Measuring Impact of Factors Influencing Purchase Intention Towards Green Products: Sahiwal Clothing Industry Perspective

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Abstract: In recent times, people are becoming more concerned towards green purchasing because of a grown consciousness for environmental protection. Green purchasing is essentially the act of buying environmental friendly products. This research is conducted to find the impact of customer's environmental concern and knowledge towards the intentions of green purchasing. The research model in this meticulous study examines the consequences of predictor variables (environmental concern, organizational green image and environmental knowledge) upon criterion variable (green purchase intention) with the moderating effect of perceived product price and quality. The research methodology used for the particular study is quantitative in nature exclusively using survey research approach. Random sampling technique derived from probability sampling technique was employed for the selection of sample. A sample of 130 Sahiwal University students inclined towards environmental friendly garments was studied through self-administrated questionnaires. The statistical software SPSS 16th version was used to analyze the data. The study has implication for managers; as they can formulate their effective green marketing strategies based onto the findings of their research. Due to time constrain, the study was conducted only in Sahiwal.

Key words: Green purchase intention · Environmental concern · Environmental knowledge · Organizational green image · Perceived product price and quality

INTRODUCTION

It is a well known fact that every product which customer uses has some effect on environment. In clothing industry natural fibers are used such as cotton, silk, linen, wool, hemp. But now a day's some artificial fibers are also introduced in the market like nylon and polyester made from petrochemicals. Rayon (viscose) a type of an artificial fiber made from wood pulp. These fibers when used to manufacture clothes cause harmful impact upon the environment [1].

In the past few years, there has been a dramatic change in environmental cognizance worldwide. In most developed as well as developing countries like Pakistan the citizens' rate environment as a serious issue and urgent problem [2]. During the past few decades, the environmental governorship has been revolutionized. The people in contemporary world are more aware towards green purchasing and try to respond towards those factors that are changing the world wide climate [3]; [4]. Environmental degradation has several phases. In 1960s the energy conservation and pollution issues appeared and due to political and social pressures; organizations focused towards recycling, redesigning of products, different packaging styles and alternative products. Since 1990's environmental issue is one of the most critical issues. In many countries, the purchase decisions of customers are based upon environmental friendly products. This fact is actually called green marketing [5]. Green marketing is actually environmental marketing having the product designing, promotion, distribution according to the needs and wants of

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customer with negligible damage on the natural environment [6]; [7].

Over the last few decades, people hace become more aware towards green environment because of the vast media campaigns against global warming and other environmental issues. people are more aware towards environmental issues like pollution, damage of ozone layer,water pollution andenvironmental clothing issues like (Nylon and polyester, rayon, cotton,wool and manufacturing issues) [8]. As a result of this, customers prefer to choose those products which are more environmentally protected. Customers realize that, this is not only the duty of government institutions but also the reponsibility of citizen's to protect environment [9]. Green customers always choose those products which are healthy, cause no damage to environment, such as wear the clothes which are not made by artificial fibres to control environmental issues [10].

It is necessary for marketers to understand the behaviour of customer, buying pattern, especially those organizations which are working as environmental friendly organizations. For this, Theory of Planned Behavior states that, higher a person engages in some particular behavior, the more actually he is engage in it [8].

Majority of the researchers conducted research in industrialized countries upon 'Green Purchase Intention' [11]. But the findings repeatedly dispute with each other [12]. Since the green purchase behavior of customers may be different under different cultures, social and demographic context.

This study proposes, there is significant effect of Price and Quality of product on buying behavior of customers. And this help marketers to determine how to develop marketing communication regarding the environment related products and services in developing countries.

Therefore the purpose of the study is to know the behavior of customers towards green purchasing, how much they are conscious to buy those products which are less harmful and how does the perceived quality and price of green product affects the customer buying decision.

The main objectives of this research are:

- To measure the awareness level of customers towards environmental knowledge and environmental concern.
- To provide customers with better product price and quality in order to drive them towards green purchase intention.
- To build company's green image in order to motivate customers towards green purchase intention.

This particular study will help the managers of clothing industry to formulate their effective green marketing strategies based upon consumer's environmental concern level, environmental knowledge, by especially focusing on their organizational green image.

Literature Review: Green purchase intention is basically a concept in which customers buy eco friendly products and prefer to buy these products than other traditional products. They are more willing to buy those products which are less harmful for environment. The Green Purchase intention relates with the Green Purchase behavior meaning the intention of customers towards eco friendly products positively affects their behavior towards eco friendly product [13].

Studies conducted in China and America, specifically targeting customers of Los Angeles and Shanghai cities, determined the unbalanced effect green purchase intention and green purchase behavior. Therefore further attention is essential towards this area [14].

