shopping action and willingness to shop and green shopping action, “environmental difference”, “personal standards / shop preferences” and “social standards”. These four elements can be used to improve shopping behavior. Environmentally conscious consumers tend to buy environmentally friendly alternatives and thus may enhance their image to buy environmentally friendly products (Nyborg et al. 2006). Consumers are also responsible for the environment. As a manager, you are trying to send a photo of you and others (Lee, 2008).

Companies are paying more heed to the market for green products because of green demands of consumers. With growing trend of green development to sustain the environment, the production of green product is the new hype indicating societal progress and enterprise development that involves consumers. Therefore, businesses are themselves paying attention to sustainable production. As green businesses are developing, not only are they providing green products to save the environment but also striving to provide safer work environment for their employees. This will automatically result in sustainable economic growth and societal development.

According to research, customers who are aware of the severity of environmental issues tend to act greener when they are more aware of their responsibilities and self-confidence. Improve the image of environmental behavior. Further research is needed to find the best tools and channels to proactively improve each factor. The results of this study raise serious concerns about in the last decade, including social media, viral oral marketing. For decision makers and marketers who monitor

environmental programs and activities, this survey provides an overview of their efforts. Importantly, it is noted that this analysis does not reduce the need for government regulation and a detailed regulatory environment. Policymakers have a responsibility to improve green consumer behavior through useful incentives and information, and to create guidelines that will help green producers develop greener alternatives (Vermillion2010).

Operating in an environmentally friendly manner is critical to the future and the economy that exists on our planet. Green marketing ideas are designed to design all marketing mix activities to meet the needs of consumers while protecting the environment. In a world of growth of production and consumption, environmental aspects are ignored and limited resources are not used efficiently. We think we will face big problems in the future.]

Hence, it is very important to study green marketing issues and many scientists started to study green marketing issues. One of the important areas of research in the field of organic marketing is green consumer shopping. If consumers Since more youthful individuals are by and large single as opposed to wedded contrasted with more established individuals, this discovering shows that youthful and single individuals are showing less green buying conduct contrasted with wedded and more seasoned individuals. Consequently, it is valuable to point this shopper fragment in green promoting exercises.

Notwithstanding buyer socioeconomic, three different factors are explored to comprehend their impact on green buying conduct. The main factor is environmentalism, and it's anything but a beneficial outcome on green buying conduct. Environmentalism is likewise discovered to be the main factor influencing green buying conduct. This discovering shows that as shoppers get more touchy to ecological issues, they like to purchase green items more. From this discovering we can reason the significance of training about ecological issues and thereb raising the attention to individuals on the significance of the subject.

Government and nongovernment associations and organizations should take dynamic jobs in expanding such a mindfulness and help individuals in getting more

accommodating in ensuring the climate. The second factor which is likewise decidedly identified with green buying conduct is information about green items. To settle on green decisions from a plenty of items, clients ought to have the option to separate among green and non-green items. In this way, they ought to get images and related data about green items.

Again schools, government and associations can help a ton in this regard. At long last, the third factor which is emphatically identified with green buying conduct is acting financially. Individuals who are more disposed to saving as opposed to squandering appear to incline toward energy effective items. Utilizing less energy mean utilizing less assets and dirtying the climate less. It likewise contributes individuals' financial plans.

This investigation which is led utilizing an example of Turkish shoppers have a few restrictions. Right off the bat, the exploration is led in just a single city utilizing a comfort test. In this way, the discoveries can't be summed up to every single Turkish customer. Likewise, there are different factors referenced in the advertising writing that may influence buyers' buying conduct which are excluded from this examination. In future examinations, this investigation might be recreated utilizing various examples and adding different factors to the exploration model may assist with understanding green buying idea better.

Notwithstanding buyer socioeconomic, three different factors are examined to comprehend their impact on green buying conduct. The primary factor is environmentalism, and it's anything but a beneficial outcome on green buying conduct. Environmentalism is additionally discovered to be the main factor influencing green buying conduct. This discovering shows that as shoppers get more touchy to natural issues, they like to purchase green items more. From this discovery we can reason the significance of training about ecological issues and raising the familiarity with individuals on the significance of the subject.

