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Exploring the Drivers of Green Purchasing Behavior: Evidence from Pakistan

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Abstract
The study delves into the factors influencing green purchasing behaviour in Pakistan's growing market. The study was conceptually centred on the diffusion of innovation and the theory of planned behaviour models. The relevance of the interrelationships between the items measuring the components of the research was determined using the Process Hayes model 4. The findings demonstrate that attitude has a substantial positive interconnection with relative advantage, compatibility, and observability; however, complexity has a strong negative correlation. According to the data, customers, particularly the younger generation, are more likely to choose green items, with environmental effects being a critical issue. However, the complex nature of green goods has little effect on their attitude. Finally, the findings of this study add to the current body of knowledge on green purchasing behaviour while providing actionable recommendations for promoting sustainable consumption habits in Pakistan.
Keywords: Theory of Planned Behaviour, Diffusion of Innovation Model, Sustainable Consumption

1. Introduction

Consumer behaviour plays a crucial role in achieving sustainable development goals and mitigating climate change. Green consumers are increasingly informing companies to adopt eco-friendly practices, leading to increased demand for green products and services (Young et al., 2010; Hsan & Sadat, 2023). The increasing awareness of climate change and its impact on the environment is shifting people's preference towards more environmentally friendly solutions in purchasing (Flammer, 2013). Studies have found that a business's environmentally sound processes can positively influence consumer behaviour, leading to increased profit for that company (Osazuwa & Ahmad, 2016; Namadi, 2023). Moreover, it may also enhance competition and innovation while yielding positive financial results if organizations adopt green practices (Ratten, 2018; Abigail, 2023).

The trend towards sustainable and ethical consumption in recent decades has led a large number of people to buy products that are aligned with their beliefs and are better for the environment (White et al., 2019; Ustaoglu & Yildiz, 2023). This trend makes firms care more about their supply chain and operations so that more sustainable products are produced (Ferguson, 2014; Asif et al., 2023; Nudzor, 2023). One of the primary reasons for this shift in consumer behaviour is the rising acknowledgement of the United Nations' Sustainable Development Goals (SDGs), one of which is SDG 12 (Responsible Consumption and Production) (Cai & Choi, 2020). There are several factors underlying the trend towards green and ethical consumerism, including the increasing level of consumer environmental knowledge and the growing scepticism about the relationship between human activities and environmental issues. Consumers become more interested in products and services that reflect their values and help preserve the environment (Vermeir & Verbeke, 2006; Asim et al., 2021; Sayvaya & Phommason, 2023; Munir et al. 2024). This trend encouraged companies to believe that the importance of operations had now increased to include sustainability given the need to cater to customer needs and the desire to stay competitive in the marketplace (Amitabha & Chandra, 2019; Xiong, 2024).

The growing global awareness of environmental issues has led to a growing interest in sustainable consumption patterns, including green purchasing. Consumers with environmental concerns, pro-environmental attitudes, and a favorable attitude towards the environment are more likely to purchase eco-friendly products (Zhang et al., 2023; Cizakca, 2024). The COVID-19 pandemic has also shaped this trend, with fear of COVID-19, psychological suffering, and perceived mortality playing significant predictive factors (Singh et al., 2023; Karim & Said, 2024). However, the factors influencing green purchasing behavior in Pakistan are still poorly understood, particularly in the context of the country's unique social, cultural, and economic characteristics. Previous studies show an attitude-behaviour gap, where people may hold positive attitudes towards green commodities but not translate them into actual purchasing behaviors. This study aims to fill this gap by investigating the variables that influence the purchase and consumption of green goods in Pakistan and answering the question of "How drivers of green purchasing behavior influence consumer attitudes and translate these attitudes into actual purchasing behaviour"? Pakistan's unique socio-economic issues provide a unique setting for studying green purchasing behavior, and identifying specific determinants is crucial for designing interventions and regulations to promote sustainable consumption (Ali, Ahmed & Shahzad, 2011).

The increasing urgency of environmental problems necessitates understanding the factors driving green consumers. As people become more aware of climate change, pollution, and resource depletion, a global trend towards environmentally friendly goods and services is occurring. Advanced research can help understand these factors and develop insights into green purchasing behavior differences. Sustainability is crucial for maintaining a competitive edge and responding to market demands. Green consumerism allows companies to capitalize on new market trends, improve brand image, and contribute to sustainable practices. The study uses the Diffusion of Innovation Model and Theory of Planned Behaviour Model to analyze these areas, enabling organizations to create conditional marketing strategies and product enhancements for environmentally friendly customers. This approach not only preserves the environment but also contributes to brand strategy, product development, and policy creation. Exploring green purchasing behaviour in emerging economies is crucial for formulating sustainable, inclusive, and community-based practices.

