

FACTORS INFLUENCE CONSUMER PURCHASE INTENTIONS IN GREEN MARKETING

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ABSTRACT: *This current research study finds out the impact of different types of determinants/predictors on the consumer purchase intention of consumers in Sargodha city. And also theoretical representation is planned & depending on pragmatic authentication by make the use of a analysis. The study consequences obtained in one of the Pakistan's city (Sargodha) offer logical hold used for the soundness Of a planned representation/model. Exclusively the result obtained from correlation & Simple linear regression subsequently multiple Regression analysis validate the impact of consumer satisfaction, environmental protection, consumer awareness and consumer behavior on consumers purchase intention. The in order, also seem to affect consumer purchase intention while the current conclusion give a superior appreciative of the procedure and considerable previous circumstances of consumer purchase intention. It is considerable moderate function Of customer satisfaction variable into consumer's practice. While the conclusion propose with the aim of respondent has a highly optimistic approach on the subject of GREEN product & be prepared on the way to obtain Green products added frequently, however The product's price & superiority is apprehensive, Green product have to present competitively immediately similar to the customary products. This cram also discuss How the current result might assists the government of Pakistan & green Marketer in the direction of regulate their programs related to environment.*

KEYWORDS: Green marketing, Customer Satisfaction, Environmental Protection, Consumer Awareness, Consumer Behavior and Purchase Intention.

INTRODUCTION

According to Hashem & Al-raffia (2011.) The green marketing idea emerged as a outcome of organizations understanding in the environment .Irvani, Zadch, Forozia, shafarudin and Mahroein(2012). The green notion and green marketing had exponential appreciation in excess of the after everything else after ten years and it had momentous collision on the market and environment international. The green marketing acting an imperative function in attract up-to-the-minute customer preservation (Aza et al, 2013). And Thakur and Gupta, (2012) It could be well-known to facilitate green marketing has become an essential constituent of the majority companies' marketing course of action. Smith et al., (2010) And also the magnitude of environmental wardenship is also emphasize via green marketing. The green marketing as all actions intended to create & make easily several interactions proposed to gratify human desires or requirements, so the fulfillment of these desires and requirements occur, by nominal injurious collision on the accepted environments (Polonsky, 1994). Green consumerism refers toward recycle, purchase and by means of environmental affable goods that have minimum scratch toward environment (Robert et al., 1996)

According to Rajeshkumar, (2012) The green Marketing is the modern & rare drift marketplace which is facilitate in favor of the environmental affable in individuals etc. consequently the green marketing incorporate the very wide variety of actions plus product alteration and change to the production procedure, wrapping change, and modify marketing. However significant green marketing is not an easy job. In reality terms used in this region has assorted it also include Green Marketing & market of environment. Although the green marketing come addicted to importance in delay of 1980s & early on 1990s. And in 1975 AMA was seized its initial seminar on "Ecological Marketing". In accordance to Henion & Kinnear, (1976a). events of the seminar was held in the result of the first book on green marketing permitted "Ecological Marketing".

Charter, Coddington, Ottman, (1992, 1993) while to facilitate era a large amount of additional books on the subject have been in printed form. According to Laroche et al, (2001) Environmental apprehension has become a vital region of concern intended for multi national corporation, management, academic & stakeholder more than last ten years. In 1970s green marketing perception and green goods become admired throughout the 1990s. customers are suitable gradually more environmental cognizant. Paettie and Crane, (2005) now Corporations & customers are extra caring of green marketing. Now in current situation the market is diverse since previous years in the reason that it is more likely environmentally affable. customers at the present time are better fretful regarding their purchases & shopping approach. They fretful regarding a earth globe and they are alive & also desire to donate to it's long life wellbeing. This affirmative position towards surroundings is evidence via their shopping behavior; for instance their apprehension as regards CFC & product recycle. One more persuasive indication is a rising tendency in paying more toward environmental affable product via customers (Laroche, 2001). Grant, (2008) since the consequence of this, industrialized firms ought to be precautious as regards their product & customer desires. But they not succeed to fulfill they might facade regulation & harden consumer hassle.

Alwit & Pitts, (1996) More than last 10 years, trepidation regarding environments have become not just the significant community matter other than besides essential subject matter into theoretical study. The strident get higher within green politics have appeared into the west Europe & united states. Affirmative variation inside the customer's conduct in the direction of green environment associated product could have been see suitable toward superior stage of green environment awareness as (1970).

