

CAPITAL UNIVERSITY OF SCIENCE AND  
TECHNOLOGY, ISLAMABAD



**Impact of Consumers Green  
Attitude on Green Product  
Purchase Behavior; Mediating  
role of Green Product Purchase  
Intention Moderating Role of  
Consumer Degree of Involvement**

by

**Sadia Khalid**

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

in the

Faculty of Management & Social Sciences

Department of Management Sciences

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*I dedicated this work to Hazrat Aisha (Radhiyallahu-Anha). The life of Hazrat Aisha (Radhiyallahu-Anha) is proof that a woman can be far more learned than men and that she can be the teacher of scholars and experts.*



CAPITAL UNIVERSITY OF SCIENCE & TECHNOLOGY  
ISLAMABAD

**CERTIFICATE OF APPROVAL**

*Impact of consumers green attitude on green product purchase  
behavior; mediating role of green product purchase intention  
moderating role of consumers degree of involvement*

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## *Abstract*

The aim of this study was to investigate the influence of the consumer's green attitude on the purchasing behavior of organic products. In addition, the study examines the mediating role of the purchase intention of green products between consumers' green attitudes and the buying behavior of green products. The study also examines the moderating role of the degree of consumer degree of involvement between the consumer's green attitude and the intention to buy the green product. The survey, conducted in this study, focused on consumer purchases at various restaurants and food corners in Rawalpindi and Islamabad. Questionnaires consisting of a five-point measurement were used for data collection. The statistical tool SPSS 21.0 was used for correlation and regression analysis. 209 questionnaires (Rawalpindi, Islamabad) were used in the study. The result of the study indicates that the green attitude of the consumer has a positive effect on the buying behavior of environmentally friendly products. The result also showed that the intention to buy green products showed a strong mediating effect between the green attitude of the consumer and the buying behavior of green products. The result shows that the degree of involvement plays a positive moderating role between the consumer's environmental attitude and the purchase intention.

**Keywords:** consumers green attitude, green intentions, green behavior and consumer involvement.



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# Abbreviations

<b>CGA</b>	Customer's green attitude
<b>CDI</b>	Consumer degree of involvement
<b>GPPI</b>	Green product purchase intention
<b>GPPB</b>	Green product purchase behavior
<b>COO</b>	Country of origin
<b>TPB</b>	Theory of planed behavior

# Chapter 1

## Introduction

### 1.0.1 Background of Study:

Earlier studies refers to the development of container consumables. It is moving towards ecological sustainability. So it means that the total warming is ecologically clear, the sea and the ocean, the sound and the light pollution, and the ozone layer of caustic desertification (Ramlogan, 1997),), pollution. Grunert (1993) reported that about 40% of the environmental deprivation caused by consumption came from inaccessible households. As the environment continues to deteriorate, it has become a decisive public concern in developed countries. Usually green food is considered as an organic product or ecofriendly. This is a product of the world and should be reprocessed or not preserved (Shamdasami 1993). However, it is an important organic product in the ecological effect (Elkington, Makower 1988, Wasik 1996).

The global population has become increasingly aware of the importance of pollution and the importance of development and substitution (Chen, 2011). In specific, universal warming up has develop a major cause of ecological considerations; Numerous companies now face ecological fortification and corporate communal accountability (Dwyer, 2009) and are eager to use green prospects (Haden, 2009). Thus, the establishment of relevant environmental strategies has become a problem that can increase the sustainability of businesses in a dynamic world. But not all companies have perspective and expertise to create and implement

green strategies. (Ottman 1992), the concept of environmental initiatives should be integrated in all stages due to the desire to create successful ecological opportunities. Different expressions such as "green", "eco / apprehensive conscious" (Berger & Corbin, 1992), "moral" (eg Shaw and Clarke, 1999), "Green" (Urie & Kilbourne, Eco-Friendly) (Laroche, 2014) used to describe the consumption of organic products and services: organic food (Pivato, Misani, Plaster 2008), folding breeze (Barr, Shaw, Coles, Prillwitz 2010).

In general, green foods are known as environmentally friendly foods, and (Shamdasami 1993) has claimed that these foods do not pollute the world and reduce acceptable measures. Although these products have been evaluated by (Elkington and Makower 1988 and Wasik 1996), they contain environmental ingredients or are draped to reduce environmental degradation. (Krause 1993) concludes that consumers are turning into more conscious beings. Scientists' acceptance of green customer concerns is interpreted as ensuring the aggressive acquisition of green food (Martin and Simintiras 1995).

It is generally believed that ecological awareness is totally committed to ecological attitudes, although contradictory results come from the literature. These contradictory conclusions define the multilateral relationship between ecological awareness and attitudes (Chan R. Y. K, 1999). (Arbuthnot and Lingg 1975) believed that the compound could be complex. After Davis (1993) and Synodinos (1990), the club seems to be optimistic.

Attitudes to the environment are openly connected with the perception of the individual (Schultz and Zelezny, 2000). Attitude refers to the worship of buyers and the reluctance to make different self-confident articles different (Blackwell et al., 2001). Although the valuation of customers' purchases is regularly violated by their environmental attitudes, Ireland (1993). The influence of customers can help increase the value of the environment when buying environmentally friendly products (AbdulMuhmim, 2007).

With reference to Wiener and Sukhdial (1990), participation logic can have a negative impact on Eco's attitude. But for Tanner and Kast (2003), the rigorous approach to the product is closely linked to consumers' optimistic approach to

environmental fixtures. Earlier years, environmental problems due to lack of ownership (Chan and Lam, 2002, Laroche et al., 2001). According to clients who know the environment, the environment has become a serious market problem (Brown, 1996, Kalafatis et al., 1999). More aware of the importance of environmental pressures, consumers become more aware of the environment and are trying to buy products and services environmentally by choosing companies to promote environmental comments (Kalafatis et al., 1999; Laroche et al., 2001, Roberts, 2001). 1996).

Many comments suggested some based on relevant (eco), ethics (animal welfare), high (taste, flavor, chemical residues) in theory, that could lead to natural foods (Storstad and Bjorkhaug, 2003, flights Yin AL, 2010. JP 2011, Hjelmar, 2011, Sangkumchalianga and Huang, 2012). Consumer attitudes, especially in terms of health and the quality of the environment, are key to explaining the decision-making process of consumers of natural foods (Lea and Worsley, 2005, Tsakiridou de al, 2008; Roitner-Schobesbergeretal, 2008). In addition, it has been established more evidence that the organic food market, which increases the natural nutritional information about customers, is important as it affects consumers' attitude towards organic products (Gil and Soler, 2006; Briz and Ward, 2009).

Market participants should try to understand the qualities that affect the purchase of consumer goods on their way to organic foods (Paul et al., 2016). Thus it is imperative to acknowledge customer purposes since these purposes can frequently be used to expect business practices.

Although many consumers confirm improvements in optimism and awareness in relation to companies with complex environmental issues, the mainstream consumer research focuses on sudden acquisition or performance in moderate than in mental assessment (Beatty and Ferrell, 1998).

This study uses a theoretical framework based on the model of the proposed behavior (TPB) Ajzen (1991) to assess the relationship between variables that describe research and adoption by consumers and the determination of ecological behavior. TPB is complementary to the Doctrine of Justified Procedure (TRA) (Ajzen, 1991).

Therefore, consumers are motivated to take action to reduce environmental damage, often over consumption of healthy products (Smith 1990 Simintiras and Martin 1995). It affects the consumer goods and environmental markets. Understanding these processes is also important for policy makers and researchers who try to influence behavioral changes to address these environmental issues (Clark, Kotchen and Moore 2003).

Few changes in the environment, global warming, concerns about welfare and the environment are factors that have led consumers to keep a "green" purchase decision (Paco and Raposo, 2009 Barber, 2010 Okada Mais, 2010) and, on the other hand, the reaction of Organic Products has clearly improved (Dangelico and Pontrandolfo, 2010).

In addition, the emergence of green consumption suggests that some consumers are motivated to pay outstanding prices for organic products (Vlosky et al., 1999., Sammer and Wstenhagen, 2006., Haytko and Matulich, 2008., Okada mais, 2010, Litvine and Wustenhagen, 2011). "Green trend" has now spread to the Asian region (Lee, 2008). Customers pay more attention to environmental issues and environmental pollution caused by industrial labor is on the rise, thus unstable in their consumption settings (Laroche et al., 2001, p. 503, D'Souza et al., 2006, p. 148 Chen, 2011, p. 384).