2. Literature Review

This research investigates the determinants affecting green purchase behaviour in Pakistan's expanding market and ventures to

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comprehend consumers' buying patterns regarding environmentally-friendly products. Through the application of the two theories, the study gathers the necessary facets that define or rather explain the inclinations of society when it comes to the adoption of green products.

2.1. Theory of Planned Behaviour (TBP)

Theory of planned behaviour proposes a theoretical interrelation for explaining behaviour with the incorporation of standards of evaluation and ideas (Moser, 2015). TBP notably improves the reliability of the model of purchasing intention of green products (Jebarajakirthy & Lobo, 2014).

In a prior study, the results firmly supported the significance of TPB variables in shaping and molding the intentions and behaviours of individuals towards green products (Yadav & Pathak, 2017; Elahi et al., 2021). Particularly within the domain of a developing nation, this emphasises the importance and relevance of TBP in gauging consumers behaviour and intention in regard to environmentally friendly products. Accordingly, this research uses the TPB model as an essential theoretical framework combined with the diffusion of the innovative model, DOI, in an attempt to understand people's purchasing behaviour towards green products.

2.2. Diffusion of The Innovation Model (DOI)

DOI has been described as "the process through which innovation travels among members of a social system over time through specific channels" (Rogers, 2010). Relative advantage, compatibility, complexity, and observability are a few of the traditional DOI model attributes of an innovation that affect adoption (Dilotsotlhe, 2021; Quader, 2024). According to Rogers (2010), relative advantage can be defined as the degree to which the innovation is thought to be a better idea than the one it replaces, therefore, causing an innovation to be adopted more quickly. Furthermore, compatibility refers to how well an innovation is regarded in relation to the requirements, history, and values of a potential adopter. This means that it denotes the extent to which a new product or service aligns with the values and practices of existing customers (Rogers, 1995; Ibrahim & Rasheed, 2024; Rath, 2024).

Scholars have also defined observability as the degree to which the innovation is apparent to other people (Elmustapha, Hoppe & Bressers, 2018; Khan et al., 2020), however, complexity refers to how challenging an innovation is thought to be to use and comprehend (Rogers, 2010). The degree to which an individual evaluates behaviour as positive or unfavourable is known as attitude (Fishbein & Ajzen, 1977; Yasir et al., 2021; Iqbal & Abbas, 2024). They require time to acquire and develop; they are frequently hard to modify, however psychological incentive that is psychologically fulfilling might have an impact (Lien & Cao, 2014). Buying sustainable or ecologically friendly things that are "recyclable" and "beneficial" to the environment, as opposed to products that are harmful to the environment and society, is known as "green purchasing behaviour" (Mostafa, 2009).

2.3. Relationship Between Relative Advantage, Attitude & Green Purchase Behaviour

Consumers tend to adopt innovations with higher relative advantages, which significantly impact behavior (Frambach & Bijmolt, 2011). Relative advantage is the strongest predictor of innovation adoption rates (Holak & Lehmann, 1990) and positively influences product adoption (Ozaki, 2011). Environmental products perceived as having relative advantages over conventional goods are more likely to be adopted (Chou, Chen & Wang, 2012; Ali et al., 2020). Green products benefit from a positive attitude towards their advantages, influencing green purchase intentions and behavior (Yusoff et al., 2023; Farhadi & Zhao, 2024).

Those with a growth mindset and concern for nature are more likely to engage in green consumerism (Afridi et al., 2021; Hoang & Hoang, 2023). Relative advantage and compatibility can favorably modify attitudes towards green purchasing (Dilotsotlhe, 2021). Positive environmental attitudes heighten concern for ecological issues and drive green purchase behavior (Chan, 1999; Kim & Chung, 2011; Rafique et al., 2020; Ullah & Ali, 2024; Roussel & Audi, 2024). Hence, it is proposed that:

H1: Attitude mediates the relationship between relative advantage and green purchasing behavior.

