IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE INTENTION

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ABSTRACT
The purpose of this study is to find the linkage amid green marketing and consumer purchase intention. This study is an attempt to recognize the associations between green brand image, green brand awareness, social responsibility, green brand trust, green perceived value and buyer's purchase intention towards green items. For this purpose, primary data of all the variables, is collected through survey technique by distributing a well-designed questionnaire among 250 individuals. The empirical model of this study is consisted of 6 variables containing one dependent variable and five independent variables. To get the empirical results, the current study opted best techniques i.e. Cronbach's Alpha and ANOVA analysis. The outcomes of this study describe that there is a significant and positive linkage amid perceived value, brand image, social responsibility and green purchase intention. However, brand trust and green brand awareness are not significant in connection with the consumer's intention to use green products. Some recommendations are also presented for brands, companies and marketers to increase the chances of more investments and profits by increasing advertisement.

Keywords: Green Marketing, customer purchase intention and brand image.
JEL Codes: M31, P36

I. INTRODUCTION
Environmental concern has become a debatable topic for academics, companies and governments over the past decade. The term green marketing was introduced in 1970s and became popular in the beginning in 1990s.Nowadays customers are more environmentally conscious (Laroche et al, 2001).According to Yakup and Sevil (2011) from the start of the 1980s, there have been environmental problems such as greenhouse effect, pollution, global warming and weather changes which are directly connected to manufacturing industries and if we continued such dangerous commercial acts without safety measures then we and our earth could not survive in the long term. The term green marketing has been presented in the last decade of previous century i.e. 1900s with the purpose to reduce such harmful influences to some extent. Many rules were permitted to defend the environment after some terrible events, when people observed environmental losses due to business activities on the planet. Green marketing is also one of those reformed, which were introduced to save fresh environment. Rahim et al. (2012) explained that the green marketing means marketing of environmentally safe goods. Green marketing term is a collection of different ideas like, making an ecological friendly product, consuming biodegradable packaging, implementing long lasting and feasible business acts etc. These terms are now becoming more common because many people have become worried with environmental problems and they want to spend their money in a way which will be cared for the planet (a common home for all). According to Ansar, N. (2013) green product marketing has been promoted by many corporations to apply eco-friendly policies in their production strategies, items, price and other aspect. Generally, every customer has his own intentions to purchase different goods or different brands. However, purchase intention means the act of decision-making. It is that behavior of a consumer or buyer which includes the reason to purchase a specific brand. The purchasing decision is generally allied with the actions, insights and attitudes of consumers. So, this study will be helpful to check how green marketing effects consumer purchase intentions.

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There are very less studies which have done on green marketing in the scenario of Pakistan because Green marketing is still in its embryonic phase. So, this research work will be significant because it will evaluate green perception, green awareness and green trust effects of the buying behavior of customers. This study will also provide paths for academic professionals for additional research work with new areas and our findings could be helpful in conveying the idea for a sustainable environment in the Pakistan. Harmful earth environment is a mutual threat to the whole world, but in the Pakistani people seem less concerned with this problem. Due to ignorance and less knowledge consumers seem less aware with green marketing benefits, consumption and reasons of purchasing such environment friendly items. Research studies conducted by Asian countries are extremely less than western studies. This need makes it imperative to conduct this study and recognize the aspects which are responsible for consumer purchase intention towards green products

II. LITERATURE REVIEW
Alamsyah et al. (2020) researched on the awareness of environment friendly products in which he discovered the impact of GA and GBA in Indonesia. The intention of their study was to assess the correlation amid green advertising, GBI and green awareness on ecological friendly goods and their influences to buying intention. The outcomes of their study explained the importance of advertising. They said that advertising can help increasing green awareness among people and green awareness further increases green purchase intention. Ansar (2013) tried to empirically clarify the linkage of green marketing with consumer purchase intention in the situation of Pakistan. The results of his study showed that the advertisements, price and green packaging were directly and positively linked with the green buying decision. The results of this study explained that advertisement increased green purchase intention.

Jaffar et al. (2019) tried to express the linkage of green awareness and consumer buying decisions in the context of Pakistan. Their study showed that the influential aspects were proving awareness for consumers' choice to purchase such green products. The consequences of empirical techniques of their study also explained that the consumers buying decisions are significantly influenced by brands' images, green environment approach and the costs of green products.