Environmental concern is the degree to which people are aware towards environmental problems and their personal contribution regarding the solution to the problem. The extent to which are concerned to choose the eco friendly products and solve the problems related to environment [15]. People found genuinely environmental problems through purchase of green products.

Environmental knowledge is the knowledge of environmental positive and negative aspects. Knowledge regarding protection of natural world for example land, sea, air plants and animals [16]. The knowledge and solution of the environmental problem and customer behavior about environmental knowledge is another factor.

Organizational Green Image: With the maintenance of profit, a good organization should also take part in environmental activities and also strict check and balance upon manufacturing activities. In other words "it's necessary to fulfill the needs of present world and but with no need to compromise for future generation" [17].

Relationship Between EC and GPI: There are many organizations which do not meet the environmental values and as a result lose their credibility since now customers are more aware and worried about environmental problems [9]. At present, environmental issues are most dominating problem for organizational management so the managers have to increase environmental protection in order to meet the customers' expectations about environmental issues.

According to Laskova [18], people who are more active towards environmental issues and are highly concerned about environment show positive attitude towards natural problems. On the other hand, those who are inactive and think of themselves ineffective, show negative attitude and are generally less concerned about the environmental problems. This argument is further discussed in the research of Kim and Choi [19], where there is a positive relationship between environmental concern and customer purchase intention.

The importance of customers green purchase behavior depends upon the environmental concern and other related variables. And the behaviors of customers who purchase eco friendly products are different from other non purchasing eco friendly products [20].

Relationship Between EK and GPI: It is defined in many researches that customers prefer to buy those products which are more environmental friendly and less harmful to natural environment. The customers specified that there is very less marketing, related to the environmental friendly products. Therefore it's the duty of marketers to start campaigns related to environmental friendly products in order to sell green products in a better way.

Manrai and Lascu D [21] stated that there is a direct relationship between green purchase intention and environmental knowledge. In other words, both variables have positive relationship with each other.

Relationship Between OGI and GPI: According to different theories, there is competitive advantage between green purchase strategies and concerns [22]. Another theory represented related to business and environmental issues no contradiction between goals and business and goals of environmental issues [23]. Different philosophers said that those issues should be controlled which stops consumers to being socially responsible [24].

Moderating Variable of Price and Quality: According to the study which is conducted by Polonsky [25], customers now are more aware towards green marketing and they know their moral and ethical values and also comprehended the values and ethics of organizations. So it is the responsibility of the organizations to save the environment from all disasters like water pollution, air pollutions, land pollution and environmental problems related to clothing. But the customers transfer the responsibility upon environmental friendly institutes and organizations. They don't take active part to solve the natural problems and take this issue lightly. That's why 'green purchasing' is not completely inspiring all the customers [5].

Fraj and Martinez [9] debated that common people have enough knowledge about envirnmental issues and prefer to choose eco friendly products than traditional products; but still it has not become their habit. But on the other hand Gan and Ozanne [26] argued that, it is not necessary that the customers who are more concerned with the environment, buy environmental friendly products. They may buy those products which are not eco friendly, yet popular. This statement indicated that the customer purchase decision still depends upon price, quality and brand name of the product.

Unfortunately there is a wrong perception of people about eco friendly products; that these products are of high price and low quality. For instance, customers choose those chothes which are made up of artificial fibre or polyester that causes harm to the environment. Therefore expecting customers to buy environmentally safe products with better quality and sufficient price is unreasonable [27].

All together the researchers reccomented that, the customers who are more involved towards environment and work for the betterment of environment, prefer to purchase environmental friendly products more [28]. So it is clear that, customers closer to the nature have brighter chances of buying eco-friendly products.

Theoratical Frame Work: This research is actually conducted to explore the overall impact of customers purchase intention, their environmental knowledge and how much they are concern with natural environment with the prospective of clothing industry. And also try to explore the impact of products price and quality on consumer purchase intention. Different researchers perceive, customers purchase behavior in different ways.

According to different researches, the customers that are more environmentally conscious shall be highly inclined towards purchase of green products, if offered a competitive price and superior quality relative to non-green products.