In order to meet the challenges of the global consumption (Young et al., 2010), the Consortium of the Group of the Greens Consumers considers that "the acceptance of the biomedical standard and / or the quality of the product is worth the substitution normale" (Shamdasani et al., 1993, p. 288) commencent progressivement utiliser de BOUGIES to the Paire payer and supplement for produits verts (Vermillion, 2010 UNE Euphrate, p. 68, Laroche et al., 2001, p. 503). They produce their own products, they promise you in the environment of affairs in the croissence of the rapids of the marches of the consumption of the monde entier (Chan, 2013).

Although ethnic views and attitudes regarding ecological issues also vary according to socioeconomic characteristics. Among these socioeconomic characteristics, age is an important factor that influences consumer purchasing behavior and the



purchase of opinions with seriousness. For example, older people are more likely to spend more time on interpretation and rehabilitation than younger people. In contrast, young people are more enthusiastic about contributing to outdoor activities and enjoy participating in group events. Johnson et al. (2004) also commented that a person's environmental beliefs and behaviors can be explained by their age (Johnson et al., 2004, pp. 179, 180).

Consumer spending on food and Shaw et al, food since 1993, from various factors such as money, ethnic, spiritual and existentially influenced (Brokaw and Lakshman, 1995; Asp, 1999; Roux, 2000; Roslow., 2000 ; Roininen, 2001; Choo, 2004; Ling et al., 2004; Ahlgren, 2004; Goyal and Singh, 2007; Nagla, 2007). The current constant monetary conditions and lead cumulative expansion of rapid progress in the response to food of exceptional value such as fish, meat, eggs, meat (Bhalla and Hazell, 1998; Kumar, 1998; Bhalla et al., 1999; Kumar et al., 2003; Landes et al., 2004; Pingali and Khwaja, 2004; Rao et al., 2006).

However, a first choice of the developing consumer in terms of buying opportunities is the development of modern purchases in underdeveloped countries. This change requires greater efficiency, excellence and well-being in the food resource (Chengappa et al, 2005; Mukherjee and Patel, 2005; Umali-Deininger and Sur, 2007). Customers can now set up additional sensitive products for food products, and focus on continually supplementary aspects regarding the ease and cleanliness of the value of food (Quagraine et al., 1998; Acebro'n et al, 2000).

With the emergence of supermarkets and supermarket principles, the buyer disposition has embalmed for food products in recent years improved positively (Stewart-Knox and Mitchell, 2003; Silayoi and Speece, 2004; Wells et al, 2007). The object related to the adequacy of need then an escalation of the amount of working women, who are selected from the key questions, is a strong development of dynamically stuffed food products (Goyal and Singh, 2007). (Ruth and Yeung, 2001; Rimal et al, 2001) In addition, users are currently working to look for tremendous and flat food consumption, as well as being confident about nutrition, health and food protection.

### 1.0.2 Problem Statement

Although studies previously focused on the behavior of organic products, it is still a limited job that many questions remain about not responding. Previous studies have shown that customers spend abroad, where the effects are less likely to be comparable to less developed countries, such as Pakistan. Although less experimental research has been done on green food.

There are only few readings examining whether and how the stated attention in health of organic food buyers reflects in lifestyle behavior.

Further, little attention has been dedicated to understanding factors such as consumers green attitude, consumer degree of involvement and purchase intentions that influence of green product purchase behavior in Pakistan. But so far no study has examine the effects of green product purchase intention experience as a mediator and consumer degree of involvement as a moderator.

Present study examine the mediating effect of green product purchase intentions among consumers green attitude and purchase behavior of green product, and also consumer degree of involvement moderator green attitude and purchase intention of green product.

### 1.0.3 Research Gap:

The lack of research in this study is that there is a literature of intent to purchase from ecological researchers who consider Country of origin and price sensitivity as moderating variables. Chi Lin Husu, Chi Ya Chung, (2017). But there is no more study on the degree of involvement as a facilitator because it moderates the relationship between purchase intent and its prerequisites. With the discovery of a "green purchasing behavior" many studies have an inconsistency or "loop-hole" in articulated content found the final settings for replacement and actual consumer buying practices (Tanner and Wlfing Kast, 2003 Vermeir and Verbeke, 2006 Vermeir and Verbeke, 2008).

For example, the inconsistency or discrepancy between green consumer attitudes and green purchasing behavior is called "green procurement inconsistency" or "green attitude gap". This suggests that consumers' optimistic attitude towards green foods does not always translate into achievements. It is imperative to observe why environmental attitudes have less impact on consumers' buying behavior; Possible factors such as the price and accessibility of the product and the collective effects among others that lead to inconsistency between customer attitudes and buying behavior are conceivable. Once these influences are unmistakable through appropriate exploration, steps can be taken to discuss these issues and encourage consumers to purchase mostly green products. Although important research on environmental awareness and consumer awareness is taking place (Diamantopoulos et al., 2003).

#### **1.0.4 Research Questions**

Following are the research questions of this study:

**RQ 1:** To what extent consumers green attitude influence green product purchase behavior?

**RQ 2:** To what extent green product purchase intention mediates the association between consumers green attitude and green product purchase intentions?

**RQ 3:** To what extent consumer degree of involvement moderate the relationship between green attitude and green product purchase intention?

#### **1.0.5 Research Objectives for this Study**

The overall objective of this study is to find out the green product purchase intention of ethical consumer. Specific objectives of this study include:

**RO 1:** To investigate the influence of consumers green attitude on green product purchase behavior.

**RO 2:** To investigate the mediating impact of green product purchase intention between consumers green attitude and green product purchase intentions.

**RO 3:** To investigate the moderating impact of consumer degree of involvement between green attitude and green product purchase intention.

### **1.0.6 Significance of study**

This study provides a theoretical framework for understanding consumer purchase intention of green product. This study will provide an overview on the analysis of consumers green attitude principles in building purchase behavior of green product. Moreover, this study will form the theoretical basis for further studies on this construct. The present study collection contributes to the identification of theoretically significant mediator moderator relationship. Present studies bridge the gap as a mediator and moderator mechanism.

This study will be beneficial for different national and multinational companies which are doing their business in Pakistan and it will be beneficial for the marketers to target their customers in an effective manner. And will help advertisers; as well as the student of this field in understanding and catering the need of customers in a better and ethical manner respecting the rich culture; as well as to help in understanding the setting and situation in which purchase behavior of green product take place in Pakistan.

### **1.0.7 Supporting Theory**

The Theory of Planed Behavior, which is previously used to predict the behavior of the green consumer, and the soundness of the theory has been established (Bamberg, 2003, Chan and Lau 2001, Kalafatis et al., 1999), to explain their intention to buy organic products . Therefore, this study uses a hypothetical context grounded on the planned behavior model (TPB) Ajzen (1991) to study the connection among the variables of the experiment and explain the acceptance of the user and the commitment to behavioral ecology.

However TPB is an addition of the theory of reference action (TRA) (Ajzen, 1991). Therefore, this study uses a theoretic structure based on the planned behavior

model (TPB) Ajzen (1991) to study the relationship between the variables of the experiment and describe the acceptance of the user and the commitment to behavioral ecology. TPB is a continuation of reasoning theory (TRA) (Ajzen, 1991).

TPB has positive effects in the field of behavioral ecology (Chen, 2016, Han et al, 2010; Kim et al, 2013, Yadav and Pathak, 2016). Dominated with the TPB, Ajzen (1985) argues that the subjective norm, perceives the development of control, and attitudes affect the goal, which influence the behavior of the real.

In addition, such as Ajzen (1991), behavioral attitudes refer to "the point where a individual has a promising or non-compromising judgment or consideration of the comportment in query"; Han et al. (2010) found that TPB was greater than the intended purchase intention from the baseline model of accomplishment prototypical (TRA). Therefore, this study uses TPB as a support theory to measure the intent of buying consumer green food products.

The idea is that the use of behavioral model theory designed to improve the general concept of consumer attitude and its intention to design or purchase ecological products. This theory should affect every aspect of user behavior.

## 1.1 Operational definition

### 1.1.1 Green attitude

Allport (1935) clearly explains the following attitude: "The desired psychological and nerve space that uses the effect of directing individual responses to all parts and conditions associated with it." According to Schultz and Zelezny (2000), "the attitude of an ecologist is based on price self and the extent to which an individual thinks he is part of nature. "The attitude of the decision shows what users like and dislike (Blackwell et al., 2006) and consumer buying decisions in general based on their ecological attitudes (Ireland, 1993, Schwepker and Cornwell, 1991). Consumer enthusiasm to pay for green products (Chyong et al., 2006) is

not a major factor in preventing consumers from buying green products if they are environmentally friendly.