2.4. Relationship Between Complexity, Attitude & Green Purchase Behaviour

Studies indicate that even if an invention is complex, people with negative attitudes towards it will not adopt it. Complexity can discourage eco-friendly behaviors and purchases (Joshi & Rahman, 2015). Individuals differ in their response to complex data (Hunsberger et al., 1992; Bright & Wyche, 1998). High complexity in green products is often linked to lower adoption rates due to increased uncertainty and risk (Teo et al., 2006; Muller & Rode, 2013; Tawari, 2024). The attitude-behavior gap suggests that positive attitudes don't always result in green purchasing behavior (Carrington, Neville, and Whitwell, 2010). Positive attitudes towards green products can, however, influence purchase intentions (Ahmad et al., 2022; Abid et al., 2021; Rehman & Ahmand, 2024).

Attitude influences consumer behavior, particularly in sustainable buying. Positive environmental attitudes help overcome complexity barriers, leading to green purchases. The mediated effect model shows that attitude is crucial in understanding the impact of complexity on purchasing decisions (Nicholls, 2020). Hence, the hypothesis is proposed as:

H2: Attitude mediates the relationship between complexity and green purchasing behaviour.

2.5. Relationship Between Compatibility, Attitude & Green Purchase Behaviour

Compatibility refers to the degree to which an individual perceives that a behaviour is consistent with his or her currently held values, beliefs, and lifestyle. Green purchasing behaviour is decision-making during which the consumer deliberately chooses between goods and/or services that generate as small as possible environmental damage. Attitude, which is designed to be the bridge between matchmakers and green purchase behaviour, was one of the primary theories.

Reasoned decision theory (TRA) and its adjusted version, the Theory of Planned Behaviour (TPB), see attitude as individuals positive or negative judgments towards some activity that in turn affect behavioural intentions and actual behaviour. Attitude towards environmentally-friendly products and practices are influenced by perceived compatibility, such that they have a key part in the decision-making when green purchases are concerned (Tiwari, Kumar, Kant & Jaiswal, 2023). The concept of attitude as the mediating variable in the relationship between green consumer behaviours and compatibility offers a useful construct for building a theory that explains what is happening in the human mind when making an environmentally friendly choice (Osarodion et al., 2023; Qaiser et al., 2021). Hence, it is proposed that:

H3: Attitude mediates the relationship between compatibility and green purchasing behaviour.

2.6. Relationship Between Observability, Attitude & Green Purchase Behaviour

The influence of observability in determining the green purchasing actions by consumers is a complex interweaving trend that is composed of interrelated factors. The influence of word-of-mouth (WOM) plays in evolving customer perception and consumer behaviour towards green products. Eco-purchasing is a concept that can be greatly improved by green WOM, which can result in rapid shift in attitude and comfort with purchasing environmentally friendly products by identifying with the audiences' values and attitudes towards sustainability (Arkus, 2023).

Elaboratively, attitude attribute plays a crucial intermediation role in the relationship between visibility and green purchasing behaviour, so the visibility of green initiatives has an impact on attitude formation first and then trigger consumer decisions (Indrajaya, Perizade, Wahab & Shihab, 2024). If the consumer has a positive intention to purchase green products, then the consumer's purchase of green products is also highly likely (Gupta, 2021; Asif et al., 2017). Additionally, the perspective of observation on green purchase behaviour has been addressed in the studies showing its mediating role on the attitude – behaviour relationship through factors like green value, environmental knowledge and others (Chaihanchanchai & Anantachart, 2022; Zafar et al., 2022). This suggests that observable factors can moderate the impact of attitude on actual green purchase behaviour. Therefore, it is proposed that:

H4: Attitude mediates the relationship between observability and green purchasing behaviour.

