

Green Awareness Effects on Consumers' Purchasing Decision: A Case of Pakistan

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Received: 7 December 2013 Accepted: 5 January 2014 Published: 15 January 2014

Abstract

Consumers' awareness on products marketed in green marketing is important in guiding their purchasing decision of green products. This study aims to examine the influence of consumers' environmental concerns, awareness of green product, price and brand image on their purchasing decision of green products. A total of 300 completed responses were collected in the survey. Responses were randomly drawn from students in a university campus in the Multan, Pakistan. Their participation was purely voluntary. Results authenticated that consumers' awareness of price and brand image significantly influences their purchasing decision of green products. A person having some concern for the environment and its brand image would have a stronger preference to buy a green product. Findings could provide fruitful insights for environmental sustainability in Pakistan.

Index terms— brand awareness, brand image, price, purchasing decision and environmental concerns.

1 Introduction

When the concept of globalization implemented extensively in the whole world, it create different types of problems. The one most important problem is environmental problem that effects all living things negatively people discuss more its negative impact on the environment. According to Sevil, Yakup (2011) in 80s there were some ecological issues climate changes, global warming, pollution due to industrial product manufacturing and impact on the environment negatively. The demand for green product increase to protect the environment. The firms start to adopted green marketing strategies to preserve environment and satisfy consumer want to provide environment friendly product.

A consumer who prefer to buy environmental friendly is green consumer (Shrum et al 1995). Green marketing contain different group of activities those facilitate and satisfy to consumer wants by exchanging those product having minimal impact on natural environment (Polonsky 1994). Green awareness change human behavior in different manner like reducing consumption and purchase those product which have no negative impact on the environment. Pakistan corporate sector become leader in use of green marketing its due to extensive awareness campaign of green marketing. There are no use of plastic bag customer bring own bag to purchase product from the market. They are trying to protect environment from waste of plastic bag. Pakistanis implementing green marketing in building development sector constructing green building. In business sector firms those use green marketing strategies to attract their customer face low competition in the market and having benefits for long term cost of production. Government also issue grant for those firm which are implementing green marketing for the process of development (Ottman, 2011) That opportunity provide financial benefits to the organization to utilize their resource to provide environment friendly product.

2 II.

3 Literature Review a) Awareness of Green Product

A green product is recyclable, environment friendly, nontoxic, manufactured by natural ingredient and chemical having no negative impact on human being. Consumer always prefers to purchase green product of familiar

4 B) AWARENESS OF PRICE

43 and well known firms (Mohd.Suki, 2013). Companies are more focus on green product and through different
44 advertisings they change the thinking of consumer purchasing decisions. Through advertising of green product
45 corporate companies try to build a positive image in the mind of their customers (Suki, 20013).

46 Awareness of green product influence on purchasing decision of consumers to buy environment friendly
47 products. Awareness of green product play an very important role to take environment perfect and future more
48 damages reduce impact of human being environment by designing, consuming and labeling of product. Consumer
49 becomes more careful about environment preservation. According to all rules and regulation of environment
50 safety for example Toyota Motor introduced environment technologies which are helpful in shaping hybrid cars.
51 (Delafrooz, 2014).

52 Companies use green advertisings to communicate with their green customers who prefer to purchase
53 environment friendly goods or products. Those customer who are traditional consumer who want to protect
54 the environment , companies use different modes and tools to promote the environment friendly product by
55 offering different schemes and to reduce the prices of the green product company can get more benefits and enjoy
56 the large share of market. Consumers get different benefits from green product in W several different ways.
57 Consumers always gave the value of personal benefits and gave the importance to that product that saves the
58 environment by reducing pollution. These consumers support the companies and causes of making the profit of
59 those companies.

60 Due to no negative impact on the environment companies use green marketing as an effective tools to attract
61 consumer and change their purchasing behavior (Cohen, 1973).Many consumers known as green consumer who
62 knows the importance of environment safety and protect the natural environment by growing consumptions of
63 green product. (Yazdanifard, March-April 2014). Green product consumer reduce to use those products which are
64 harmful for human being and damage the environment during the manufacturing , use or disposed of products or
65 goods. Companies use different unique promotion and strategies to promote green product. Advertising provide
66 the information to the consumer about green product and these advertising also to help to motivate and bring
67 the change in consumer purchasing behavior positively (Carlson, 1995).