### **1.1.2 Consumer degree of involvement**

Involvement mentions the extent to which people reflect relevant / personal data for personal meaning (Petty and Cacioppo 1986). The experimental study that examines ecological participation and behavior is partial (Foxall and Goldsmith 1994, Maio and Olsen 1995). The purchase of small businesses is such that consumers consider them small applications (Wilkinson and Lee 1994). In addition, these purchases generally include predictable behavior or inadequate problem solving (McCarthy et al., 1994).

### **1.1.3 Purchase intentions of green product**

Green purchase intention or enthusiasm (GPI) refers to the preparedness of customers to buy consumer-defined organic food for the benefit of the environs, and the willingness of consumers to buy green products (Chan 2001, Akehurst et al 2012, Dagher and Itani 2014). Secondly, users not individual who care about the green qualities of the food, but similarly approximately the ecological significances connected with their purchase decisions for the product.

Thus purchase intentions refer to the customer's desire to purchase a product or service. Users run the process of finding information based on their past experience and choice, and they confirm the purchase intentions if product selection reaches a certain level. The purchase intent is considered an important clue to explain consumer spending behavior. In addition, purchase intentions can be translated into green buying behavior when consumers are aware that their efforts to consume green products have a optimistic influence.

### **1.1.4 Green product purchase behavior**

Eco-friendly buying behavior is focused on buying naturally friendly products and expelling products that damage the surroundings (Chan, 2001). Eco-friendly shopping, such as keeping the mind and behavior green, are usually limited. The green intention of purchase is the desire to buy green products. The goal of imprisonment is the stimulating effect that affects consumer shopping (Ramayah, Lee and Mohamad, 2010).

# Chapter 2

## Literature Review

### 2.1 Green attitude

The attitude of a person to a product is an intense of the most important experiences for forecasting and clarifying customer selections through foods and facilities, as well as food products (Honkanen et al., 2006). The foods are harmless to consume, have good quality, are nourishing, take in explanatory concerns for the well-being of the animals and are developed and manufactured in accordance with the justifiable values of expansion, are recognized as green foods (Saleki, Seydsaleki, 2012).

Previous studies related to the consumption of organic foods in relation to health behavioral attitudes, environmental awareness, acceptance of organic food demands, the appeal of taste of organic food qualities, consistency, freshness (Voon et al., 2011, Salleh et al., 2010; Michaelidou, Hassan, 2008; First, Brozina, 2009) and other arrogance of Attitudes towards local derivation of products, reasonable trade (Tanner, Wlfing Kast, 2003) and orientation knowledge (Amran, Nee, 2012, Saleki, Seydsaleki, Rahimi, 2012).

The acceptance of organic food rights is an important element of the purpose to be consumed because of the credibility of the nature of organic foods. The credibility of the products is the one for which the buyers are not capable to estimate efficiently because the advantages of the opening cannot be easily or



directly perceived. As a result, buyers may be dependent on product classification, advertising, and product honesty guarantees.

Although the degree of production of these consumers will depend on the purpose of organic food consumption. (Voon et al., 2011). Lack of consumer autonomy in terms of the environment and product safety is often recognized as one of the main obstacles to cumulative acquisition of green products in general (Kalafatis et al., 1999, 459).

In addition, increased attention, awareness and knowledge of health and experience, and more easily in contact with all statistics, leads to what are known as "cumulative levels of consciousness" so we tend to accept the healthy routine. they are generally considered nutritious, preferable and safer than non-random foods; health-conscious consumers are probably optimistic about organic farmers.

As a result, many readings have shown that health benefits are the primary goals of green food purchases (Wier, Calverly, 2002, Roitner-Schobesberger et al., 2008). Salleh et al. (2010) stated that health awareness has a greater impact on consumers' intention to purchase organic foods than on ecological grounds.

Allow the study Voon et al. (2011) health and ecological interest, and the confidence of organic foods and the appeal of the characteristics of organic foods influence consumers' attitudes towards green products. The significance of fitness and ecological apprehensions reflects the developing wealth of consumers. Growing knowledge of access to global communication and information networks has increased consciousness of wellbeing and ecological issues. After Tanner and Wlfling Kastin (2003), this is also significant to describe attitudes towards the creation of local products.

Allport (1935) described the attitude as follows: "A state of spiritual and nervous will, which has a great influence on the individual's responses to all the objects and circumstances to which he refers". In consulting Schultz and Zelezny (2000), "the attitude towards ecological enrichment is rooted in the personality of the person and in the level where the discrete person is considered to be an integral part of an approved environment". In the assessment, attitude means what consumers

want to use or displeasure (Blackwell et al., 2006) and consumer buying decisions are often based on ecological attitudes (Ireland, 1993, Schwegker and Cornwell), 1991).

Behind the corner, scientists and environmental activists who have completed the purchase of green or green products, environmentally friendly packaging products or the correct positioning of non-biodegradable waste, consumers can support the freshness to improve the product quality. environment (Abdul-Muhmim, 2007).

However, the quality of the atmosphere depends inappropriately on the knowledge, attitudes and values of customers (Mansaray and Abijoye, 1998). Therefore attitudes are the maximum reliable descriptive issue for consumers willing to recompense for organic goods (Chyong et al., 2006). Although it means that costs are not the central issue to prevent buyers from buying organic products which are ecological. The supposed self-sufficiency of consumers in the protection of the environment may prevent them from participating in ecological achievements, such as reprocessing (Wiener and Sukhdial, 1990).

In line with Tanner and Kast (2003), purchases of green foods were supported by a positive attitude towards the protection of the environment by consumers. Individuality is the feeling of moral responsibility of consumers. It is an influential instigator of environmental behavior (Hopper and Nielson, 1991, Stern and Dietz, 1994, Vining and Ebreo, 1992). The level at which people feel grateful for reprocessing connected to the nature of preservation of the products (Ebreo et al., 1999).

However studies recommended that respectful behavior with the environment is classified as ethically aware Consumers are ethically committed to protecting the environs and saving the world's inadequate natural resources. Tanner and Kast (2003) point out, however, that the purchase of organic foods by consumers is not explicitly linked to ethical thinking.

## 2.2 Consumers degree of involvement

Perceived personal involvement is a special kind of enthusiasm. Involvement is stimulated when a positive product, service or message contributes to the needs, objectives and essential values of the consumer. The purpose is important for the self because it expresses important values and objectives in the life of the consumer. Consumers are keen to invest a perceptual effect in a decision-making process when they are very involved, e.g. For example, because a significant individual need is not met, even if individual behavior occurs when consumers have a small incentive because of content needs (ie low participation) (Jager, 2000).

Involvement covers the completeness of research facts, the extent of decision-making, the development of beliefs, attitudes and goals and performance results, such as behavior-oriented monitoring, brand behavior change, brand loyalty or loyalty, the presence of product practice and shopping pleasure (Beharrel and Dennison, 1995; Verbeke and Vackier, 2004). Involvement refers to the area in which people reflect a problem / position as an individual position (Petty and Cacioppo 1986). Observational studies investigating ecological involvement and behavior are limited (Foxall and Goldsmith 1994, Maio and Olsen 1995).

Although low-level purchases are those which are considered with negligible buyers (Wilkinson and Lee 1994). Furthermore, these acquisitions generally involve a routine response or limited explanation of problems (McCarthy et al., 1994). This depends on whether a consumer is involved in this purchase or that he is ecologically attentive.

Although some research is often about attitudes and behaviors (Petty, Cacioppo and Schumann, 1983, Pieters 1988), the direct impact on the objectives was mainly ignored. Although participation has been linked to behavioral change, these changes strongly depend on a number of aspects of participation (Laurent and Kapfer 1985). The presumed risk is one of these traits in which the risk of high-priced purchases is considered high, thus increasing exposure (Laurent and Kapfer 1985).

For this purpose it is in purchase and reduce the risk of danger and pain. This suggests that good things in moderation, so that the characteristics of the active ingredient, which contain greater participation and give little risk bit. Now it goes into the risk effect of the human movement by involving in the cession of the intention that credited with intelligent. The study showed that a good reputation is to feel pain in the plans for new values (Foxall the hands of 1994, Zaichkowsky 1985).

Conservative care can be understood as the definition of beliefs and consumption values. However, this is connected with behaviors and behavior habits, as buying location are often seen as a mechanism of communication of their values (Foxall and mani, 1994). Lorem more on an argument and are less busy if they are attracted to products related to matter and (environmental) matter, and not just to minimize the fears associated with the product, Ling-yee (1997) has made consumers more ecologically responsible, who attract attention, and missionary there is no longer coherent, determined action.

## 2.3 Purchase intentions

Intentions are believed to have motivated factors that affect behavior; They show how much effort people are trying to try or how hard they try. (Ajzen 1991) In general, when people have stronger intentions to participate in behavior, their performance should be more likely. Therefore, if customers have strong intentions towards the green product, the purchase will actually perform better than the performance.