Ansar et al. (2017) researched on factors influencing consumer purchase intentions in green marketing in the case of Sargodha, a famous city of Pakistan. The purpose of their effort was to discover the influence of different kinds of determinants on the consumer purchase intention of consumers. The basic variables of the study were consumer purchase intention, customer satisfaction environmental protection, consumer's behavior and consumer awareness. Authors had calculated the data of different variables through survey technique i.e. with questionnaires. Correlation, simple linear regression and multiple regression techniques were adopted as empirical methods to discover the outcomes of this study. The study concluded the positive and significant impact of consumer satisfaction, environmental protection, consumer's awareness and consumer behavior on consumers purchase intention. Also Wu and Chen (2014) considered the rapport of green marketing and perceived innovation with purchase intention for green products. The popular variables of the study were consumer awareness of green marketing, perceived price, perceived risk, and perceived value perceived innovation, perceived quality and purchase intention. Survey technique was adopted to collect the dataset of different variables. The study used SEM technique to check out the association amongst all the variables. The study established that the influence of consumers' green marketing awareness on purchase intention is strong and positive

Rahim et al. (2012) examined the nexus between green advertising and environmentally responsible consumer behavior in the scenario of Malaysia. The chief determination of their investigation was to discern the level of consciousness and awareness on green living amid through the usage of advertising. The important factors of the study were green advertising, green living and environmental awareness etc. The findings suggested that the youth of Malaysia have a little bit awareness about 'green living'. However, practice on green living is much lower. Their research determined that there was an essential requirement for present and future green advertising for the youth to respond in practice.

Jaju (2016) examined the association of green marketing and consumer purchasing manners and decision making in the scenario of a state, named as Telangana in the India. The study applied survey method based on questionnaires. The main factors o study were Environmental behavior, eco-labelling, green branding and packaging, environmental advertising, green pricing, embedding an eco-image, environmental concerns and beliefs. The basic empirical techniques of the study were correlation, descriptive statistics and regression analysis. This study exposed that the

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packaging and green branding, significance of green products and premium green pricing had a direct influence on consumer behavior leading to green purchases. The study also explained the presence of positive correlation amid eco-labelling, green branding, green pricing and the environmental behavior of consumer.

III. METHODOLOGY

In this study a quantitative research technique was used by distributing a well-explained and comprehensive questionnaire to 220 individuals of people living in the Gujranwala, a city of Pakistan, over a period of four weeks in July 2020.We have adapted a comprehensive and well written questionnaire by following some earlier studies such as Bhatia and Jain (2013) and Morel and Kwakye (2012). The selected group of population have experience of practicing and purchasing green products and have practiced green lifestyle like as buying and using organic vegetables one time in a week from different grocery stores and markets. After the responses were calculated, a total of 203 questionnaires out of 220 were selected as valid and useable as a best sample set for data analysis. This quantity of sample size is considered rational for data analysis, as stated by past scholars (Hair et al., 2010). Also Bagozzi and Yi (2012) proposed that the sample size greater than100 (and 200 if possible) is best for statistical analysis. With the objective of determining the impact of green marketing on consumer purchase intentions this study applied different variables for analysis, in which the dependent factor is green purchase intention whereas green brand awareness, GBT, GPV, GBI and social responsibility are independent variables. In this study we have used green purchase intention as dependent variable by following (Alamsyah et al., 2020; Ansar,N 2013), green awareness and GBI are used by following (Alamsyah et al., 2020). GPV and GBT are used by following (Zabadi et al., 2016), and social responsibility is also used as dependent variable. Selection of variables have been done with the help of these studies, i.e., Ali (2011), Ali (2015), Ali and Bibi (2017), Ali and Rehman (2015), Ali and Naeem (2017), Audi and Ali (2017), Ali and Zulfiqar (2018), Ali (2018), Ali et al., (2016), Arshad and Ali (2016), Ashraf and Ali (2018), Ali and Senturk (2019), Ali and Bibi (2020), Audi et al., (2021), Ali et al., (2021), Senturk and Ali (2021) and Roussel et al., (2021) and Ali et al., (2021).