68 There is a strong relationship with the consumer purchasing behavior and environmental awareness. Consumer
69 who is conscious about environment prefers to buy green product (Balderjahn, 1988). People think that natural
70 resources are the things which are favorable for environment and these things are not harmful for human being
71 (B. Schlegemich, 1996).

72 A consumer understands the creditability of a firm through its green product productions. Companies who
73 promote green product according to consumer behavior are more sustainable in the market for competitions. Com-
74 pany manufactures the environment friendly product to meet customers demand (Cronin, 2011). Environment
75 friendly product is market leader because more customer buy green product. Then demand of environmentally
76 friendly goods or product is increasing all over the world . Awareness of green product changes the purchasing
77 behavior of consumer positively. They prefer to purchase green products. Consumer purchasing pattern is
78 influence by green marketing.

79 Important goal of firm is sustainability in the competition. Many companies take support to promote green
80 product to attract the customer and many companies or firm use green awareness strategies for their product
81 promotion and also own survival companies only to use green product practice to enhance their product sale
82 (Raska, 2012).

83 Green consumer gave preference to environmentally friendly products which are more easily recycle and no
84 negative impact in the environment. Company target those customer who are different attitude and different
85 attribute its culture and social, age and gender (Diamantopoulos, 2003).

86 H2: Green Product Awareness Influence the consumer purchasing decision.

87 4 b) Awareness of Price

88 Consumer purchasing decision is influence by price of a product. Consumers always prefer to purchase or buy
89 those products which have low prices as compare to other product and less from market. Incase to purchase
90 those products or goods which are environmentally friendly goods or products are more expensive as compare
91 to ordinary products which are harmful for health and environment. The community who want to purchase the
92 green product is small and willing to pay more for green product in premium price (Dunlap, 1991).

93 Development process of environment friendly products deal or concern with good safety, price and label which
94 influence consumer purchasing behavior for environment friendly product (Chaipoopirutanna, 2011). Price of a
95 product change with the income level of consumer. Many firms sale there product at low price to provide the
96 benefit to their consumer and try to capture or attract new consumer that they will purchase there green product.
97 Sometimes companies or firm increases the prices of their green product to increasing the quality, quantity, design
98 and shape (Yazdanifard R. , April 2014).

99 The companies try to provide high quality product with the low price but sometimes the prices of green
100 product is high as compared or relative to traditional environment friendly goods or products. Company try to
101 decrease its operational and production cost to provide low price green product and try to gain more or large
102 share in the market (Manjunath, 2013).

103 There are number of consumers who are willing to pay more for green products (Bang, 2000). Consumers
104 pay more for the recycle product to perfect environment. Company earns more profit on recycled product which

105 are eco-friendly. Customer pay premium price for environment friendly product according to price range that
106 consumers. Normally consumer pay more for those product which increasing his satisfaction level regarding to
107 environment (A.S., 1995).

108 Consumer pays more payment for electricity while it is generated from environment friendly recourses. They
109 are different characteristics which are differentiated from other customer who pay more or extra price for green
110 energy (Rowlands, 2002). Big hotel attract those customers who pay more on green hotel label. It support
111 to those consumers behavior of purchasing. Companies design environment friendly product and promote it to
112 attract those customer who pay more for these green products (G. B. , 1993). Many customer complaints for
113 high charges of green product . Some customer ignores to buy green product due to its high price (.S.W. .

114 Companies produced green product with the help of recycled material and gain maximum market share. Price
115 of green product is high as compared to non green products. Many customer show interest to pay more or extra
116 pricing for green product.

117 H3: Price Awareness of green product influence consumer purchasing decision.

118 5 c) Consumers Environment Concern

119 It is noticed by foregoing research in market that women were more concerned about environment as compare
120 to men ??Murphy et al. 1978). Normally consumer prefer or in the favored those products and services that are
121 associated with environment. Now a days companies focused on the products development strategies to reduce
122 the rely on energy.

123 Boztepe (2012) emphasized that consumers stopped to buy or consuming that products which harmful for
124 health and environments. They prefer use disposal products. Many marketer enhance and motivate the customer
125 through different channels and through different campaigns to move from conventional products to eco-friendly
126 products (Golkanda 2013). With the passage of time consumer become more and more aware and conscious
127 about the environment friendly user means he use eco-friendly products.