And the green marketings are budding speedily & also customer is agreeable towards the compensation lots in favor of Green products. Here include minute studies of influence of the latest markets lying on customers & atmosphere until now. And the green marketing disturbs every zones of our financial system, and it is presently not the crown toward environment protection although it is moreover generate latest markets & employment scenario. Enterprise that is environmental agents outlook a gamble of acquisition lots of gratified & the dedicated consumers (Rashad, 2011). Saxena & Khandelwal, (2010) Currently people are extremely disturbed about environmental security and are agreeable to consume those goods which are globally responsive.

Grant, Jain & Kaur, Kangis, Pride & Ferrell, (2008,2004,1992,2008) This perception of green marketings are moreover call conservational marketings which include manufacturing, estimating, distributing goods which customer requirements also have minute or else veto impression on atmosphere. Posonsky,(2007) even though posonsky have distinct it the same as " green marketings or else conservational marketings contain of every part of actions planned headed for produce also enable a few discussion proposed in the direction of fulfill individual requirement and desires, as the gratification of these requirements also desires arises, through insignificant unfavorable effect on top of ordinary atmosphere ." Further scholars enclose definite conservational marketings like " an universal administration practice liable intended for identifying, expecting also filling a constraint of consumers and culture, in a cost-effective and justifiable way" (Karna et al, 2001).

An essential phase of green marketing is the readiness and capability of the consumers toward buy the green food also give more intended for it. For example united states markets have million (3.5) set green customers although west Europe markets in addition have the customer support in favor of green Product. Though there is very minute facts obtainable on the consumer or the readiness and capacity of the consumer to pay additional for green products. The current paper is an effort to study the influence of various variable on the consumer purchase intention of people in the city of Sargodha.

Objectives of Study:

Our intention of study is to seem into the Green Marketing in the view of the Consumers' Satisfaction, Environmental Protection, Consumer Awareness and Consumer Behavior and want to check the influence of various factors on consumer purchase intention by conducting our study in City of Pakistan that is Sargodha.

LITERATURE

Green marketing:

Approaches utilize in the direction of encourage goods within language of the green marketing is well define through [Prakash, 2002]. Since environmental statement's procedure whichever regarding a features of products also structures otherwise concerning the procedures, controls & classifications of company to making or else trade that goods. The widevariety of action is merged into the green marketing also which contains good's alteration , construction procedure fluctuations, and variations to packing, alongside through modifications headed for advertising (Polonsky, 1994). The green marketing toward hold action via companies that is concerned regarding environment before green difficulties, also consequently existing products and services which is globally complete, in the direction of create fulfillment amid consumers also culture in universal (Chen and Chai, 2010). Bukhara(2011), during the current analysis of the green marketing, describe that the green marketing like a way of sell goods & services created resting on the ecological gains, wherever the goods and services might exist into itself will be measured like globally affable and observed in the globally responsive method.

Customer satisfaction:

Solomon et al.,(2010)In the vision of marketing, fulfillment could be associated toward brand devotions that are “a design of repeat product purchases complemented by an primary optimistic boldness towards the brand” .Kotler & Keller.(2009) Additionally, satisfactions are associated with product excellence. Definitely a finest superiority of the goods are additional fulfilled the consumer. Superiority/QUALITY indications towards the consumer/customer satisfaction & also towards the performance. Chang & Fong,(2010) In that case consumers are satisfied and also more enthusiastic in the direction of do again purchase. According to Chang & Fong,(p.2841, 2010) the analysis conducted of approximately two hundred respondent, the quality of green products were significantly/ +vely associated with consumer satisfaction & also with green consumer faithfulness . Still that study is just dedicated on the certain goods, cause in support of what we wanted to examine satisfaction to the green goods in the manufacturing state also in the additional worldwide technique. Currently consumer is considering intended for goods/product through elevated superiority & also which sponsor societal and conservational standards .Chitra.(2007) In 2007 a research was conducted in INDIA on the sample size of 60 individual which showed that the most of individuals that were 58.3%, they are satisfied with the environment products. On the other hand this RESEARCH restricted through AN information because the sample size is too small hence here is a deficiency of generality.