IV. CONCEPTUAL FRAMEWORK
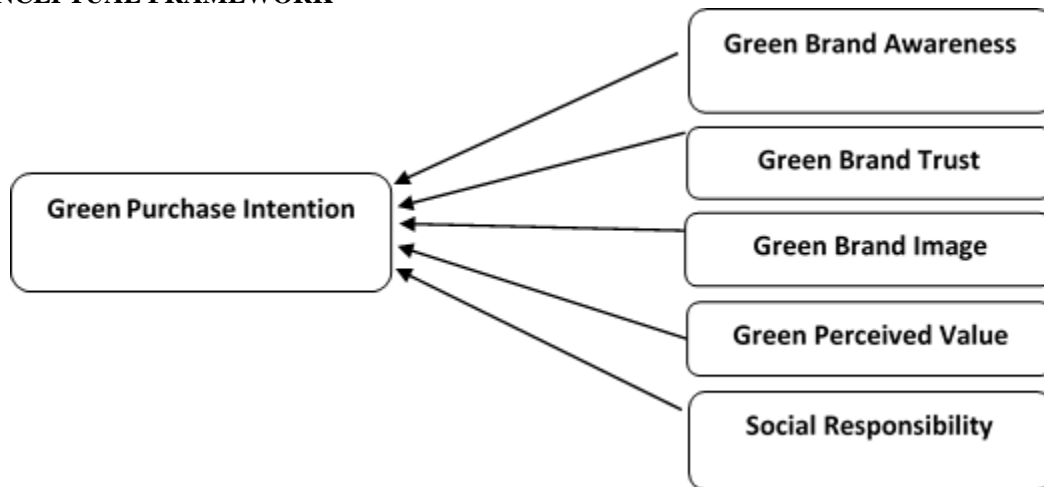
V. EMPIRICAL MODEL

Our conceptual framework states five variables are influencing green purchase intention and green purchase intention is depending upon GBA, GBT, green brand image, green perceived value and social responsibility. After making conceptual framework we can make a regression equation relevant to our variables which is called empirical model of the study.

$Green\ Purchase\ Intention = \alpha + \beta_1 GBA + \beta_2 GBT + \beta_3 GBI + \beta_4 \text{GPV} + \beta_5 \text{SR} + \varepsilon$

Where,

Green purchase intention is the dependent variable

α is the intercept

$\beta_1, \beta_2, \beta_3, \beta_4$ and β_5 are the coefficients of variables

GBA is indicating green brand awareness

GBT indicating green brand trust

GBI indicating green brand image

GPV indicating green purchase value

SR is indicating social responsibility
ε is the error term

V.I. GREEN BRAND AWARENESS
We have applied this variable as an independent factor in our study. Suki, (2013) defined this variable as the ability for a buyer to recognize and to recall that a brand is environment friendly. Rahim et al. (2012) stated that to increase brand awareness and eco-friendly benefits of green products, government need to contribute by advertising.

V.II. GREEN BRAND TRUST
We have employed GBT as independent factor in our model. Chen, Y. S. (2010) explained this variable a willingness to be depended based on the trust or faith resulting from its consistency, compassion, reliability and capability about eco-friendliness

V.III. GREEN BRAND IMAGE
This indicator is explained as an entire collection of impressions, ideas and apprehensions towards a brand in the buyer's view which is associated to the sustainability and eco-friendly concerns (Chen, Y. S.2010).

V.IV. GREEN PERCEIVED VALUE
This variable is also employed as independent variable by this study. Doszhanov and Ahmad (2015) defined perceived value as a customer's overall valuation of the net advantages of a service or product based. Perceived value is the customers' assessment of the merits of a product and its capacity to meet their requirements and hopes, especially in contrast with its peers.

V.V. SOCIAL RESPONSIBILITY
Mohr et al. (2001) illuminated this indicator as the pattern of buying and consuming products that maximizes long-term benefits for, and minimizes harmful influences buyers and humanity. This variable is employed as independent variable in our empirical model.

V.VI. CUSTOMER PURCHASE INTENTION
We have used green purchase intention as a dependent variable in this stud. Purchase intention is customer's decision to buy a specific product based on his previous experience with this (Chen and Chang, 2012). Green purchase intention is stated as consumer prediction towards the selection of environmentally friendly product (Othman and Rahman, 2014).

VI. DATA COLLECTION
This section is about the explanation of data collection of all dependent and explanatory factors or variables which are employed in the study. In this study we want to check the influence of green marketing on consumer green purchase intention in the scenario of Pakistan. In our data analysis, we have employed primary data set of all variables. The dataset of all the variables has been collected by survey technique including both genders (male and female). Their ages varied from 18 and above which were from middle and upper social classes, also had different monthly salary ranges from 50,000 to 100000. Some of them were students and some were professionals. The best sample size which is used in data analysis is 205 out of 220.

VII. RESULTS AND DISCUSSION
With the purpose of finding the impact of green marketing on consumer purchase intention we have taken primary data of all the variables with the help of survey technique. In order to generate empirical results, we have estimated reliability analysis and ANOVA test in SPSS. This chapter includes empirical results, interpretation and discussion. During the survey total 220 questionnaires were distributed among the people but only 203 were complete and accurate. This sample contained 99 males, with a percentage of 48.8% and 104 females (with a percentage of 51.2%). If we talk about age groups then we can say that the age group of 18 to 24 years contained maximum frequency (109 people) with the percentage of 53.7% while 45 years and above age groups contained minimum frequency (11 respondents) with a percentage of 5.4%. In the scenario of qualification, the large portion of respondents was graduated, consisted by 90 individuals with percentage of 44.3% and the small portion was only Matric/ O-levels consisted by 25 individuals with 12.3%.