Based on Dodds, Monroe and Grewal (1991), consumers want to buy a product when they want to buy it. In addition, some factors that affect the attitude of the consumer to a product justify the consumer's intention to purchase. In addition, the consumer's ability to purchase a particular product can be measured by the purchase initiative. For example, suppose that the purpose of the purchase is greater and the consumer has a higher desire to purchase a particular product. (Dodds et al., 1991, Schiffman and Kanuk, 2000).

Consumers around the world have recently noticed the environment, which is causing an ecological cycle and requires enormous environmental damage. Understanding the buying behaviors and trends of green consumers is to guess why customers buy organic products. In many previous studies, researchers used theories such as rational achievement (TRA) (Ajzen & Fishbein 1980) and planned behavior (TPB) (Ajzen, 1991). According to theorem of the combination of Ajzen's planned behavior (1991), behavioral, personal standards, and apparent behavioral mechanism settings, and therefore the assumption that the actual behavior is pre-disposed to intention, An important factor in the theory of planned behavior is that the consumer exhibits a certain behavior.

It is believed that objectives control motivational influences that influence behavior. It is an indication of what people are trying to do or how much they are trying to do. In short, the stronger intentions of being involved in a particular conduct are likely to be true (Ajzen, 1991). Bacon and Robert (1997) developed a conceptual model for examining the relationship among environmental awareness and environmentally conscious consumer behaviors.

Extending the environmental issues discussed as "green producers" (Soonthorsmai, 2007). These people are committed to expanding their sales and utilizing practices and improving the environment and paying more goods. According to Ottman (1992), specialists buy specialized products if their needs and qualities of good quality, opportunity, comfort, performance and use, and consumers know product can help solve problems. Ecologically, animal welfare and good health.

However green foods related to foods that can be safely avoided are good, nourishing animals, good foods and produced according to the principles of sustainable development (Liu, 2003). Green foods are more popular among consumers because of their treatments to people, respect for the environment and the idea of better nutrition and safe eating. As a result, advertisers of advertising are still growing worldwide.

## 2.4 Green product Purchase behavior

Green purchasing means that the sale of a friendly and productive environment is "sustainable" and "beneficial" and protects the environment (Chan, 2001, Mostafa, 2007). Consumer customer knowledge is generally assessed according to the desire or desire of customers to buy products, their sophisticated or deliberate behaviors have finally changed their decision to buy these products. products that live in the environment environment (Joshi and Rahman, 2015).

Research on customer behavior, first reported in TRA (Fishbein and Ajzen, 1975), emphasized that customer behavior has determined the goals of basic principles and customs. In addition, TPB (Ajzen and Fishbein, 1980) is the most effective way of TRA to use behavioral behaviors in a sense based on the nature and size of the measurement.

Although classic model has been used by scientists in the same way or in some other way, to approve the purchase and purchase of green food in the study of environmental research in underdeveloped country (Zhao et al, 2014, Paul et al, 2016). , Yadav and Pathak, 2016, Prakash Pathak, 2017, Hsu et al, 2017), TRA and TPB applications such as the regular size is not clear. still, because of the adverse effects of the present image in the various localities (Joshi and Rahman, 2015).

In addition, the modified laws of ethics have been taken into account in large quantities of good quality products, as well as Asian markets. Product quality by Hsu et al, 2017, production and fruits by Kim and Chung, 2011, Zagata, 2012; Zhou et al, 2013, Organic, Environmental packing (Prakash Pathak, 2017) Energy Efficiency (Ha Janda, 2012), and green foods (Chan, 2001, Chan in Lau, 2002, Chen and Chai, 2010, Lai and Cheng, 2016, Yadav and Pathak, 2016).

In particular, "the environment or the environment" is the benefit of the environment and society. These include most of the plastic bags, recycled paper, food items, energy saving lamps, good energy and transport, and furniture, etc. (Lee, 2008) Joshi and Rahman, 2015). In addition, products developed from sounds can be recycled and low excess (Chan Chai, 2010).

From the exceeding opinions that customer behavior is affected not only by correction issues, but also for other factors to discover such anxiety, knowledge and efficiency of the client to the extent that the settlement of consumer prices and the purchase process for the overall result, direct and / or directed to organic food (Straughan and Roberts, 1999, Chan, 2001, Mostafa, 2007, Kim and Choi, 2005, Tan, 2011, Kim, 2011, Paul et al, 2016; et al 2017).

## **2.5 Customers green attitude towards green product buying behavior**

Consumers are often cared for in the conduct of the personal behavior, and personal behavior can depend on his or her behavior. There are many challenges in improving the capacity of the person, and it suggests that various issues that can affect impacts can be defined as inconsistent with the conditions. Spruyt (2007) explains that the right price for the client's identity cannot be trusted, create relationships with self-esteem and personal participation (Davidson and al., 1985). The influence of ideas and attitudes about consumer behavior is described in detail (Fazio and Zanna 1981, Ajzen 1989).

In addition, it is considered that if it can be predictable that expected behaviors from consumers, there are many basic issues that need to be explained. Recording (Ajzen and Fishbein, 1977), behaviors and attitudes should be limited to equality of communication. Explanation of different types of culture is provided. Doing this (Ajzen and Fishbein, 1980, page 5), the idea is, "People discuss their actions before they solve the problem or lack confidence." Therefore, public behavior is important in the sense of belonging when it comes to virtue.

So, if it is a concrete demonstration of a true (or inappropriate) approach to an organization, the company will immediately show that there are many promises (or show) look at the person. The meaning derives from the only king of the article, although it is possible to develop ideas that help shape behavior of a person's personality when it comes to the client's researcher discussing it. There

are a number of plans to better understand the behavioral conflict in terms of attitudes, attitudes, exchanges, and lack of stability and integrity (Mainieri et al., 1997), limiting behaviors and changes in personal information to behavioral behavior. (Gadenne, 2011, Wulf and Schroder, 2003) suggests that the quality of values to be addressed to a specific environment, such as the purchase of green products, can be closely linked. In addition, according to (Mainieri et al., 1997) the relationship between environmental and behavioral behavior can be interrupted by special causes (specifications, other serious or serious consequences) economic) and personal circumstances (knowledge, strength or character).

The basis of attitudes and actions results from the development of values (Rokeach, 1973), despite the effects they can have on behaviors at a particular time. Ideas (steps) and ways (contact work) are directly related to the attitude, which shows the effect of their entire purchase study (Hoyer and MacInnis, 2004). This suggests that the entire range of traders must be adjusted with a product that influences their choices. This condition is used in a colorful way. If you have to fit them Foods do not affect the use, quality of nutrition, health, care for the welfare of the animals and live and produce in accordance with the quality of expansion of expansion that is mentioned green fodder (Saleki, Seydchello, 2012).

A person's attitude to using a product is one of the most important factors in the purpose and understanding of consumer and consumer products, including food (Honkanen et al., 2006). The purpose of nutritional information is a strong part of the focus, which is based on the reliability of food. To admit good (Voon 2011)s are things that consumers cannot easily judge if they cannot easily recognize the value of food.

Therefore, relying on consumer product classification, advertising and product reliability can be relied upon for signals as warranties of product reliability. The possibilities to which these stimulate consumer belief will hence motivation the purpose to consume organic food (Voon et al., 2011 In addition, and rising health awareness and information and nutrition all increase the accessibility of lighter facts to one motivating health consciousness escalating. This leads to more enthusiasm to implement healthy routines.



However, organic foods should generally be healthier, better and safer than non-original foods. In addition, consumers will have optimistic health-conscious attitudes towards green foods, which will trigger a response to this stronger product category.

(Roerner-Schobesberger et al., 2008). Salleh and his companions (2010) noted that the problem of buying health consciousness on purchasing more than from the ecological aspects buyers did. Confirmation to explore Voon et al. (2011) Health and conservation alerts the consumer along with the diet of organic foods. The call of health and ecological fear mimics the growing health of consumers.

The associated information, joined with secure contact to global communication and awareness issues, have increased their consciousness of fitness and ecological issues. After Tanner and Wlfiing Kast (2003), this is also significant to consider the attitude towards the limited foundation of products. Performances in the perspective of green society are defined (1995). Thus it is process of recycling organic food, the evaporation of evaporators and plastic bags (Gilg, Barr & Ford, 2005). (Roberts, 1996). The results are very good. "(Heb et al., 2010; Roberts, 1996). Luzar and Diagne (1999) practice Ajzen's Theory of Planned Behavior (TPB) and consider it a strong supporter of mortal behavior.