Government and nongovernment associations and organizations should take dynamic parts in expanding such a mindfulness and help individuals in getting more accommodating in securing the climate. The second factor which is likewise emphatically identified with green buying conduct is information about green items.

To settle on green decisions from a plenty of items, clients ought to have the option to separate among green and non-green items. Accordingly, they ought to get images and related data about green items. Again schools, government and associations can help a great deal in this regard.

At long last, the third factor which is decidedly identified with green buying conduct is acting monetarily. Individuals who are more disposed to saving as opposed to squandering appear to incline toward energy proficient items. Utilizing less energy mean utilizing less assets and dirtying the climate less. It likewise contributes individuals' financial plans.

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Likewise, there are different factors referenced in the advertising writing that may influence customers 'buying conduct which are excluded from this investigation. In future investigations, this examination might be imitated utilizing various examples and adding different factors to the exploration model may assist with understanding green buying idea better.

5.4 Conclusion

It is imperative to meet consumer needs through an ever-expanding range of products and services, while protecting our environment. Many consumers and producers recognize the importance of green marketing to ensure sustainable economic growth and protect the environment. Environmental issues, knowledge of environmental issues, awareness of green products, consumer education. Using data samples from 150 consumers, the researchers found that people pay more attention to the environment and that the trend towards environmentally friendly products is growing.

Green innovation and green consumption are key areas in promoting sustainable development. Green innovation combines sustainable environmental practices at

all stages of the production of goods and services. Green use is generally associated with environmentally conscious use. In other words, consumers consider the environmental impact when purchasing, using and disposing of various goods or using environmentally friendly services.

Humans who want to assimilate with nature choose products that do not harm the environment in any way, cause less pollution, recycle, avoid consuming products that use scarce resources, and generally try to make environmental friendly buying decisions. This does not imply consumers are not going to use any product at all, but will instead choose products that comply with their green values. This is in queue with the determination to save nature and not to disrupt the environmental balance in a society.

The need to extend buyers' knowledge of corporate undertakings to satisfy commonsense rules, the need to perceive purchasers' tendencies for green things, the shot at charging an uncommon expense achieved a new prevailing fashion in the showing field, the supposed green publicizing (Peattie and Crane, 2005). Overlooking this, there are in like way unique evaluation centers around showing that while organic issues, as needs be ordinary worries.

The creation and interpretation of this index can be considered a modern longitudinal study because it validates the results of previous studies. This inference study also leads to the weighting of each independent variable. In addition to variables related to consumer behavior, the author's future research includes other factors in the value chain that affect the sustainability of the entire environment.

Overall, further research aims to provide valuable information on the green product value chain, including a set of criteria for measuring the level of environmental sustainability of green products. In the future, the author is conducting an empirical study to test the resulting hypothetical indicators. The authors intend to apply triangulation data and methodologies to their study for more efficient and reliable results.

Data triangulation is used to get feedback from consumers, industry experts and participants. Apply methodological triangulation to produce qualitative and quantitative research results. The article notes that a good, well-integrated model has

serious knowledge gaps (this article attempts to fill them) and the author is qualitative research at an early / early stage. and the relevance / applicability of the model. In the next phase of empirical research, a quantitative study is then conducted and finally the research model and hypothetical indicators are tested and validated.

To explain the nature of green shopping to consumers, previous studies have focused on explaining the values, attitudes and behavioral intent of environmentally friendly products (Fox and Polyester, 2002; Vermeyer and Verbeck, 2006; Whale and Hinton, 2007). The general public is becoming more and more attentive and more receptive to normal living space. Ascendant awareness comes after an overuse of limited normal resources which has resulted in natural humiliation. Buyers are better acquainted with both the dangers of the climate and the immediate and deviant effects on life on earth both in the short and long haul.

Keep in view the statistical analysis of data and findings of study following conclusions were drawn.