Environmental Protection:

A well definite environment protection like amount headed for that individual is alert about environment difficulties also support scuffles just before resolve difficulties or/and suggest a willingness in the direction of donate individually to their explanation. Into journalism, it's just about ordinary that the individual is absolutely anxious regarding environment difficulties. Therefore, it's not a imperfection of environment anxiety, however various further aspects which hinder that aspects in responsibility environmental affable performance(Dunlap et al.,2002). According to Dunlap et al.,(2000) Now a days conservational apprehension is taken as a universal approach which rotates about rational and affecting assessments of the environmental protection. solitary method, to observe environment's anxiety is throughout attractive individual features as income, age etc. The 2nd method aspects on the EC the same as a meaning of threats customers observe to take EC like an expansion occurrence similar to desires which originated in high-array. And the 3rd method take EC like the minor fraction of larger social right apprehensions about general value (Mohai, Simões, & Brechin, 2010).

Consumer Awareness:

Blendand et al.(1990,2006) Cost/Price is a characteristic that customers imitate on while make the green purchase decision. Customer is fewer possible toward buy green goods proviso they are extra exclusive. Markwick & Fill,(1997) Image of brand is associated with the customer's observation on top of the reflection/image of a goods through green label and image. The image of brand ordinary to a customer's judgment could assist company to initiate latest brands also get better sale of presented brand. Glegg & others (2005) customer is fewer probable to buy green goods but customer is unknown to the brand. According to Glegg et al. (2005) The study exposed, “Green products have significant awareness between customers and they are agreeable to pay approximately more on green products.” The bulk of consumers reflected the green products are

more vital for them. customer is fewer probable to buy green goods but the customer is unaware towards brand. The company twchich generate ad that is extra motivated on green environmental appearance will impact their customers' buying results.

Consumer Behavior:

Eagly & Chaiken(1993) In a inner intelligence thoughts are distinct like the “propensity that is uttered by estimating a with some amount of approval or disapproval”.In the process of customer behavior the attitude is defined as “a permanent, universal estimation of people (including oneself) matters or disputes.”(Solomon et al., 2010). Also AMA define it such as “a perceptive process containing positive or negative valences, approaches, or reactions”. An assertiveness is a very imperative section in a research of customer conduct. Certainly it represent single complete episode within customer conduct: With Europe viewpoint volume Solomon et al.,(2010). a lot of speculation has be created on a attitudes. while a depletion of green goods are the present also significant subject, a lot of researches has been conducted regarding an approaches to green goods. It’s forever implicit via customer behaviorists whicha person’s dealings could probable through the attitudes.

Consumer Purchase intention:

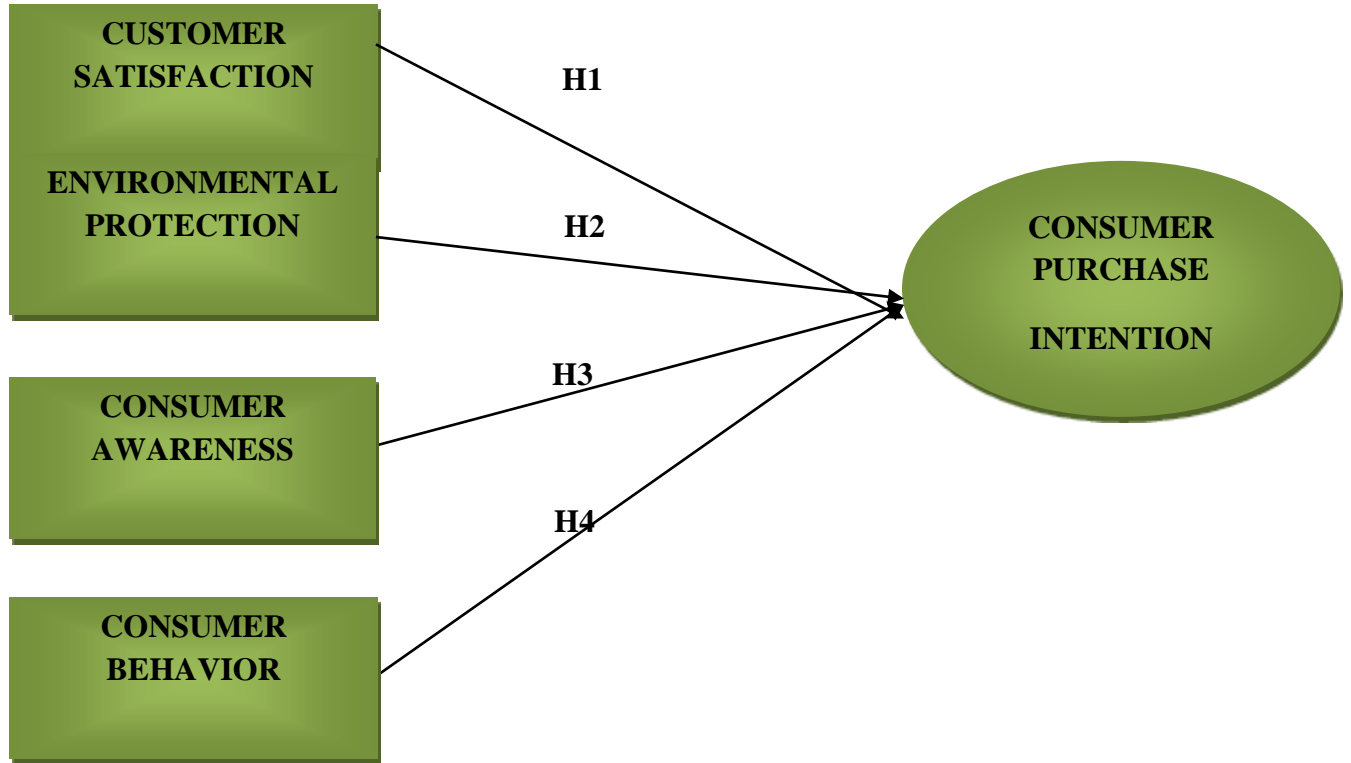
Black et al,(2006) Consumer Purchase intention mightt distinct like “what consumers reflect they will purchase”. Into the marketing policy a the consumer intention take part in an vital role toward application 4 P’s strategy for the reason that the certification company to estimate how numerous goods can manufactured in accordance with request. To expect the consumer purchase intention, the company be able to take consultation customers regarding their precedent behavior so as to guesstimate their prospect behavior other than goods which individual buy during precedent could diverse of those they will buy. “Hence a further method is to asked customers what they anticipate to do”.