Table 1: Demographics

Gender			Frequency	Percentage
	Male		99	48.8
	Female		104	51.2
Age				
	18-24		109	53.7
	25-34		61	30
	35-44		22	10.8
	45 and above		11	5.4
Education				
	Matric/O Levels		25	12.3
	Intermediate /A Levels		45	23.2
	Graduate		90	44.3
	Post Graduate		43	20.2
Status				
	Student		116	57.2
	Self-Employed		31	15.3
	Housewife		18	8.9
	Unemployed		16	7.9
	Professional		22	10.8
Income				
	Below Rs. 50,000		81	39.9
	Rs. 50,000- Rs. 75,000		45	22.2
	Rs. 75,000- Rs. 100,000		37	18.2
	Rs. 100,000 and above		40	19.7

According to the status, the group of students had the largest chunk, consisted by 116 frequencies with 57.2%, Self-employed group had 31 frequencies with 15.3%, professionals were 22 with10.8%, housewives group had 18 responses with 8.9% and unemployed had 16 responses with 7.9%. The income classification was like, 81 people were earning below 50K with 39.9%, 45 people were earning between 50 thousand to 75 thousand (with 22.2%). 37 responses were having between 75000 to 100000 with 18.2%. and 40 people was having 100000 and above with 19.7% as shown by table number 1.

VII.I. OUTPUT OF RELIABILITY ANALYSIS
Cronbach's alpha is the best method to check the internal reliability. If we have several items in our data then it is best option to choose this test to check the consistency of items.

VII.II. CRONBACH'S ALPHA
Cronbach's Alpha measures scale consistency. It examines the internal reliability which expresses that how many things in a group are closely connected to each other. When the value of Cronbach's Alpha is above than .70 then we determine it as a suitable measurement of reliability and consider it acceptable. As we see in table number 2 the value of Cronbach's Alpha is 0.916 with 25 number of items, it means that the questionnaire which we used for data collection was good.

Table 2: Cronbach's Alpha (Overall)

Cronbach's Alpha	No. of Items
0.916	25

VII.III. INDIVIDUAL CRONBACH'S ALPHA

As we see in table number 3 the social responsibility contains greatest number of Cronbach's Alpha which is 0.817 and the Green Awareness has lowest value which is 0.610.

Table 3: Cronbach's Alpha Individual

Variable	No. of items	Cronbach's Alpha
Green Awareness	5	0.610
Green Image	4	0.658
Green Trust	5	0.706
Green Perceived Value	4	0.721
Consumer Purchase Intention	5	0.663
Social Responsibility	2	0.817

VII.IV. MODEL SUMMARY

The table number 4 is about model summary which shows the value of the R square. The value of R Square expresses that how much our dependent factor is explained by our independent variables. In our results the value of R square is 0.664 which indicates that 66.4% of consumer purchase intention can be predicted from the independent indicators.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815[a]	.664	.655	.452

We have applied ANOVA analysis to check relationship between the independent variables and the dependent variable. In the table number 5 the ANOVA test is showing F=77.850 and the p-value related to this is very 0.000 which shows a significant liaison amid dependent and independent variables of the study. Our alpha level is 0.05 and the p-value is 0.000 which is smaller then 0.05, so we can conclude that the independent variables reliably predict the dependent variable so our model is good.

Table 5: ANOVA Table
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	79.577	5	15.915	77.850	.000[b]
	Residual	40.274	197	.204		
	Total	119.850	202			

This is our empirical model

$Green\ Purchase\ Intention = \alpha + \beta_1 GBA + \beta_2 GBT + \beta_3 GBI + \beta_4 GPV + \beta_5 SR + \varepsilon$

After getting the value of intercept and coefficients of the variables we can write it like this

Green Purchase Intention = 0.487 - 0.077GBA + 0.071GBT + 0.427GBI +0.263GPV+ 0.167SR

Table number 6 holds the coefficients and p-values of all the independent variables. In the table we can see that GBI, GPV and social responsibility are positively and significantly related to green purchase intention. These three variables have positive sign with their coefficients and p-values $0.000 < 0.05$ which shows that these are positively and significantly related to the dependent variable. On the other side GBA and GBT are insignificant which shows these two variables have no significant impact on dependent variable. Coefficients having p values less than alpha are significant. The coefficient of GBI is 0.427 which shows that by increasing 1 unit of GBI we can increase 0.427 units of green purchase intention. The coefficient of GPV is 0.263 which shows that by increasing 1 unit of GPV we can increase 0.263 units of green purchase intention. Also 0.16 is the coefficient of social responsibility which indicates that we can increase 0.16 units of green purchase intention by increasing 1 unit of social responsibility.