So to collect data for the required information, the questionnaire survey is preferred as a tool of survey. The reason of choosing the questionnaire survey is that, the other studies conducted by different researcher also use the same technique to collect the required information. Some other benefits are also related with survey technique are, less cost because there is no cost to fill the questionnaire by participants and also a very low cost of printing. The respondents can take their time to solve the questionnaire, that helps the participants to fully understand the questionnaire and there is very minimal interference of researcher.
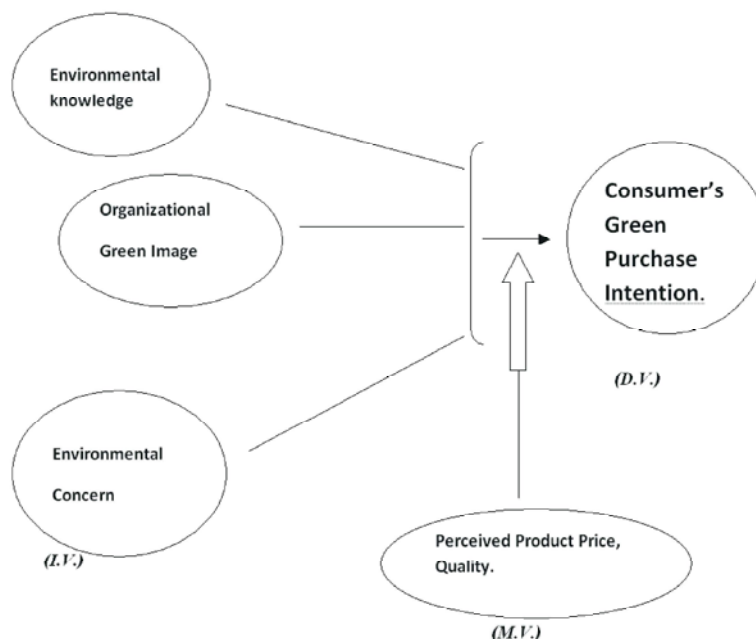
Fig. 1:

Hypothesis Development: This particular study defines the relationship between predictor and criterion variables i.e. Green Purchase Intention, Environmental Concern, Organizational Green Image and Environmental Knowledge. There is another moderating variable in the study which also influences other variables i.e. Perceived Product Price and Quality. On the basis of the relationship among these variables, following hypothesis has been developed:

H1: There is a positive relationship between organization green image and green purchase intention.

H2: There is a positive relationship between environmental knowledge and green purchase intention.

H3: There is a positive relationship between environmental concern and green purchase intention.

H4: The organizational green image towards the environment on consumer green purchase intention is moderated by perceived product price and quality.

H5: The environmental concern towards the environment on consumer green purchase intention is moderated by perceived product price and quality.

H6: The environmental knowledge towards the environment on consumer green purchase intention is moderated by perceived product price and quality.

H7: There is a positive relationship between perceived product price and quality and green purchase intention.

Research Methodology: The research model for this particular study is quantitative in nature with positivism research philosophy whereas the research approach used in this study is deductive. Combination of primary and secondary data is used. Primary data is collected through survey methodology and secondary data is collected by the literature review.

Data Collection Methods: Survey research methodology is specifically used for the data collection for this particular study and students of Southern Punjab are taken as population using the convenient sample of 130 students.

Systematic Probability Random Sampling Technique was used in data collection due to time constraints. This technique is also applied because there is equal chance of accuracy of each member from the population. The reason for choosing a small sample size is also the limitation of time. The research instrument for data collection was 'questionnaire'.

Operationalization of Variables: The research model in this particular study has been adapted from previous studies. The construct and items on which the questionnaire is based are operationalised in the table given below:

Sr no	Variables	Items	Operational Definition	Scale
1.	Green purchase Intention			"5-point Likert Scale"
		Environmental friendly products	Products which do not harm the environment in any negative way	
		Positive attitude	Customers having favorable opinion regarding environmental friendly products	
		Less polluting products	Those products which are less harmful for environment	
		Switching	Moving towards eco friendly products	
		Ingredients labels	Labels on which ingredients used in the products are written	
		Preference of eco friendly products	Value given by the customers to eco friendly products	
		Buy eco friendly products	Purchasing of green products	
		Expensive products	Those products which are expensive than non eco friendly products	
2.	Organizational Green Image			"5-point Likert Scale"
		Safety measures	How to use a product safely	
		Impact of products on environment	How a product effects environment	
		High standards	High ethical standards followed by the companies	
		Environmental records	Track records of products towards environment	
		Provide eco friendly products to the customers	Providence of non harmful products	
		Staff	Employees of organization and they should be treated fairly	
		Charity and social causes	Activities for the benefit of society	
3.	Perceived product price and quality	Preference towards expensive eco friendly products	The value given by customers to purchase these products	"5-point Likert Scale"
		Low quality	Minimization of quality in the product	
4.	Environmental Knowledge			"5-point LikertScale"
		Recycling	The process of reformulation	
		Reduction of wastes	Process of minimizing waste products	
		Educated	Knowledge of customers towards eco friendly products	
		Phrases written on the products	Information regarding the products	
5.	Environmental Concern			"5-point Likert Scale"
		Environmental protection	Safety of the environment	
		Media	An industry which portrays different issues	
		Protection for next generation	Safety of environment for future generations	
		Importance	Value given to environment	
		Exaggerated	To tell something extraordinary	
		Issues regarding environment	Problems that are faced by environment	
		Western idea	Thing of Europeans	
		Other serious problems	Some other big issues related to the society	
		National resources	Capital of a country	