128 Consumer environmental concern show interest of consumer in environment and its impact on consumer life
129 and surrounding. A research conducted interest of male and female about environment concern shows that
130 female are more careful comparing with man about environment safety. Consumer show their environmental
131 concern according to product benefits, features, characteristics criteria description on product and its claim.
132 Bar and Gig (2006) committed person are more sensitive about environment concern and concenter liker its own
133 personal responsibility and always participate to make sure environment safety. Consumer purchasing decision is
134 dependent on product performance and its impact on the environment after its usage and consumer always buy
135 those product which r environment friendly and helpful to reduce environment pollution and consumer always
136 gave impotence to those firms which are producing environment friendly product (Manjunath 2014). Soler panel
137 technology is helpful for business modification and also save the environment from pollution comparing with other
138 source of energy production (Tsai 2014). Consumer gave more attention to those advertising message conveying
139 for pollution free environment it provide information about the ecological environment of and through it company
140 also built positive image in consumer mind (Picrle 2014). Baldwin says advertisement of environment friendly
141 product attract consumer attention more and consumer gave more preference to purchase them. According to
142 chase and Smith consumer gave their 70/ response to those advertising message having environment friendly
143 product According to a survay82% people think that environment is urgent and immediate problem Another
144 research shows that 69% people consider that environmental damage and pollution have negative impact on
145 human being life (Worcester. 2013). Due to increasing environmental concern consumer gave more preference
146 to green product for example a research shows that 27 percent adult willing to pay 25% more for environment
147 friendly product. (Prothero 2013). H1: Consumer purchasing decision is influence by environmental concern.

148 6 d) Brand Image

149 Brand is unique characteristic of a product that differentiate a product from other product of the other companies
150 such as sign, color, label, slogan, packing (Lanekiller, 2012 third edition). Brand helps consumer to perceive a
151 product with its label (Suki N. M., 2013). Brands those are well known in the market can help the new companies
152 for new brand. New brand improve the sales of the company. Never sale any brand which are not awareness by
153 consumers (Glegg, 2005). Companies made different green products to influence consumer purchasing behavior.
154 Consumer show interest with those brands which are related to environment and consumer prefer to buy that
155 green product brand (Ottman, 1993). Brand awareness help to built positive image in the customers mind
156 ??Adkins, 2004). Consumer perceive the role of an organization with the help of green product (Huang, 2014).
157 Environment friendly products and brand are more popular now (Huang, 2014).

158 Market use eco-label on green products that label helps for the selection for environment friendly product
159 (Wahid N. A., 2011). Eco label is symbol of environment friendly products that help the customer to identify
160 the green products to ordinary products and thing is make the loyalty with the costumer (Wahid N.A, 2011).
161 Consumer evaluate performance of green product and green brand on the bases of environment label. Brand
162 influence the consumer purchasing decision (Aasker, 1992). Environment friendly label there is a positive
163 relationship between brand and consumer in the purchasing decision for green product. Green image change
164 customers purchasing behavior positively on hostelling business give label on hotel attract more customers (Chan

165 E. S., 2013). also increasing and influencing consumer purchasing decision. Awareness of green automobile change
166 in consumer purchasing behavior in city and in village level. Environmental awareness impact on consumer
167 purchasing decisions (Delafrouz, 2014). Consumer always purchase the product according to their needs, wants
168 culture and psychology.

169 7 III.