3. Methodology

A correlational investigation is employed as the study revolves around finding the exact relationship between each variable, i.e., relative advantage, compatibility, complexity, observability, attitude, and green purchasing behavior. The study settings for the research were non-contrived, taking place in a natural setting where work is performed routinely. The researcher's participation is limited to explaining the questionnaire's items and the study's goal to respondents to eliminate any bias in data collection. The study has taken individuals across Lahore as unit of analysis as Lahore has a diverse population, including individuals from various demographic backgrounds and consumer segments. Cross-sectional time horizon is employed for data collection i.e. collecting data at a specific moment in time. Responses are collected from both males and females starting from age 20 and above who are well aware of sustainability challenges faced globally and the significance of green products. Lahore has a diverse population, including individuals from various demographic backgrounds and consumer segments. This study has used non-probability sampling design that involves convenience sampling and snowball sampling. To broadly apply the study results, the study selected a sample size based on "Item Response Theory" (Nunnally, 1978). Data was collected through an adopted questionnaire, which is meticulously structured, encompassing a total of two main sections. The initial section captures general demographic information about the participants including gender, qualification, and age. Subsequent section contained questions related to the study variables i.e., compatibility (4 items), complexity (4 items), relative advantage (4 items), observability (4 items), attitude (6 items), and green purchasing behaviour (4 items). The measurement of all items utilises a six-point Likert scale, with "strongly disagree" assigned to 1 and "strongly agree" to 6.

4. Results & Analysis

4.1. Sample Profiles of Respondents

The demographic breakdown of the sample reveals that out of 225 respondents, 173 (76.9%) hold Bachelor's degrees, 43 (19.1%) have completed Master's degrees, and 8 (3.6%) possess PhDs. The next demographic characteristic is Age, out of 225 respondents that the highest percentage of data has been collected from the age group 20-25 i.e. 168 (74.7%). Lastly, 61(27.1%) respondents are Male, 164 (72.9%) are Female.

4.2. Reliability Analysis

The Cronbach's Alpha Score of all the variables are above the minimum threshold level of 0.5 as suggested by Hair et al (2017). This concludes that the data is reliable and the variables have internal consistency among them.

Table 1

Scale	Cronbach's Alpha	N of Items
Compatibility	.642	4
Relative Advantage	.874	4
Attitude	.859	6
Green Purchasing Behaviour	.781	4
Complexity	.723	4
Observability	.644	4

4.3. Correlational Analysis

The table 2. presents a correlational analysis among various factors influencing Green Purchasing Behaviour. Significant positive correlations were found between Green Purchasing Behaviour and Compatibility (.225**), Relative Advantage (.404**), Observability (.435**), and Attitude (.590**). Attitude also strongly correlated with Relative Advantage (.750**) and observability (.643**).

4.4. Regression Analysis

To analyse whether the hypothesised statements are accepted or rejected, *model 4* of PROCESS v4.2 by Andrew Hayes is used to understand the role of *mediation* in the framework under study. All hypotheses are tested by *model 4*, here Relative Advantage, Complexity, Compatibility and Observability are *independent variables*, GPB *is the dependent variable* and Attitude is the *mediator*. In Table 3. the confidence intervals (LLCI = -0251, ULCI = 0.076) suggest that the association is statistically insignificant, as zero

is contained within the confidence interval. This implies that there is no direct relationship between Relative Advantage and GPB. The analysis ($\beta = 0.087$, $p > 0.05$) indicates *full mediation*, as there is no discernible relationship between Relative Advantage and GPB in the absence of the mediator.

The findings corroborate Hypothesis 1 (Attitude mediates relationship between Relative Advantage and GPB.) since the LLCI = 0.349 and ULCI = 0.658 does not have zero between them, the indirect effect of X on Y is significant. These findings are further supported by the total effect model's coefficient and p-value i.e. 41% and 0.00 respectively with t = 6.584. This indicates a positive and significant mediation of attitude amid Relative Advantage and GPB. Hence, H1 is accepted.

Table 2: Correlational Analysis

		Compatibility	Complexity	Relative Advantage	Observability	Attitude
Complexity	Pearson Correlation	-.371**				
	Sig. (2-tailed)	.000				
Relative Advantage	Pearson Correlation	.084	-.009			
	Sig. (2-tailed)	.209	.887			
Observability	Pearson Correlation	.072	.073	.697**		
	Sig. (2-tailed)	.285	.279	.000		
Attitude	Pearson Correlation	.216**	-.012	.750**	.643**	
	Sig. (2-tailed)	.001	.854	.000	.000	
Green Purchasing Behaviour	Pearson Correlation	.225**	.005	.404**	.435**	.590**
	Sig. (2-tailed)	.001	.939	.000	.000	.000

Table 3: Regression Analysis

Relative Advantage - Attitude – GPB

OUTCOME VARIABLE: Attitude

	Coeff	Se	T	P	LLCI	ULCI
Relative Advantage	.657	.039	16.871	.000	.580	.733

OUTCOME VARIABLE: Green Purchasing Behaviour

	Coeff	Se	T	P	LLCI	ULCI
Relative Advantage	.087	.083	1.050	.295	-.251	.076
Attitude	.757	.095	7.988	.000	.571	.944