Thus TPB emerged from the theory of fraudulent action (TRA), which makes it possible to improve the impact on behavior; where social influences are confirmed as part of the model in these countries. Attitudes are better predictors of eco-friendliness than other variables (Padel and Foster, 2005; Tanner and Kast, 2003). Attitudes also influence behavior (Young et al., 2010) According to the idea of Ajzen of behavioral behaviors, the assumption of the abuser is also based on expectations and behaviors (Baker and Ozaki, 2008). The thoughts and feelings of consumers affect the behavior (Baker and Ozaki, 2008). Hoyer and MacInnis (2004) argue that attitudes need to be changed in changing behavioral decisions. Attributes that will be gradual or evaluate, accept, develop and feel a person in relation to an object or symbol Armstrong and Kotler (2009). Agreeing with Eagly and Chiken (1995) dissatisfaction attitude or unacceptable evaluation, are mental condition that is considered to be special emotions. Chen (2009) hopes that green

conditions govern individual status in dietary regime and if a person is watching to become healthy, he will show a positive attitude. Swait and Sweeney (2000) prove this important in relation to the personality of the person. Attitudes are willing to respond to a humanitarian process.

The study illuminated the relationship of hope; Attitudes and behaviors that show these community activities are in harmony with their goals (Ajzen, 1985, 1988; Ajzen and Fishbein, 1980). However, food suggestions for a optimistic attitude towards ecological issues do not always lead to a real purchasing plan (Laroche et al., 2001). Most consumers cannot buy products based on green products, and they will not harm other products as a product for a healthy environment (Yam-Tang and Chan, 1998).

There is much evidence that many Western markets are led by the habit of using eating habits by using behaviors that take advantage of the fear of ownership of production and use in the normal environment .Laroche et al. (2001) has very much appreciated the importance of writing on a variety of topics that can boost consumer enthusiasm for more productive products. The study defines the five-dimensional consequences: specific guidelines, understanding, values, behaviors and behaviors, and provides a description of the information.

Although Boztepe (2012) was ready to agree, the environmental environment, green testing, green and valuable improvements could have a substantial influence on customer purchasing. Conferring to Sejung (2005) Promoted Concerns have a quick impact on experimenting with behaviors like something else. A optimistic attitude towards animal nutrition is a good starting opinion for stimulating the consumption of green product. Though according to TPB, attitudes play a important role in behavioral behavior. The more the person's attitude towards behavior, the stronger it is to behave.

Similarly, studies on the use of organic foods have confirmed optimistic and important relationships among consumer preferences and intentions towards buying (Gifford and Bernard, 2006, Honkanen et al., 2006, Padel and Foster, 2005, Saba and Messina, 2003). Relevant literature research has identified attitudes toward the nature of organic foods as an important motorist of consumer choice over the

use of organic foods (Hjelmar, 2011; al., 2006; Magnusson et al., 2003; Poulston and Yiu, 2011). As a result, it can be said that consumer attitudes have a significant impact on their intention to buy organic food. Therefore, this study is based on the following:

**H1:** Consumer green attitude have positive impact on green products purchase behavior.

## 2.6 Mediating role of green product purchase intention

Agreeing to the planned behavioral philosophy of Ajzen (1991), the permutation of attitudes towards behavior, personal standards and apparent behavioral control monitors the realization of an intention, and, therefore, the intention of the antecedents of the actual behavior is expected. A dominant influence in the model of planned behavior is again the individual's intention to achieve a certain performance. Intentions are implicit in controlling the motivational aspects of this stimulus behavior.

They are suggestions on how difficult people are willing to try, or how much effort they intend to implement the behavior. In undersized, the permanent intention to participate in safe behaviors, the more awaited would be real behavior (Ajzen, 1991). Roberts and Bacon (1997) have developed an intangible model to examine the relationship among purchasers' environmental concerns and naturally aware consumer behavior.

However study by Nik Abdul et al. (2009) mentioned green buying intentions as an individual's ability and willingness to prefer products with eco-friendly properties compared to other non-original products in their buying ideas. Likewise, Chen and Chang (2012) explained the green purchase intent as the probability that a customer would buy a specific product according to its environmental requirements.

In summary, caution is provided by ecological consumption of renewable resources, preservation of energy and resources, and the conservation of the environment starved of the prevalence of insecticides stimulants. This is why basic food, such as health, safety, health and wellbeing are often more commonly known than food shortages (Krystallis and Chryssohoidis, 2005). It also recognizes that it is a product that does not always have the strength and development of the system (Williams and Hammit, 2001). this was repeated in a growing demand for food crops, a negative view of the proven environment and the restoration of Orthodox foods (Schifferstein & Oude Ophuis, 1998).

Recent research showed consumer food for high quality, productive and innovative products, maintained (eg Thompson & Kidwell, 1998; & Schifferstein Oude Ophuis, 1998). Usually consumers of dietary foods are considered to be better, better health and safety, no use, scheduled agrivation for best and better environment. rather than unoriginal foods (Fotopoulos and Krystallis, 2002; Wier and Calverly, 2002). Carrots, Carlson and Muehling (2014) think that consumers' believe that animal activation does not affect the environment will have an impact on their dietary diet and their objective goals. Therefore, knowing that will affect the purpose of obtaining nutrients, should be proven to have the greatest impact on our conversion.

From now on, for the purposes of this study, a complete implementation of the project is based on one specialized knowledge, similar to Nik Abdul et al. Tu. (2009) because they demonstrated the fulfillment of the productivity and productivity of a person who enjoys goods and attributes on other consumer products in their shopping interests. While all literature has recognized the important implications of organic product and their value values or outcomes on buyers' green buying intent, limited studies have described conflicting outcomes. A search by Bhaskaran et al. (2006) stated that buyers do not observe products that meet acceptable conservational standards as products with different benefits and that customers do not believe the statements of these groups.

However, these products are more expensive than the usual products and the proliferation of such food preservatives is expensive. Green products tend to be

more expensive to manufacture than non-original products and therefore additional luxurious for consumers to buy (D "Souza et al., 2006, Okada et Maiz, 2010, Royne et al., 2011, Sonderskov and Daugbjerg, 2011 ) and Chen and Chang (2012) recommended that corporations develop their products with environmental characteristics and qualities of extraordinary value in order to attract consumers. The value that consumers see about eco-friendly products can increase consumer uncertainty about green products and increase the purchase intent of consumers. Ng and Paladino (2009) explain behavioral intentions as a extent of a individual's comparative power to implement positive behavior. Nik Abdul Rashid (2009) explains the intention of green shopping as the ability and enthusiasm of a discrete to favor organic products over conservative ones. However, Ramayah, Lee, and Mohamad (2010) mentioned a organic purchase intent as a goal to be self-confident. Green purchase intention (GPI) that are understandable to a consumer buying a product with less or less risk to humans and the environment. We can also say that it is an intrinsic and conscious effort to buy people safely and environmentally friendly. It shows through the complex selection of improvements in improvements. However, in this study, we also claimed that the intended customer purpose of the GPI does not affect the environment and people. According to (Chen, 2011), damage and other environmental issues coming from humanity and the public are worried about these concerns. The purpose and purchase of green products that are cut off from nutrition and focus on Pakistan. The idea of emotion is about consumers who are interested in selling environmentally friendly products and using non-environmentally friendly products (Jaiswal 2012).

According to some studies green product purchase intention (GPI) and green buying behavior (GPB), have international importance and relationship (Kim et al, 2013 Kanchanapibul et al 2014 Lai and Cheng, 2016 ), although these associations are well developed (Yadav and Pathak, 2016, Kumar et al., 2017). In the collection of Lai Cheng (2016), the suspension providers were more effective than other behavioral problems, which can be understood in the context of the consumer, go to force (Lai my Cheng, 2016).

The important link between the purchase intention GPI and the sale of green food, some recent studies also have ongoing relationships with GPI GPB in their field (Kim et al., 2013, al Kanchanapibul 2014, Cheng, 2016 ). However in accretion it is founded by Lai and Cheng (2016) that customers communicated readiness is more effective than other behavioral issues to apprehension consumers essence for green purchase.

**H2:** Green product purchase intention mediates the positive relationship between the customers green attitude and green product purchase behavior.

## **2.7 Moderating role of consumers degree of involvement between the consumers green attitude and green product purchase intention**

Thus most important phenomenon of this concept is the importance of individuals (Petty and Cacioppo, 1986). The study examined the involvement and environmental effects of perfection (Foxall and Goldsmith 1994 Maio and Olsen 1995). Buy cheapest sales are things people reason are not important (Wilkinson and Lee, 1994). In addition, these purchases typically involve mob violence or problem solving (McCarthy et al., 1994). Depending on the consumer (a) informed about the sale and / or (b) about the environment.