According to Black et. al.,(p.414-415,2006) Though, “measuring what people anticipate to do may sometimes be less analytical of their future behavior than measuring what they anticipate to do”. Subsequently company could also be employ behavioral opportunities that denote “the possibility of performing a behavior”; “Therefore to estimate appropriate buy objectives the point suggestion could incorporated the further the time distance is the more purchase behavior can change. Certainly it is easiest for a customer to predict his or her purchase purpose of a goods tomorrow or in one month than in five years because behaviors change with time”.

THEORETICAL FRAMEWORK

In our research study there is one dependent variable that is consumer purchase intention and there are four predictors/independent variable within our research study and also these factors play a vital part are the Customer Satisfaction, Environmental Protection, Consumer Awareness and Consumer Behavior. And demographic factors are integrated in our research study are level of income, Gender and Marital Status & age of respondents. We force struggle to observe the impact of all above mention four predictors/independent variables on the Consumer Purchase Intention & also expose which variable influences the Consumer Purchase Intention on utmost stage hence

that in the finale phase, and we shall be capable to advise a stratagem to rationalize the factor & process to boost the altitude of Consumer Purchase Intention and that is our objectives of our research study.



Hypothesis:

The following hypotheses will be tested:

- H1-** Customer Satisfaction has the positive relationship with Consumer purchase intention.
- H2-** Environmental Protection has the positive relationship with consumer purchase intention.
- H3-** Consumer Awareness has the positive relationship with consumer purchase intention.
- H4-** Consumer Behavior has positive relationship with consumer purchase intention.

METHODOLOGY

Our present study is conducted to examine the factors of the consumer purchase intention. And We have used primary plus secondary data in our research. The primary data means data is collect through questionnaire from the target area And Secondary data means data is collected from published Articles, research Papers and Internet websites. We want to investigate our study for this purpose we shall make an attempt to get the consumer’s response for the marketers regarding green marketing strategies on the basis of self-administer questionnaire that are float to diverse consumers . And the feedback form/questionnaires consists of 24 items and that circulated in FIVE dissimilar ; every sector/section represent factor that is generally persuade the consumer purchase intention and also these special effects will calculated via apply a variety of statistical test. The data was collected from university situated

in SARGODHA by using the convenience sampling technique. This university was University Of Sargodha in Sargodha City of Pakistan. And the sample structure for this current research study comprise of 200 and 50 student from Sargodha University. Forty Eight respondent didn't finish/complete their questionnaires. Hence, unfinished questionnaires were drop. And 202 question papers are completed. Because of time & cost constraint we have used convenience sampling method. And for this reason questionnaires had been clear-cut & squat because customers don't face any difficulty and trouble to fill up entire questionnaire. And we have used 5 POINT LIKERT SCALE for the consumers ease. And response option range is on 5 likert scale was strongly agree to strongly disagree for the customer ease. We have use SPSS software to analyze our data by using Principal Component Factor analysis or check the affect of independent variable on dependent variable. It is our qualitative study.