1. It is concluded that buy intension of generation “Z” was greater than environmental concerns. However, mean score of buy intention was greater than the mean score of environmental concerns. the overall result of hypothesis indicated that there is no significance difference found and environmental Concern has a significant and positive effect on buy Intention. Hence, the hypothesis stands approved.
2. The result shows that buying intention of generation “Z” was greater than personal norms. Mean score of buying intention was greater than the mean score of personal norms. The overall result of hypothesis indicated that there is no significance difference found and Personal norm has a significant and positive effect on buy intention. Hence, the hypothesis stands approved.
3. Result indicates that that buying intention of generation “Z” was greater than social norms. Mean score of buying intention was greater than the mean score of social norms. The overall result of hypothesis indicated that

there is no significance difference found and social norms has a significant and positive effect on buy intention. Hence, the hypothesis stands approved.

4. It is revealed through data analysis that green consumer value of generation “Z” was greater than their buying intentions. Mean score of green consumer value was greater than the mean score of buying intentions of students of generation “Z”. The overall result of hypothesis indicated that there is significance difference was found and green consumer value does not have significant and positive effect on buy intention. Hence, the hypothesis stands disapproved/rejected.
5. On the basis of analysis, it is concluded that buying intention of generation “Z” was greater impact on green buying behavior. Mean score of buying intention was greater than the mean score of green buying behavior. The overall result of hypothesis indicated that there is no significance difference found and Buy intention has a positive effect on green buying behavior. Hence, the hypothesis stands approved.

5.5 Recommendations

Following recommendations were made:

- Results of study show that students need to improve understanding about the factors influencing green behavior, buy intention. Through programs and policies to encourage the adoption of green behavior, which helps to achieve environmental sustainability.
- It is also recommended to give priority to environmental sustainability for developing countries like Pakistan which figures pollution, this research by advancing the understanding of factors reducing ecofriendly behaviors among generation “z” specifically and help to reduce environmental effect by smart purchasing.

- In this review we analyzed only four variables that influence green buying behavior, but we are confident that many different factors can and should be confirmed to influence this behavior.
- Programming applications that are becoming increasingly user-friendly should also be an important orientation aid for buyers when shopping. This is especially effective for green items, which are usually new items. For customers who were new to the item, advice from online media superstars is probably the surest shopping inspiration. Instead of focusing social capital on small gatherings like the internet that are closely related to buyers, researchers are therefore looking for a variety of valuable new media to address green usage behavior. Consumption Controller. 'Needs deeper application.
- Exciting interactions can also expect the curriculum to be modified to include issues and issues in the current environment, so that current environmental decisions begin with environmentally friendly behavior.
- Moreover, marketing managers need to be careful with their advertisements that they are not misleading the consumers. Perspective consumers should be able to recognize genuine green products. Results show that our consumers are willing to buy green products if they are not misled through false claims by the green businesses. Consumers will not make a purchase if they feel they are being misled no matter how much environmentally aware they are.
- Government also has a role in promoting green products by facilitating companies that produce and sell green products and also can give exemption to green businesses from import and export taxes. The Government can further promote green mindset by running environmental awareness programs through print advertisements such as pamphlets, magazines and newspapers, announcements in public places and environmental based exercises and activities in schools and colleges. Similarly, schools and colleges in Pakistan do not have any environmental sustainability focused courses or programs. (Malik et al., 2019). The Government should also implement high charges

and duties on businesses whose production or marketing activities are harming the environment in any way.

5.6 Limitations and Directions for Future Research

The study has some limitations which open the avenues for future research.

- First, Use the initial survey to gather information about the survey variables. This is because people themselves are the best source of their attitudes and intentions. This is more prone to variability of results than conventional methods. But do not worry. A one-factor model does not fit the data well.
- Second, the use of samples to select samples from student networks at accredited higher education institutions limits the generalization of the results to the consumer community. Future studies could use a random sample of consumers from the general population to increase the generality of the results.
- Third, the data is collected through a cross-sectional study design. Therefore, it is limited to finding a causal relationship. To confirm causality, future researchers are encouraged to use longitudinal and experimental study models to reproduce this study.
- Fourth, although the influence of various demographic factors was statistically controlled to ensure that the relationship was not compromised, it could significantly affect the relationship represented by the model. Future researchers may consider understanding the role of these demographic variables as regulators to better understand the nature of the relationship.
- Finally, in future studies, the perceptual values, the green values of the personal norm, etc. could exceed the scope of the study, adding other important variables to the proposed model.