170 8 Methodology

171 For this study we are using the quantitative method. The primary data has been collected from participants
172 by using a questionnaire specifically designed for this study utilizing convenient sampling technique. The survey
173 yielded 300 responses and after data screening, 215 usable and completed responses were used. Responses were
174 randomly drawn from students in a university campus. Their participation was purely voluntary. They were
175 required to complete the survey, designed in the form of structured close-ended questions, which comprises of four
176 sections. Section A was related on the demographics of the respondents. Section B gathered the experience of
177 the respondent on green marketing. Section C asked the respondent their perception on environmental concerns,
178 awareness of green product, price and brand image. Finally, section D was related to consumer purchasing
179 decision towards green products. In this study, Section B, C and D were measured on a five-point Likert scale
180 (1 = strongly disagree to 5 = strongly agree).The items were obtained and modified from prior research studies
181 by Chen and Chai (2010). Statistical Package for Social Sciences (SPSS) was used to perform data analysis to
182 check the relationship between green awareness and consumer's purchasing decision. In table 1 we the that the
183 frequency of male is 150 total of 215 which is equal to the 69.8 percentage while females are 65 b the frequency
184 and with the percentage of 30.2 of 100 percent. The table 2 representing the marital status of respondents, which
185 shows that the frequency of singles is 137 out of 215 sample. The percentage is 63.7 out of hundred. While
186 the frequency of married is 78 total of 215 and the percentage is 36.3. The inter-relationships between the five
187 variables were examined using Pearson correlation analysis. The average score of the multi-items for a construct
188 was computed and the score was used in correlation analysis. Lind et al. (2010) stated that the correlations is
189 strong when the value is $r = 0.50$ to 1.0 or $r = -0.50$ to -1.0 . Results in Table 4 revealed that all variables were
190 correlated together at the 0.01 level using the correlation test and the values ranges $r = 0.302$ to $r = 0.624$ and
191 above table also shows the values of Means and Standard deviation.

192 9 IV.

193 10 Result

194 11 V. Conclusion and Recommendations

195 This research examines the influence of consumers' environmental concerns, awareness of green product, price
196 and brand image on their purchasing decision of green products. From the results, it is interesting to note that
197 consumers' awareness of price and brand image significantly influenced their purchasing decision of green products.
198 Awareness of brand image is the strongest factor that has positively influenced their purchasing decision. This
199 study confirmed that a person who has some concern for the environment and its brand image would have a
200 stronger preference in purchasing a green product. In this respect, it is important for marketers to develop and
201 implement emotional green branding strategies effectively and strategically to encourage positive sales of green
202 products, as there is an increased demand for green products in the Malaysian market (Chen and Chai 2010).

203 Marketers should emphasis on providing clear information about green products and eco-labels to promote
204 consumer familiarization with products and enhance their knowledge of green products. Attractive green product
205 message contents should be aggressively developed that would stimulate interest among the aged 20 years old
206 and above.

207 Consumers should be able to easily differentiate green products from the no green based on the labels. Further,
208 the price on the green products should be affordable to encourage purchase. Government and non-government
209 organizations are a strong predictor that plays an important role in encouraging consumers to go green and
210 embrace green purchasing behavior.

211 They could demonstrate their involvements and supports by taking initiative to expand consumer awareness
212 of green products by creating effective green marketing campaigns or environmental-related activities such as
213 energy conservation to contribute to a better sustainable environment. Marketers on the other hand should play
214 their role to make sure that their products are of high quality and competitively priced. These products should
215 be integrated with thoughtful green marketing strategies that fulfill individual needs and maximize customer
216 satisfaction.

217 Future research is recommended to improve the generalizability of the sampling by expanding the sample size
218 and carrying out survey at different geographical areas. Next, a study on the moderating effect of consumer
219 demographics with green awareness and consumer purchasing decision is deemed relevant by using multivariate
220 data analysis technique such as structural equation modeling technique. Level of education does not show a
221 strong influence on consumers' environmental actions as compared to age, gender or residence.



Figure 1: H4:

1

	Table 1: Gender Frequency	Percent
Male	150	69.8
Female	65	30.2
Total	215	100

Figure 2: Table 1

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	Frequency	Percent
Single	137	63.7
Married	78	36.3
Total	215	100

Figure 3: Table 2 :

3

	Frequency	Percent
Blow 25 Years	67	31.1
26-30 Years	88	41.0
31-35 Years	38	17.9
Above 35 Years	22	9.9
Total	215	100

Figure 4: Table 3 :

no

Figure 5: Table no .

4

Figure 6: Table 4 :

Items	Mean	S.D	1	2	3	4	5
1.Environmental Concerns	3.77	.59	1				
2. Green Product	3.90	.54	.377 **	1			
3. Price	3.87	.63	.382 **	.444 **	1		
4. Brand Image	3.86	.70	.329 **	.588 **	.467 **	1	
5.Purchase Decision	3.80	.78	.302 **	.430 **	.466 **	.624 **	1

Figure 7:

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