Table 6: Coefficient

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.487	.166		2.930	.004
	Avg.GA	-.077	.065	-.070	-1.186	.237
	Avg.GI	.427	.059	.434	7.286	.000
	Avg.GT	.071	.064	.071	1.109	.269
	Avg.GPV	.263	.070	.285	3.783	.000
	Avg.SR	.167	.045	.224	3.667	.000

Table 7: Summary of Hypotheses

Hypothesis	P-value	Decision
H$_a$	0.237	Null Hypothesis Accepted
H$_b$	0.269	Null Hypothesis Accepted
H$_c$	0.000	Null Hypothesis Rejected
H$_d$	0.000	Null Hypothesis Rejected
H$_e$	0.000	Null Hypothesis Rejected

(Statistically significant at $p <0.05$)

According to this study all the dependent factors have positive linkage with customer green purchase intention to use green products, except GBA and GBT.

This is our empirical model

$Green\ Purchase\ Intention = \alpha + \beta_1 GBA + \beta_2 GBT + \beta_3 GBI + \beta_4 GPV + \beta_5 SR + \varepsilon$

The outcomes of this study presented that the association among GBI and customer's intention to use green items is positive and significant. The results of our study support the findings of Jaffar et al. (2019) and Zabadi et al. (2016). The study also explained that the consumers buying decision is significantly associated with green brand's images. Which means that consumers purchase behavior is significantly influenced by brand image and it is a powerful determinant of consumer purchase intention. This research indicates that if a brand has good image, then customers would possess a greater level of purchase intentions. This result of this study also proved the presence of significant and positive nexus between GPV and consumer purchase intention of green products. These results are similar to the findings of Jaffar et al. (2019) and Zabadi et al. (2016). The study also explained the presence of positive and significant relationship between green perceived value and green purchase intention. Also, our study showed that by increasing social responsibility we can increase the green product purchase intention. However, the findings revealed that the linkage between green brand awareness, GBT and customers' behavior to purchase green items is not significant. These findings are different from prior findings of Alamsyah et al. (2020) because their study revealed a significant and positive linkage of between green brand trust and GBA with customer's behavior to use green products. Our results might be different because of the lack of green awareness among the consumers of

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specific area. Also, we have created 5 alternative hypotheses, against null hypothesis.3 of them are supported by the studies and 2 are not supported.

VIII. CONCLUSION AND RECOMMENDATIONS

This research is an effort to empirically examine the impact of green marketing on consumer purchase intention in the context of Gujranwala, a well knows city of Pakistan. Different techniques are employed to analyze the nexus among the indicators which we concluded in the study. Firstly, we have checked descriptive stats. Secondly, Chronbach's Alpha is applied to check the reliability of data. Further estimation holds ANOVA analysis to find out the relationship among dependent and independent variables. The results of Cronbach's Alpha is 0.916 with 25 number of items, it means that the questionnaire which we used for data collection was good.The findings of model summary showed that the value of R square is 0.664 which indicates that 66.4% of the variance in consumer purchase intention can be predicted from the independent variables. After that we applied ANOVA which shows a significant relationship among dependent and independent variables of the study. Our alpha level is 0.05 and the p-value is 0.0000 which is smaller then 0.05, so we can conclude that the independent variables reliably predict the dependent variable so our model is good. Finally, by coefficient table we concluded that the brand trust and brand awareness are not significantly related to purchase intention while as GBI, green perceived value and social responsibility are positively and significantly related to green purchase intention. The findings of this research are very helpful to depict the significance of green marketing in order to increase customers green purchase intention. This study suggests to improve GPV, social responsibility and green brand image to enhance the buyer's intention towards green items. For this purpose; Companies should create a good image of their products through commercials, this act will increase consumer's purchase intention of green items as well as brand's sale and profit. Governments of all the states should make some strategies to endorse laws and legislations and run campaigns concerning environmental defense and sustainability in order to maintain the protection of the planet and the citizen. Consumers should learn about climatic change, green products and environmental issues through the mass media and advertisement channels. This act will increase awareness of green items and motivate opportunities for new and existing businesses and companies to invest in green products. Organizations and brands can emphasize on green packaging in their public messages to target their customers and increase their brand image. Governments should try to increase green awareness by running campaigns about environmental protection. This act will reduce pollution from the environment by increasing social responsibility to save the nature amongst people.

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