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE: Green Purchasing Behaviour

	Coeff	Se	T	p	LLCI	ULCI
Relative Advantage	.410	.062	6.584	.000	.287	.533

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
.410	.062	6.584	.000	.287	.533

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.087	.083	1.050	.295	-.251	.076

Indirect effect(s) of X on Y

	Effect	BootSE	BootLLCI	BootULCI
Attitude	.497	.078	.349	.658

Level of confidence for all confidence intervals in output: 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:5000

In table 4 the confidence intervals (LLCI = -0.096, ULCI = 0.120) suggest that the association is statistically insignificant, as zero is contained within the interval. The values ($\beta = 0.012$, $p > 0.05$) implies that there is no relationship between Complexity and GPB. The analysis indicates that there is no discernible relationship between Complexity and GPB.

The findings do not validate Hypothesis 2 (Attitude mediates relationship between Complexity and GPB) since the LLCI = -0.085 and ULCI = 0.078 have zero between them, the indirect effect of X on Y is insignificant. These findings are further supported by

the total effect model's coefficient and p-value i.e. 0.5% and 0.939 respectively with t = 0.076. This indicates an insignificant mediation of attitude amid complexity and GPB. Hence, H2 is rejected.

Table 4: Regression Analysis

Complexity - Attitude – GPB

OUTCOME VARIABLE: Attitude

	coeff	Se	t	p	LLCI	ULCI
Complexity	-.010	.059	-.172	.863	-.125	.105

OUTCOME VARIABLE: Green Purchasing Behaviour

	coeff	Se	t	p	LLCI	ULCI
Complexity	.012	.055	.220	.826	-.096	.120
Attitude	.683	.063	10.853	.000	.559	.807

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE: Green Purchasing Behaviour

	coeff	Se	t	p	LLCI	ULCI
Complexity	.005	.068	.076	.939	-.128	.139

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	T	p	LLCI	ULCI
.005	.068	.076	.939	-.128	.139

Direct effect of X on Y

Effect	se	T	p	LLCI	ULCI
.012	.055	.220	.826	-.096	.120

Indirect effect(s) of X on Y

	Effect	BootSE	BootLLCI	BootULCI
Attitude	-.007	.042	-.085	.078

Level of confidence for all confidence intervals in output: 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals: 5000

Table 5: Regression Analysis

Compatibility - Attitude - GPB

OUTCOME VARIABLE: Attitude

	coeff	Se	t	p	LLCI	ULCI
Compatibility	0.213	0.065	3.265	0.001	0.084	0.341

OUTCOME VARIABLE: Green Purchasing Behavior

	coeff	Se	t	p	LLCI	ULCI
Compatibility	.119	.064	1.869	.063	-0.006	.244
Attitude	.657	.064	10.282	.000	.531	.783

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE: Green Purchasing Behavior

	coeff	Se	t	p	LLCI	ULCI
Compatibility	.259	.075	3.434	.001	.110	.407

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	T	p	LLCI	ULCI
.259	.075	3.434	.001	.110	.407

Direct effect of X on Y

Effect	se	T	p	LLCI	ULCI
.119	.064	1.869	.063	-.006	.244

Indirect effect(s) of X on Y

	Effect	BootSE	BootLLCI	BootULCI
Attitude	.140	.048	.048	.236

Level of confidence for all confidence intervals in output: 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals: 5000

In table 5 the confidence intervals (LLCI = -0.006, ULCI = 0.244) suggest that the association is statistically insignificant, as zero is contained within the interval. The values ($\beta = 0.119$, $p > 0.05$) implies that there is no relationship between Compatibility and GPB. The analysis indicates full mediation, as there is no discernible relationship between Compatibility and GPB in the absence of the mediator.

The findings corroborate Hypothesis 3 (Attitude mediates the relationship between Compatibility and GPB.) since the LLCI = 0.048 and ULCI = 0.236 does not have zero between them, the indirect effect of X on Y is significant. These findings are further supported by the total effect model's coefficient and p-value i.e. 25.9% and 0.001 respectively with t = 3.434. This indicates a positive and

significant mediation of attitude amid Compatibility and GPB. Hence, H3 is accepted.