Data Analysis Methods: Since the hypothesis of the particular study are relational/associational in nature therefore, the data analysis methods used in the study are corelational and regression analysis. The data was analysed in SPSS software version 16th which is a popular statistical software.

Reliability of Instrument: The main objective is to know weather the items are measuring the same what thay actually have to measure.the value of Cronbach Alpha should be upto or greater than 0.7 for acceptabiltiy. In comparison to other etimates Cronbach's Alpha is easy to use, that's why I use Cronbach's Alpha to measure reliability. In this study Cronbach Alpha value for Green Purchase Intention is 0.736, value for Organizational Green Image is 0.782, value for Product Price and Quality is 0.66, value for environmental knwoledge and concern is 0.887. Therefore, it is proved that measuring constructs are reliable.

Correlation Analysis: Basically the association between two or more variables is measured by the correlation technique. That's why if there is any change observed in one variable there may also some changes occur in other variable as well and if this happens it means there is correlation among these variables. The relationships between variables are significant, if the value of 'r' is approximately or equal to -1 or 1. The relationship between variables may be negative or positive. But if the value is zero it means that there is no relationship exists between the variables. If the p-value is equal to or less then 0.01, then the correlation is significant. The following table 1 shows the correlation analysis of variables. From the above correlation analysis, it can be clearly observed that there is a positive but moderate association between Green Purchase Intention and Organizational Green Image(r= 0.536, p-value=0.000). Similarly, there is strong association between GPI and EC (r=0.906). The association between GPI and EK is also strong (r=0.847, p-value=0.000). In the same way, there is moderate association between GPI and PPPQ (r= 0.419, p-value=0.000). Similarly there is moderate association between OGI and GPI (r=0.536, p-value=0.000). From the above correlation analysis, it has been proved that there is a positive association among variables and hypothesis H1, H2, H3 and H7 have been proved correctly. To further check the validity of hypothesis, regression analysis has been performed. 4.6. Regression Analysis of variables.

The process of forecasting the relationship between two or more variables is called Regression. This analysis is performed to check the percentage change in dependent variable due to the change in independent variable. Following table 2 shows the regression analysis of variables.

Regression Analysis: The above table shows the regression analysis of independent variables. It can be observed that the change in independent variable of environmental knowledge causes 73.4% change in dependent variable of green purchase intention. Similarly change in independent variable of environmental concern causes 68.4% change in dependent variable. In the same way, the change in independent variable of environmental green image causes 38% change in dependent variable. Similarly, change in independent variable of product price and quality causes a 38% change in green purchase intentions. Among all predictor variables, environmental knowledge is observed to have the highest degree of change in the criterion variable. Therefore all hypotheses H1, H2, H3 and H7 are hence proved true.

Hierarchal Regression Analysis for Moderating Variable: The following table 3 shows the hierarchal regression analysis of moderating variable of perceived product price and quality.

Table 1: Correlation Analysis of Variables

	Mean	S.D.	GPI	OGI	EC	EK	PP and Q
(GPI)	3.8529	0.445	1				
(OGI)	4.008	0.3461	0.536**	1			
(EC)	4.2436	0.590	0.906**	0.538**	1		
(EK)	4.2385	0.514	0.847**	0.507**	0.966	1	
(PPP and Q)	4.1808	0.658	0.419**	0.440**	0.391**	0.364**	1

** Correlation is significant at 0.01 levels (2-tailed).

Where, GPI= Green purchase intentions, OGI=Organizational green image, EC=Environmental concern, EK=Environmental knowledge, PP and Q= Product price and quality

Table 2: Regression Analysis

	Green Purchase Intentions	
Predictors	ΔR^2	β
Product price and quality	0.170	0.284**
Environmental knowledge	0.715	0.734**
Environmental Concern	0.819	0.684**
Organizational Green Image	0.282	0.380**