Although some studies have led to participation as a guide between attitudes and behaviors (Petty, Cacioppo and Schumann 1983, Pieters 1988), most of them ignored the direct impact of his opinion, and especially the mediator. Although participation is described as behavioral change, these deviations are based on a range of levels of participation (Laurent and Kapfer 1985). The clear problem is one of the features that lowers the cost of buying a higher price if it increases participation (Laurent and Kapfer, 1985). Thus higher the risk, the more it is developed to minimize the risk associated with the sale. This points to things that are worthwhile, such as the library, which has nothing to do with the risk of being involved in the risk of sales.

Customer is currently monitoring the impact of the hazard on the codes of conduct, which are discussed by the high impact of green food. The study revealed the history of the shopping philosophy and the importance of making decisions (Foxall and Goldsmith 1994, Zaichkowsky 1985). Understandably, the beliefs and practices of the client can be understood. These beliefs are more than just behaviors and expectations, since buying consumers is usually a way to prove those values (Foxall and Goldsmith, 1994).

An additional problem for a consumer is the fear that most of the effects of misconduct within the product will not be met by individuals (environmental issues), but will also reduce the associated impact. and the purchase. Ling-yee (1997) found that people with a high level of attendance seem to be more accessible in the context of the environment and are therefore more comfortable in participating in the behavior.

Strong forces can also be strengthened as individuals demonstrate the need for environmental destruction and recognition of their various commitments (Dembkowski and Hanmer-Lloyd 1994, Fraj and Martinez 2007). Identify the importance of environmental problems as a result of using energy and resources that cannot be revived, much of the dietary and productive precautions, unpleasant environmental, environmental, and numbering conditions. the growth of individuals who understand the nature of nature and the meaning of our nature is limited and the environment is more sensitive than we previously believed (Easterringtal., 1996; Kalafatis et al., 1999).

These are the environments that positively inspire the public in nature and inspire people to naturally engage in natural behavior in their normal lives (Laroche et al., 2001). These people have good social values, are looking for opportunities to behave emotionally, and are often more concerned about the environment (Kalafatis et al., 1999, Mandese, 1991). Self-assessment attitudes are either satisfactory or unhappy to achieve behavior.

Approval of Ajzen (1985), otherwise he will behave well if he is positive about the behavior. The move seems to be that personal involvement in the protection of the environment prevents them from influencing activities such as reproduction

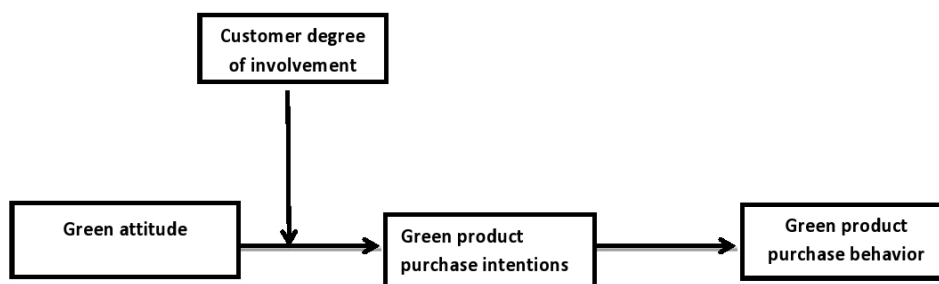
(Wiener and Sukhdial, 1990). Share with Tanner and Kast (2003), green vegetables that have proven themselves through the quality of consumers in the field of environmental protection. The basic principle is exactly what the customer's answer is. An important factor is the introduction of a number of behaviors (Hopper and Nielson, 1991, Stern and Dietz, 1994, Vining and Ebreo, 1992). The extent to which people perceive the product as an example is (Ebreo et al., 1999).

These ratings should determine the normal behavior of the consumer as a natural disorder. Entrepreneurs feel able to care for the environment and protect the lack of natural resources around the world. However, Tanner and Kast (2003) found that consumers philosophy is not associated with green attitude.

**H3:** Customer degree of involvement positively moderates the relationship between green attitude and green product purchase intention.

## 2.8 Theoretical framework

Following the theoretical framework, the logic-based basis describes and the network explains relationships between the variables associated with the situation problem. Constructed on the collected research, the succeeding theoretical framework is recommended for the current study. There is an independent variable (consumer green view) that affects the dependent variable (the acquisition of green products) and the intervention role of purchasing green products and a moderate role in consumer size.





## **2.9 Summary of Proposed Hypothesis of the Study**

**H1:** Consumer green attitude have positive impact on green products purchase behavior.

**H2:** Green product purchase intention mediates the positive relationship between the customers green attitude and green product purchase behavior.

**H3:** Customer degree of involvement positively moderates the relationship between green attitude and green product purchase intention.

# Chapter 3

## Research Methodology

The study type, technique to collect response, design of questionnaire, unit of analysis, instrumentation, distribution as well as analyzing of data is discussed in methodology.

### **3.0.1 Research Design**

To gather the information from large population based on respondents perception survey design is the most appropriate. The data is collected from the sample and generalized options are developed for the wide population. But the appropriate sample should be according to the scientific research methodology of concern.

### **3.0.2 Type of study**

Current study is empirical in nature because results are entirely relying on collected data from respondents via questionnaires. This study was cross sectional which investigate the impact of green attitude on green product purchase behavior. This study investigates the mediating role of green product purchase intention and moderating role consumer's degree of involvement.

### **3.0.3 Unit of analysis**

For this study the unit of analysis is the individual respondents who are the users of FMCG goods. We collect the data from those individual respondents from their location at the convenience.

### **3.0.4 Research Approach**

In this study setting there is deductive approach. For this method we use the hypothesis technique and we solve our problem by assuming relationship between the variables.

## **3.1 Population and sample**

### **3.1.1 Population**

Consumers from twin cities of Islamabad and Rawalpindi are the population of this study the sample size is 300 respondents are used for this study. More than three hundred questionnaires were distributed among the consumer in the food streets of twin cities. 100 questionnaires were distributed in centaurs (food corner) Islamabad and out of 90 questionnaires were returned. 60 questionnaires were distributed in Khiva Bahriya Town and out of which 45 questionnaires was returned. 120 questionnaires were distributed in the Butt Karahi Islamabad out of which 115 questionnaires were returned. 50 questionnaires were distributed in Tanduri restaurant out of which 45 questionnaires were returned.

### **3.1.2 Sample Size**

The study is based on primary data. As per recommendation Sekaran (1983) data will be collect from randomly of 300 or more buyers with the help of standardized closed ended questionnaire will be used as instruments for data collection.

An effort has been made to recognize the factors that influence the buying of goods by the consumers in the study area. Researchers revealed that 300-500 sample size can be of good standard (Comfrey & Lee, 1992).

### **3.1.3 Sampling technique**

Sampling technique used in this study was on the basis of the conveniences of researcher. The sampling technique is known as convenience sampling. It is nearly impossible to use the whole population for research and most of the time it is difficult to consider every subject in research. This is main reason of researchers behind using the convenience sample technique in research (Etikan, Musa and Alkassim 2016). This is type of technique used in social sciences to do research. It allows the researcher data on the availability of subject/sample. Convenience sampling was likewise picked as inspecting procedure so as to meet the time and save expenses.

### **3.1.4 Instruments**

The detail of data collected via questionnaire is as follow. Medium of questionnaire was English. Three major reasons for using English language were; 1st English is international language, 2nd all the items were borrowed from different researchers (original questionnaire) and 3rd reason was that all the respondents were at least intermediate and were aware of English language. All the respondents have fill questionnaire by their will.

### **3.1.5 Green product purchase behavior**

Dependent variable green product purchase behavior contains 7 items adopted and modified from Kaman Lee (2009).

### **3.1.6 Green attitude**

Independent variable green attitude contains 3 items adopted from Chan 2001.

### 3.1.7 Degree of involvement

3rd variable consist of 4 items which is adopted from Brian Beharrell Tim J. Denison,(1995).

### 3.1.8 Green product purchase intention

4th variable consist of 5 items which is adopted from Linen, F., Chen, Y. W. (2009)

### 3.1.9 Scales/Measures

TABLE 3.1: Scales and Measurements

S/No.	Variables	Source
1	Green attitude	Adapted from- Chan (2001).
2	Consumer degree of involvement	Brian Beharrell Tim J. Denison,(1995).
3	Green product purchase intentions	Adapted and modified from Lin, F., Chen, Y. W. (2009).
4	Green product purchase behavior	Adapted and modified from Kaman Lee (2009).