DATA ANALYSIS

We have use SPSS software for the Principal Component Factor Analysis and Also make the following statistical analysis.

Statistical Analysis:

In this section we add some tables that are related to our study of research and interpret the result of our analysis.

1=Demographic Profile of Respondent;

TABLE:01

	<u>Variables</u>	<u>Frequencies</u>	<u>Percentage</u>
<u>GENDER</u>	Male	87	43.1%
	Female	115	56.9%
<u>RESPONDENT'S AGE</u>	41 and above	21	10.4%
	31-40	90	44.6%
	20-30	91	45.0%
<u>MARITAL STATUS</u>	Bachelor	21	10.4%
	Masters	90	44.6%
	Post Graduates	91	45.0%
	Single	112	55.4%
	Married	90	44.6%

Table 01 shows the demographic characteristics of respondent male are comprised about to 43 and Female constituted 56.9 percent of total sample size. And Respondents profile represents out of 202 respondent, 21 respondent were above the age of 41years and 90 respondents are between 31-40 years of age and 91 are between 20 to 30 years of age. And education that is divided into three groups which shows different percentages of respondents into these 3 groups that is Bachelor, masters and Post Graduates. 55.4% of respondents out of 202 are single while other are married i.e. 44.6%.

2=Descriptive Statistics table;

TABLE:02

	N	Mean	Std. Deviation
Customer Satisfaction	202	2.366337	0.715904
Environmental Protection	202	1.943069	0.750109
Consumer Awareness	202	1.842822	0.715664
Consumer Behavior	202	2.105941	0.806975
Consumer Purchase Intention	202	1.994059	0.702777

The table 2 mention above used for each and every one variable in analysis. Normally, MEAN, Std. Daviation & no of total respondent i.e. [N=202] who participate in the appraisal is given. By look on MEAN, individual can wind up that Customer Satisfaction is the mainly significant VARIABLE that influence Consumer Purchase Intention. Customer satisfaction has utmost Mean of 2.366337 (table 02).

3=Correlation;

TABLE:03

		Purchase Intention	Consumer Awareness	Environmental Protection	Consumer Behavior	Consumer Satisfaction
Pearson Correlation	Purchase intention	1.000	0.670	0.730	0.657	0.518
	Consumer Awareness	0.667	1.000	0.667	0.513	0.353
	Environmental Protection	0.670	0.513	1.000	0.637	0.369
	Consumer Behavior	0.730	0.353	0.637	1.000	0.429
	Consumer Satisfaction	0.657		0.369	0.429	1.000
		0.518				

Table 03 represents that the correlation is the straightforward correlation table. This table shows that the correlation between solitary variable and also each other variable that are included in our study/ analysis. A correlation b/w a variable & itself will be one for all times. For this reason , the highlighted main diagonal is 1 in above mention table. The values above and below the main diagonal are the same. In an excellent model the off-diagonal elements should close to zero(0) or very little.

4=Kaiser- Meyer- Olkin[KMO] & Bartlett’s Test

TABLE:04

Kaiser-Meyer-Olkin(Measures Of Sample Adequacy)	.891
Approx. Chai-Square	3207.540
Bartlett’s Test Of Sphericity	df
	276
	Sig.
	.000

Table 04 is mention above measures the adequacy of sample which must be secure to 0.5 for the principal factor analysis to carry on. And 0.5 value of KMO as smallest amount barely acceptable (KAISER, 1974). And also the value between 0.7 to 0.8 is good enough but the value greater than 0.9 is marvelous. By look on the table 04 mention above our measure of sample adequacy is 0.891 near to 0.9 which is fabulous & for that reason it is acceptable (barley). The test of barley is further sign that the association/relation between the variables is powerful. And this also test that null hypothesis (that there is no positive relation of all independent variable with consumer purchase

intention) that the correlation model (in table 03 mention above) is an identity model. And all the element in the main diagonal are always one in table 03 mention above and the all the elements above and below the main diagonal are near to zero. Hence, we reject null hypothesis & test of Bartlett is significant that is 0.12. and our significant level is 0.000 which is less than 0.05 for this reason we reject the null hypothesis.