**p<.001, *p<.10

ΔR^2 is the net variance explained by predictor in outcomes

β is the regression estimate

Table 3: Hierarchal Analysis for moderating variable

Model 1	Beta	T	Sig.	Adjusted R -Square	Change R-square
OGI	0.380	7.187	0.000	0.282	0.288
PPP and Q	0.238	5.093	0.000	0.399	0.121
PPP and Q*OGI	-0.015	-0.209	0.835	0.395	0.000
Model 2					
EC	0.684	24.174	0.000	0.819	0.820
PPP and Q	0.052	1.924	0.057	0.823	0.005
PPP and Q*EC	0.009	0.220	0.826	0.821	0.000
Model 3					
EK	0.734	18.015	0.000	0.715	0.717
PPP and Q	0.087	2.600	0.010	0.727	0.014
PPP and Q*EK	0.032	0.593	0.554	0.762	0.001

In order to test the moderating impact of PP and Q upon OGI and GPI, EC and GPI and EK and GPI, three-step hierarchal regression analysis was used as suggested by previous studies.

The model 1 explains 28.8% variance in GPI by OGI ($p<0.05$), 12.1% variance in GPI by PPP and Q at ($p<0.05$) and interaction term (PPP and Q*OGI) does not cause any variance since the results are not significant ($p>0.05$).

Therefore the PPP and Q does not moderate the relationship of predictor (OGI) and criterion variable (GPI). Or in other words, there is no influence of the moderating variable upon the relationship of independent and dependant variable. Hence hypothesis H4 is proved false.

The model 2 explains 82% variance in GPI by EC, the PPP and Q and interaction term (PPP and Q*EC) do not cause any variance since both the results are not significant ($p>0.05$). Therefore the PPP and Q does not moderate the relationship of predictor (EC) and criterion variable (GPI). Or in other words, there is no influence of the moderating variable upon the relationship of independent and dependant variable. Hence hypothesis H5 is proved false.

The model 3 explains 71.7% variance in GPI by EK ($p<0.05$), 1.4% variance caused by PPP and Q upon GPI ($p<0.05$) and the interaction term (PPP and Q*EK) do not cause any variance since the result is not significant ($p>0.05$). Therefore the PPP and Q does not moderate the relationship of predictor (EK) and criterion variable (GPI). Or in other words, there is no influence of the moderating variable upon the relationship of independent and dependant variable. Hence hypothesis H6 is proved false.

RESULTS AND CONCLUSIONS

The results from tables 1 and 2 clearly show that there is positive and significant association between dependent variable of Green Purchase Intention and independent variables of Organizational Green Image, Environmental knowledge and Environmental Concern where as Product Price and Quality does not have any moderating effect upon the relationship of independent and dependant variables. Therefore, the hypothesis H1, H2, H3 and H7 are accepted; whereas hypotheses H4, H5 and H6 are proved false as results exhibited in table 3. Another significant finding of this particular study is that there is more impact of Environmental Knowledge and Environmental Concern upon Green Purchase Intention than other independent variable which highlights the fact that there is more impact of EC and EK over Green Purchase Intention in the case of clothing industry of Pakistan.

From the findings and results it has been concluded that Green Purchase Intention is generated by Environmental Knowledge and Concern. So, when the level of Environmental Knowledge and Environmental Concern is increased then it will lead towards Green Purchase Intentions.

The clothing brands in Pakistan should identify the customer's concerns and knowledge towards green purchasing and should provide them with superior quality and reasonable prices of clothing brands. The companies should invest in developing organizational green image as well as aware the customers about environmental knowledge and concerns.

It also has been found that company's green image is a driver towards environmental knowledge which further drives towards environmental concern. So developing and maintaining organizational green image is crucial at this stage. Clothing industry of Pakistan is also introducing new products and the level of competition is also increasing, therefore in such a situation customers do not compromise on product price and quality. Therefore, it is essential for the organizations to deliver high standard quality products as well as aware their

customers about green purchasing in order to increase their revenues and satisfy the consumer environmental consciousness.

Limitations and Future Direction of Study: Due to limited time and resources, the research is only conducted in only Sahiwal city of Southern Punjab. It only covers the educational area of city Sahiwal. Therefore the results of this survey may not be generalized to the whole population of Pakistan. Taking in view this limitation, it is recommended that, further researches focused onto the impact of factors influencing purchase intention towards green products must cover the broader demographic area for surveying respondents.

Other limitation is that, this research only undertake the younger generation for survey. People from other age groups such as middle age, senior citizens might be interested to purchase green products.

Furthermore, this research observes three independent and one moderating variable influence upon consumer purchase intention. There may several other variables influencing green purchase intention of consumers; which are ignored in this study. Hence future studies must contemplate other variables and broader demographic area as a base element to measure the impact upon consumers green purchase intentions.

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