## 3.2 Summary of scale Reliability

TABLE 3.2: Scale Reliability

S/No	Variable	Reliability
1	Green attitude	.78
2	Consumers degree of involvement	.78
3	Green product purchase attention	.84
4	Green product purchase behavior	.74

Alpha reliability value of green attitude .78, consumers degree of involvement .78, green product purchase intention .84 and green product purchase behavior .74.

### 3.2.1 Response Scale

For any study, measurement is as compulsory as its objectives. Due to control settings, measuring is up to somehow easy in physical sciences as compared to social sciences. So, the social sciences researchers rely on scales developed by renowned researchers that have capability to detain behaviors to max extent they can but not usually 100% as there is always room for improvement. The data collection followed in quantitative manner based on the questionnaire in answering method using 5 point likert scale. SPSS software has used in the research process to check the quality of questionnaire material.

It is acknowledged by researchers that focus issue may openly be observed or made in the course of several types of version like response of questionnaire so, It was proposed in this research to apply method that is quantitative in nature named as questionnaire survey. Bryman (1984) revealed that Questionnaire is among huge sample survey as is considered as preferred method for research that is quantitative in nature. 1= Strongly Disagree(S A), 2= Disagree(D), 3= Neither Agree/Nor Disagree(N), 4= Agree(A), 5= Strongly Agree(S A).

### 3.2.2 Data Analysis Tool

For research, the SPSS software was used. Proceedings were tested to confirm approval and enforcement. From the total questionnaires received back only completely filled have analyzed for further study (incomplete have rejected). The data thus collected has arranged and each questionnaire after coding was punched in MS excel into simple tabular form and further it was copied to SPSS software.

The proper treatment for data was made as follows. At the beginning, missing values were treated. Afterwards, the treatment was made for outliers and univariate as well multi-variate and for that purpose MAHALANOBIS test was made. It was followed by checking multi-collinearity. After that, data normality test were performed followed by testing Hetroskedacity/Homo skedacity and Levenes test were done. Thereafter cross tabulation was done followed by reverse coding. To check the reliability, CRONEBACH ALPHA was calculated. Correlation is used

to locate relationships among variables. Regression analysis has done to find link among variables address in conceptual model.

# Chapter 4

## Analysis and Results

### 4.1 Characteristics of sample

Following are characteristics of sample

#### 4.1.1 Gender

The first demographic factor which is used for this study is gender and the under given table discussed about the sample with reference to gender.

TABLE 4.1: Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	129	59.8	59.8	59.8
Female	84	40.2	40.2	100.0
Total	209	100.0	100.0	

Table 4.1 shows the demographic configuration of the sample in relation to gender. The table shows that the sample was different according to gender, as men and women were in the sample and 40.2% of respondents were women, while 59.8% of respondents were men. This table also shows that men were 21.5% more numerous than women.



### 4.1.2 Age

Age is additional demographic adjustable in the study. In most cases, age is used as a control variable and its relationship to dependent and independent variables is examined.

TABLE 4.2: Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	32	15.3	15.3	15.3
26-33	65	31.1	31.1	46.4
34-41	47	22.5	22.5	68.9
42-49	42	20.1	20.1	89.0
50 and above	23	11.0	11.0	100.0
Total	209	100.0	100.0	

Table 4.2 represents the demographic composition of sample in term of age. The table shows that respondent of present study belong to different age group. For instance 15.3% of respondent were between the age group of 18-25, 31.1% respondents were between the ages of 26-33, 22.5% respondents were between ages of 34-41, 20.1% respondents were between the ages of 42-49 and 11.0% were between ages of 50 & above.

### 4.1.3 Qualification

TABLE 4.3: Qualification

Qualification	F	P	VP	CP
Intermediate	159	76.0	76.0	76.0
Bachelor	25	12.0	12.0	24.0
Master	16	7.7	7.7	100.0
MS/M.Phil	9	4.3	4.3	
Total	209	100	100	

Table 4.3 represents the demographic composition of sample in term of qualification. The table shows those 76.0 respondents were bachelor, 12.0% respondents

had master degree, 7.7% respondents had MS degree and 4.3% respondents had PHD degree.

## 4.2 Summary of scale Reliability

TABLE 4.4: Scale Reliability

S/No	Variable	Reliability
1	Green attitude	.78
2	Consumers degree of involvement	.78
3	Green product purchase attention	.84
4	Green product purchase behavior	.74

Alpha reliability value of green attitude .78, consumers degree of involvement .78, green product purchase intention .84 and green product purchase behavior .74.

### **4.3 Correlation Analysis**

Correlation Analysis Correlation is a review of the relationship between two or more changes. Relationships coefficients for relations is usually from -1.00 to +1.00, and the strong and bad connections between different differences and +1.00 show the strength of close relations between different ones. If there is no connection between the changes, the zero is displayed. Pearson's relationship often uses the kind of close relationship, if it is a connection or the right connection, this table shows the importance and importance of independence, reliability, facilitates and guides examples.

TABLE 4.5: Mean, standard deviation, Correlation

VR	M	S.D	1	2	3	4	5	6	7
Gender	1.4	0.49	1						
Age	2.8	1.24	0.114	1					
Qualification	3.93	1.25	-0.101	.229**	1				
GA	3.04	0.97	0.053	0.009	0.018	1			
CDI	3.43	0.9	-0.034	-0.038	-0.04	.408**	1		
GPPI	3.11	0.94	0.044	0.016	-0.003	.642**	.473**	1	
GPPB	3.18	0.72	0.071	0.038	-0.005	.505**	.613**	.515*	1

Note:  $p < .05^*$ ,  $p < .01^{**}$ ,  $p < .001^{***}$

Control Variavles= Gender, Age, Education,

GA=green attitude CDI= consumers degree of involvement, GPPI= green product purchase intention,

GPPB= green product purchase behavior

Table 4.5 shows that correlation between variables.

Green attitude and Consumer degree of involvement: Correlation between GA and CDI is .408\*\* that is significant. This value is explaining the significant positive relationship between two variables.

Green attitude and Green Product Purchase intention: Correlation between GA and GPPI is .642\*\* that is significant. This value is explaining the significant positive relationship between two variables.

Green attitude and Green Product Purchase Behavior: Correlation between GA and GPPB is .505\*\* that is significant. This value is explaining the significant positive relationship between two variables.

Consumer degree of involvement and Green Product Purchase intention: Correlation between CDI and GPPI is .473\*\* that is significant. This value is explaining the significant positive relationship between two variables.

Consumer degree of involvement and Green Product Purchase Behavior: Correlation between CDI and GPPB is .613\*\* that is significant. This value is explaining the significant positive relationship between two variables.

Green Product Purchase intention and Green Product Purchase Behavior: Correlation between GPPI and GPPB is .515\*\* that is significant. This value is explaining the significant positive relationship between two variables.

## 4.4 Direct Regression Analysis

TABLE 4.6: Results of Direct Regression

Predictor	GPPB		
	Beta	R2	Change R2
<b>Step 1</b>			
Control Variables		0.006	
<b>Step 2</b>			
Green attitude	.373**	0.258	.252**

Note:  $p < .05^*$ ,  $p < .01^{**}$ ,  $p < .001^{***}$

The relationship of the independent variable to the regression analysis of the dependent variable is applied. The regression analysis is applied to determine how the unique value of the dependent variable changes when one of the independent variables is changed, although the other independent variables are kept constant. Table 4.7 shows the result of the regression analysis for GPPB. A regression analysis was performed to find empirical evidence for the chart expectations. The results showed that GA is a strong indicator of PI, as shown in Table 4.7. The results in Table 4.7 show that GA affects GPPB positively and significantly ( $\beta = 0.373$  \*\*\*,  $p < 0.00.$ ,  $R^2$  is 0.258 and  $\Delta R^2$  is 0.252 \*\*), therefore, based on these results. H1, significant positive GPPB influence is accepted.

## 4.5 Mediation Analysis

According to Baron and Kenny (1986), the mediator is supported when the independent variable and the mediating variable have the variation, and the mediator must act on the dependent variable and have a variation between these two variables. According to Barron and Kenny (1986), there is also a third way of independent mediation, which must influence the dependent variable, but must be less (Baron & Kenny, 1986); the table shows all the conditions of Baron and Kenny (1986) for mediation.