Regression Analysis:

TABLE:05

MODEL SUMMARY :

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.820 ^a	.673	.666	.40610	.673	101.2384	4	197	.000	1.710

- a. PREDICTORS: (Constant), Consumer_Satisfaction, Consumer_Awareness, Consumer_Behavior, Environmental_Protection
- b. Dependent Variable: consumer purchase intention.

- **R** shows correlation among dependent and Independent variable which is equal to .820.
- **R-Square** is a coefficient of determination, it tells how much of total variation or chance in dependent variable can be explained by independent variable and it is equal to .673.
- **Adjusted R-Square:** It is adjusted for the degree of freedom.
- **Durbin-Watson:** its value lies between 1.5<D/W<2.5 i.e. 1.710
- **So our model is significant.**

8=Reliability Analysis

TABLE:08

Reliability Statistics

CRONBACH'S ALPHA	N Of Items
.930	24

Table 08 mention above represents the overall reliability of our Modal of our research study which is .930 of 24 items that are included our study. Reliability is always shows by cronbach Alpha and also cronbach alpha value or reliability value is always greater than 0.7 so, our reliability statistic is a reliable measure because it is > 0.7 i.e. (0.930) which is superb acceptable.

Anova Analysis:**TABLE:06**

• ANOVA TABLE 06 mention below represents that the model is statistically significant that analyzed the predictors that influence the consumer purchase intention. The above table demonstrates that the significance level is less than 0.05 that is a sign of acceptance of modal that there is a positive association/relationship between consumer purchase intention and independent variables of the our research study.

ANOVA^a

MODEL	Sum squares	df	MEAN SQUARE	F	Sig.
REGRESSION	66.784	4	16.696	101.238	.000 ^b
RESIDUAL	32.489	197	.165		
TOTAL	99.273	201			

a. Dependent Variable: consumer purchase intention.

b. Predictors: (Constant), Consumer_ Satisfaction, Consumer_ Awareness, Consumer_ Behaviour, Environmental_ Protection

Coefficient Analysis:**TABLE:07****Coefficients^a**

Model	Un_standardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.025	.111		.223	.824	-.194	.243
Consumer Awareness	.251	.055	.256	4.592	.000	.143	.359
Environmental Protection	.322	.058	.344	5.573	.000	.208	.436
Consumer Behavior	.190	.048	.218	3.937	.000	.095	.284
Consumer Satisfaction	.203	.045	.207	4.509	.000	.114	.292

a. Dependent Variable: Purchase Intention

The table 07 above displays un-standardized coefficient i.e. (Beta and Std. Error) and also include standardized coefficient Beta Value and t value and significance. Beta value is value of Y it means value of dependent variable that is consumer purchase intention when there is no change in independent variables (consumer awareness, environmental protection, consumer behavior and consumer satisfaction) t value is significant at 95 % confidence level And 0.05% significance

level that we are 95% confident that consumer purchase intention is affected by these independent variables.

LIMITATIONS OF STUDY:

Limitations of our research study are as follows;

- ❖ First limitation is the study is only conducted in only one city of Pakistan i.e. Sargodha.
- ❖ In future variables are included to look in green marketing and with the help of some other variables can check the effect on consumer purchase intention.
- ❖ And also add more universities in our research other than University of Sargodha in future time period.
- ❖ Next time individual can use AMOS Software for confirmatory factory analysis.

CONCLUSION

Idea of the present research study is to empirically find out the impact of Green Marketing By using dissimilar variables on consumer purchase intention in city of Pakistan that is Sargodha. And our modal concludes that all the variables are highly positively correlated. And all predictors or independent variables (customer satisfaction, environmental protection, and consumer awareness and consumer behavior) are positively influence dependent variable (consumer purchase intention). In our study we have Rejected the Null Hypothesis (There is no positive relation of all independent variables with dependent variable that is Consumer Purchase Intention) on the basis of our analysis of study. And finally we have Accepted all Alternative Hypothesis mention above our study (there is a positive relation of all variables i.e. customer satisfaction, environmental protection, consumer awareness and consumer behavior with consumer purchase intention) on the basis of our analysis.

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