- Although our research has achieved its purpose, carefully prepared, future research should aim to collect data during the actual buying process. Consumers don't underestimate past public behavior and try to exaggerate general desire behavior. Therefore, when shopping, it is recommended to collect data at the entrance to a shopping center or supermarket.
- Future research should examine other direct intermediaries. Future research should include more qualitative methods. It is advisable to study the Mediterranean marketing theory, as it can be added to the general marketing theory.

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Appendix-A

Questionnaire

Dear Respondent

I am student of MS/M-Phil Management Sciences at Capital University of Science and Technology Islamabad. I am conducting a research on a topic titled **“The Factors Influencing Green Buying Behavior Of “Generation Z” In Pakistan”**. You can help me by completing the attached questionnaire, you will find it quite interesting. I appreciate your participation in my study and I assure that your responses will be held confidential and will only be used for education purposes.

Sincerely,

Kinza Khan,

MS (Marketing) Research Scholar,

Faculty of Management and Social Sciences,

Capital University Science and Technology, Islamabad.

Section 1: Green Buying Behaviors

Source: Ahn et al. (2012)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

S.No	Statements					
A1	I do not use paper and/or plastic shopping bags in all possible ways	1	2	3	4	5
A2	I usually prefer to buy reusable products	1	2	3	4	5
A3	If I have to buy batteries, I always buy batteries with no mercury or rechargeable ones	1	2	3	4	5
A4	I try to buy products with little and/or no environmental harm, even though they are more expensive	1	2	3	4	5

Section 2: Personal Environmental Norm

Source: Ahn et al. (2012)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

S.No	Statements					
B1	I feel an obligation to save energy where possible	1	2	3	4	5
B2	I should do what I can to conserve natural resources	1	2	3	4	5
B3	I feel I must do something to help future generations	1	2	3	4	5
B4	I feel a strong personal obligation to use energy wisely	1	2	3	4	5
B5	I feel I should use sustainable products	1	2	3	4	5

Section 3: Buy Intention

Paul et al. (2016))

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

S.No	Statements					
C1	I was consider buying products because they are less polluting in coming times	1	2	3	4	5
C2	I was consider switching to environmental friendly brands for ecological reasons	1	2	3	4	5
C3	I plan to spend more on environmental friendly products rather than conventional products	1	2	3	4	5
C4	I expect to buy green products in the future because of its positive environmental contribution	1	2	3	4	5
C5	I definitely want to buy green products in the near future	1	2	3	4	5

Section 4: Subjective Norm

Schiffman and Kanuk (2000)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

S.No	Statements					
D1	I think purchasing environment friendly products is appropriate.	1	2	3	4	5
	I think purchasing environment					
D2	friendly products is righteous.	1	2	3	4	5
D3	I think purchasing environment friendly products is necessary.	1	2	3	4	5
D4	I think purchasing environment friendly products is to benefit other people as well as oneself.	1	2	3	4	5
D5	I think purchasing environmental friendly products is appropriate.	1	2	3	4	5

Section 5: Environmental Concern

Kilbourne and Pickett (2008)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

S.No	Statements					
E1	I am very concerned about the environment	1	2	3	4	5
E2	I would be wasing to reduce my consumption to help protect the environment	1	2	3	4	5
E3	Major social changes are necessary to protect the natural environment	1	2	3	4	5
E4	Anti-pollution laws should be enforced more strongly	1	2	3	4	5
E5	I am worried for the environment of the future generation	1	2	3	4	5

Section 6: Green Consumer Value

(Haws et al 2013)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

S.No	Statements					
F1	It is important to me that the products I use do not harm the environment.	1	2	3	4	5
F2	I consider the potential environmental impact of my actions when making many of my decisions.	1	2	3	4	5
F3	My buy habits are affected by my concern for our environment.	1	2	3	4	5
F4	I am concerned about wasting the resources of our planet.	1	2	3	4	5
F5	I would describe myself as environmentally responsible.	1	2	3	4	5