In table 6 the confidence intervals (LLCI = -0.057, ULCI = 0.311) suggest that the association is statistically insignificant, as zero is contained within the interval. The values ($\beta = 0.127$, $p > 0.05$) implies that there is no relationship between Observability and GPB. The analysis indicates full mediation, as there is no discernible relationship between Observability and GPB in the absence of the mediator.

The findings corroborate Hypothesis 4 (Attitude mediates relationship between Observability and GPB) since the LLCI = 0.313 and ULCI = 0.590 does not have zero between them, the indirect effect of X on Y through M is significant. These findings are further supported by the total effect model's coefficient and p-value i.e. 57.4% and 0.00 respectively with t = 7.173. This indicates a positive and significant full mediation of attitude amid Observability and GPB. Hence, H4 is accepted.

Table 6: Regression Analysis

Observability - Attitude – GPB

OUTCOME VARIABLE: Attitude

	coeff	Se	t	p	LLCI	ULCI
Observability	.732	.059	12.457	.000	.616	.848

OUTCOME VARIABLE: Green Purchasing Behavior

	Coeff	Se	t	P	LLCI	ULCI
Observability	.127	.094	1.359	.176	-.057	.311
Attitude	.610	.082	7.438	.000	.449	.772

********** TOTAL EFFECT MODEL **********

OUTCOME VARIABLE: Green Purchasing Behavior

	coeff	Se	t	p	LLCI	ULCI
Observability	.574	.080	7.173	.000	.416	.732

********** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **********

Total effect of X on Y

Effect	se	T	p	LLCI	ULCI
.574	.080	7.173	.000	.416	.732

Direct effect of X on Y

Effect	se	T	p	LLCI	ULCI
.127	.094	1.359	.176	-.057	.311

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Attitude	.447	.070	.313	.590

Level of confidence for all confidence intervals in output: 95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:5000

4.5. Summary of Hypotheses Results

Table 7: Hypotheses Results

Sr#	Hypothesis Statement	Results
H_1	Attitude mediates the relationship between relative advantage and GPB.	Supported
H_2	Attitude mediates the relationship between complexity and GPB.	Not Supported
H_3	Attitude mediates the relationship between compatibility and GPB	Supported
H_4	Attitude mediates the relationship between Observability and GPB	Supported

5. Discussion

This research evaluates the mediating function of attitude while examining the relationship between Green Purchasing Behaviour (GPB) and variables including Relative Advantage, Complexity, Compatibility, and Observability. Relative advantage and GPB are positively correlated, according to data gathered from Lahore, Pakistan, including university students (Deepak et al., 2018). But Attitude does not considerably moderate the connection between GPB and Complexity (Dilotsotlhe, 2021). On the other hand, Attitude plays a major mediating role in the association seen between Observability and GPB (Dilotsotlhe, 2021) and Compatibility and GPB (Ozaki & Sevastyanova, 2011).

6. Conclusion

The study's goal was to identify the elements that influence customers' green purchasing decisions. The study highlights crucial factors influencing green purchasing behavior among important characteristics and adoption behavior in the green product business of an emerging economy like Pakistan. Empirical results identified key elements for green businesses to prioritize, including DOI factors (relative advantage, compatibility, and observability) and TPB drivers (attitude). Relative Advantage, Compatibility, and Observability significantly impacted attitudes towards adopting green products, while omplexity did not. These insights are vital for Pakistan's marketers and policymakers in promoting sustainable consumption among the younger generation. The integrated DOI and TPB model proved robust in analyzing and predicting Green Purchasing Behavior, making it a valuable tool for promoting eco-friendly products and practices. This study contributes to the growing body of research on green consumer behavior in emerging economies like Pakistan and can inform targeted marketing, product development, and legislative initiatives aimed at fostering sustainability. Understanding and promoting green purchase behavior among the youth can significantly advance Pakistan towards

a more sustainable future.

In conclusion, future research initiatives should consider extra elements and longitudinal data to improve the understanding of Green Purchasing Behaviour (GPB), while also acknowledging the fluidity of consumer perspectives for increased reliability. It would be possible to identify regional differences in the influences on GPB by extending the research to include more regions of Pakistan for more generalizability. Examining GPB across age and demographic ranges may provide a thorough understanding of the factors that influence purchases. In-depth examinations of particular green goods would provide new perspectives on how they affect different variables and improve our knowledge of GPB dynamics.

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