TABLE 4.7: Results of Mediation Analysis

Predictor	GPPB		
	Beta	R2	Change R2
<b>Step 1</b>			
Control Variables		0.006	
<b>Step 2</b>			
GPPI	.395***	0.269	.263**
<b>Step 3</b>			
GA	0.127	0.272	.003***

Note:  $p < .05^*$ ,  $p < .01^{**}$ ,  $p < .001^{***}$

Barron and Kenny, (1986), mediation analysis were carried out to set whether the effect of GPPI fully or partially mediate between CDI and GPPB. To find

out mediation result third step was performed where liner regression results represent that GPPI partially mediates the relationship between GA and GPPB. In the first step when we control the control variable. In the step two when we control the mediation variable the results indicate that mediation variable GPPI with beta value of  $\beta=.395^{**}$  were significant. In the third step when we control the independent variable the results indicate that independent variable GA with beta value of  $\beta=.127$  was non-significant. Thus it is conclude that there is fully mediation GPPI exist between GA and GPPB.  $R^2 = .269$  value indicate the GPPI 26.9% variation in GPPB. Whereas change in coefficient of determination ( $\Delta R^2 = .263$ ) indicates that GPPI 26.3% variation in GPPB.  $R^2 = .272$  value indicate the GA 27.2% variation in GPPB. Whereas change in coefficient of determination ( $\Delta R^2 = .003$ ) indicates that BL 3% variation in GPPB. Result Support H2.

## 4.6 Moderation Regression Analysis

TABLE 4.8: Results of Moderation Regression Analysis

Predictor	GPPI		
	$\beta$	$R^2$	$\Delta R^2$
<b>Step 1</b>			
GA	.909**	0.887	.885**
<b>Step 2</b>			
GA*CDI	.035**	0.896	.008**

Note:  $p < .05^*$ ,  $p < .01^{**}$ ,  $p < .001^{***}$

In the table above, hypothesis 3 predicts that CDI will strengthen the relationship between GA and GPPI. We used a moderate regression analysis to test this hypothesis. In the first step, we checked the independent variables (GA). In the second step, we introduced the GA CDI interaction term. The value of the slope coefficient  $\beta = 0.035^{***}$  indicates that a unit variation of GAxCDI produces a Sunpi variation of 3.5%, which means that CDI enhances the effect between GA and GPPI. The coefficient of determination  $R^2$  ( $R^2 = 0.896$ ) indicates that GAxCDI explains 89.6% of the variation of the GPPI. While the change in the coefficient

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of determination ( $\Delta R^2 = 0.008^{***}$ ) indicates that GAxCDI alone represents a variation of 0.8% of the GPPI. This supports H3 with statistical support.



# Chapter 5

## Discussion, Implication and Conclusion

### 5.1 Discussion

The purpose of this chapter is to discuss the logical reasoning behind the results. It is very necessary to develop arguments for the result that have been extracted from the study. It is compulsory that the research questions of study should be answer in logical manner.

As the result showed that the green attitude has a positive effect on the buying behavior of green products, H1 is accepted, in which it can be said that the green attitude has a positive effect on the buying behavior of goods ecological products.

The result showed that the green attitude of the consumer showed the positive relationship to the buying behavior of environmentally friendly products. We know that consumers' purchasing decisions are regularly influenced by their environmental attitudes. The influence of opinions and attitudes on customers' buying practices has largely been foreseen (Fazio and Zanna 1981, Ajzen 1989).

As the study has shown, the intention to buy green products leads to an acceptance of H2. The green buying of products is important and the result has shown that it plays a strong mediating role. The intention to buy green products influences the relationship between the ecological attitude and the buying behavior of green

products. Ng and Paladino (2009) explain behavioral intentions as a measure of a person's relative power to implement positive behavior. Thus study shows that the degree of involvement also has a significant moderating relationship between the green attitude and the intention to buy green products.

Thus study shows that the level of consumer participation also has a significant moderating relationship between the ecological attitude and the intention to buy green products.

Although result shows that the three hypotheses (H1, H2, H3) recognize that the green attitude has a significant positive effect on the buying behavior of green products, with a mediating role of purchase intentions for green products. between green attitude and buying behavior of green product. the degree of consumer involvement between the ecological attitude and the intention to buy green products.

### **5.1.1 Implication**

This study presented a detailed analysis of the impact of green consumer attitudes on the buying behavior of green products. She also analyzed the mediating role of the intention to buy green products between the green attitude and the buying behavior of green products. Attitude and intentions to buy green products a developing country like Pakistan, it is very important to give the green product the protection of the environment. The Pakistani customer is not aware of green food like other industrialized countries.

### **5.1.2 Limitations**

This thesis has fewer limitations that are as follows. The major limitation was sample size. It was difficult due to constraint of time to collect data from more respondents although it was tried to gather data in reasonable range, but still gap exists. Also, convenient sampling technique was used. Furthermore study was conducted in Pakistani environment, so it could also be conducted in other regions

of the world as well as study can also be done in more than one country parallel. Also as it was cross sectional study, so the longitudinal can also be done that will represents some more facts.

Despite significance of the study and its results, the study showed some limitations. Firstly, study was conducted through questionnaires and the sample size was 280 which is a low sample size to get a clear picture of green attitude of customer and its impact on green product purchase behavior.

Second limitation was the shortage of time as data was collected through survey questionnaire so it was also time consuming and I had to manage bias answer from some subject. Another limitation is that consumer who does not have knowledge about the green food.

This study covers the food corners of shopping malls in Rawalpindi / Islamabad. However, studies with the majority of consumers across Pakistan may have different and more general results. And this study was done in the Pakistani context, so it is especially about the Pakistani culture.

### **5.1.3 Conclusion**

From all above discussion, it is concluded that consumers in Pakistan are involved in green product purchase behavior. The purpose of the study is to assess the impact of the environment on the buying of green products and the mediating role between the green nature and the sale of green products and matching the responsibilities of the end of the year. Consumers of the connection between environmental management and the purchase of ecological ideas for things.

Currently, with the result being recognized, this study shows that H1 is accepted. He demonstrated that the nature of nature has a positive effect on the purchase of productivity. Green meaning has an important connection with all human experience.

Since organic food is often more healthier, much more safe than non-disciplined, it seems to be very well-known-healthy about green food. The focus of this study

focuses on the nature of ecological consumers and their impact on the marketing of friendly environment.

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## 5.2 Research Questionnaire

Dear Respondent,

My name is **Sadia Khalid**. As a research scholar at capital University of sciences and technology Islamabad, I am collecting data for my research thesis. Title: **Impact of consumers green attitude on green product purchase behavior; mediating role of green product purchase intention moderating role of consumer degree of involvement**. It will take your 15-20 minutes to answer the questions and to providing the valuable information. I assure you that data will be strictly kept confidential and will only be used for academic purposes. To ensure anonymity, you are not supposed to write your name or name of organization anywhere in the questionnaire. Thanks a lot for your help and support!

Sincerely,

Sadia Khalid

Research Scholar

Department of Management and Social Sciences

Capital University of sciences and technology, Islamabad

Email:Kamran–pia@yahoo.com

Cell No: 0333-5714314

## 5.3 DEMOGRAPHICS

:

### 5.3.1 GENDER

1	2
Male	Female

### 5.3.2 AGE

1	2	3	4	5
18-25	26-33	34-41	42-49	50 and above

### 5.3.3 QUALIFICATION

1	2	3	4	5	6
Matric	Inter	Bachelor	Master	MS/M.Phil	PHD

SN	Green Attitude	SD	D	N	A	SA
GA1	I like the idea of purchasing green food.	1	2	3	4	5
GA2	I have an attitude toward purchasing a green version of a product.	1	2	3	4	5
GA3	I can accept high price of organic food.	1	2	3	4	5

SN	Consumer degree of involvement	SD	D	N	A	SA
CDI1	I cares about choosing green/organic product	1	2	3	4	5
CDI2	I Perceived variation in type of product.	1	2	3	4	5
CDI3	I have importance of right choice.	1	2	3	4	5
CDI4	I am willing to go out of my way to obtain green food products.	1	2	3	4	5

SN	Green product purchase intention	SD	D	N	A	SA
GPPI 1	I am willing to go out of my way to obtain green food products.	1	2	3	4	5
GPPI 2	My personal goal is to consume as much green food products as possible.	1	2	3	4	5
GPPI 3	I will make every effort to purchase green food products.	1	2	3	4	5
GPPI 4	I have seriously thought of buying more green food products.	1	2	3	4	5
GPPI 5	I have a firm intention to buy green food products in the future	1	2	3	4	5

SN	Green product purchase behavior	SD	D	N	A	SA
GPPB1	I often buy organic products.	1	2	3	4	5
GPPB2	I often buy products that are labeled as environmentally safe.	1	2	3	4	5
GPPB3	I often buy products that are against animal-testing.	1	2	3	4	5
GPPB4	I often buy products that are harm less.	1	2	3	4	5
GPPB5	When I consider buying a product, I will look for a certied environmentally-safe or organic stamp.	1	2	3	4	5
GPPB6	I often buy products that support fair community trades.	1	2	3	4	5
GPPB7	I often buy products that use recycled/ recyclable packaging.	1	2	3	4	5