

## **Factors Affecting Green Buying Behavior**

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### **Abstract**

The aim of the study is to ascertain the impact of Environmental Health/Security on Green Buying intention. Population for the study consisted of three provincial capitals' (Peshawar, Lahore, and Karachi) and country capital of Pakistan (Islamabad). Convenience sampling was used in this study. A total of 800 questionnaires were distributed in 4 different cities of Pakistan that included Peshawar, Islamabad, Lahore, and Karachi. In the present study 462 questionnaires were returned, constituting the response rate of 57.75. A total of 59 questionnaires were rejected. The total number of questionnaires usable for the study was 403. The findings of the study revealed that there is an insignificant impact of Environment Health and Safety on Consumer Buying Intention. Furthermore, Environmental Concern had also an insignificant influence on Consumer Buying Intention. However, the study finds out significant role of Social Influence and Green Motivation on Consumer Buying Intentions. The study based on the finding suggested future recommendations for the future research and practice and offer the implications of the context of green consumerism.

**Keywords:** Environmental Health and Safety, Environmental Concern, Social Influence, Green Motivation, Consumer Buying Intention

The society is becoming increasingly aware of and responsive to the natural environment. The Rising awareness comes in the wake of overutilization of the limited natural resources, which has resulted in environmental degradation. Consumers have become more conversant with the risks that the environment faces, as well as the direct and indirect implications for life on earth both in the short and long term (Kraft, 2017; Ali et al., 2010). The underpinning idea behind green consumption is the need to conserve the environment, and reduce the impact of human activities on the natural environment (Obayelu, 2016; Rashid, 2009). The present study exists to explore the impact of certain phenomena on consumers' intentions to purchase green products. It may be assumed that as consumers become more aware of the environmental degradation implications, they may tend to prefer green products. However, the decision or intention to consume green products may be influenced by a vast range of factors. As such, the value of the present study is to investigate the factors which influence the buying intention of consumer as far as the green products is concerned. The four variables included in the research questions, namely environmental concerns, social influence, green motivation and environmental health and safety were selected because they were assumed to affect the decision or

intention by consumers to purchase green products (Esmailpour & Bahmiary, 2017; IshaSwini, 2011; Kautsar, Moniek Ayunovani, & Surahman, 2016).

Their environmental concern about green consumerism may increase their intention to prefer green products, as they would become more aware of the environment and green products (Esmailpour & Bahmiary, 2017). Similarly, with appropriate green motivation, such as the desire to contribute to environmental wellbeing, may be associated with the willingness to pay more, which further enhances the possibility of a consumer preferring green products (Mishra, Jain, & Motiani, 2017; Yazdanifard & Mercy, 2011). By exploring these variables and hypotheses, the author intended to determine how the constructs are related with the intention to purchase green products as advocated by Mishra, Jain, and Motiani (2017) and IshaSwini (2011). IshaSwini attributes this situation to the fact that the now informed consumers are worried about the multiple dangers to the environment, and are keen on playing a part towards a solution. Eco-friendly business practices, such as green production and eco-marketing, have in turn gained popularity. The firms that discover this trend and develop products that reflect the consumer's preference to green products and the need to protect the environment are more likely to secure more market competitiveness than their counterparts who refuse to follow the trends. Despite the previous research showing the trend towards eco-marketing and preference for green products, there is an information gap regarding the how different factors may explain the trend towards the preference for pro-environment products (Esmailpour & Bahmiary, 2017; Hayes, 2013). The current study explores that gap, using a quantitative research methodology.

The trend towards eco-marketing and adoption of pro-environment products i.e. buying and consuming products that are environmentally beneficial (Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997) and green business practices has necessitated companies to explore strategies that cater for the environment issues. It is assumed that since previous studies have shown that consumers are tending to prefer green or environmentally-friendly products (Rashid, 2009), there may be factors such as consumer information, media exposure, societal influence and environmental concerns which the consumers may have. The present study is designed to examine the issue of green marketing of pro-environment products in Pakistan, with the objectives to assess the influence of specific factors on consumers' intention and attitude towards those products.

## **Literature Review**

### **Environmental Concern**

Environmental concern is a strong attitude towards preserving the environment (Cosby, Gill and Taylor, 1981). Based on the research by Dunlap and Van Liere (1978), environmental concern is also defined

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as a global attitude with indirect effects on behaviours through behavioral intention (Gill, Crosby and Taylor, 1981). Environmental concern is also sometime known as “ecological concern”, which refers to the degree of emotionality, the amount of specific factual knowledge, and the level of willingness as well as the extent of actual behaviour on pollution-environmental issues (Maloney and Ward, 1973). Maloney, Lee’s (2008) findings also suggested that environmental concern was found to be the second top predictor of green purchasing behavior which is right after social influence. Suki (2016) advocated the environmental concerns for the green purchase behaviors. To this extent, it can be argued that environmental concern can be the main antecedents that influence pro-environmental behavior.

### **Social Influence**

Social influence refers to the ability of an individual or a group of individuals to affect the decisions of others within the society. Regarding green consumerism, social influences suggest that a person can influence others in the society, or be influenced by them, to favor green products (Ramayah, Lee, & Mohamad, 2010). The more positively the consumers perceive green products as having the capacity to contribute to the improvement (or at least the reduction of the negative impact of human activities) of the improvement, the higher the likelihood that they would make a purchase decision that favors green or pro-environmental products. Consequently, they are likely to influence others in the society to follow suit (Mainieri, et al., 1997). Hickie et al. (2005) and Kautsar et al. (2016) stressed social factors along with other factors that some products of interest to the potential consumer-who spends time and effort to make the buying decision- are considered a *symbol of status* and the transaction itself has enough power to influence other consumers purchasing decisions. Therefore, sometimes, the consumer buying intention is driven by other consumers acquisitions based on the features and quality of the products, because it places the buyer higher on the social hierarchy.

### **Green Motivation**

Environmental issues and challenges have represented a topic of major importance over the last few decades, subject to major debates and extensive research. Environmental preoccupation has been the focus of a large array of specialists, all concerned about the health and safety of the planet (Dunlap and Mertig, 1995; Diekmann and Franzen, 1999). Existing literature (*inter alia*, Roberts, 1996; Kalafatis et al., 1999; Laroche et al., 2001) reveals that environmental degradation has made customers be ever more aware of its impact, leading to a shift towards a more ecologically consciousness and eco-friendly products and services, in favor of market participants that prefer environmental practice.

However, as highlighted by Key Note (2005), to make a difference, a growing share of population has to adopt a green behavior, amid a cost problematic that hinders the potential green consumers. Existing studies indicate a myriad of factors that encourage those outside the green segments to purchase eco-friendly products, as follows: *eco literacy* (for instance, Alba and Hutchinson, 1987; Murry and Schlacter, 1990; Chan, 1999), *perception of value* (e.g. Triandis, 1993; McCarty and Shrum, 1994; Gallastegui and Spain, 2002), *green offerings availability* (Wagner, 2003; Jain & Kaur, 2004), *convenience* (Laroche et al., 2001; Cottrell, 2003), *trust* (Crane, 2000; Rawwas, 2001; Zhu and Geng, 2005) or / and social, epistemic, and functional values quality (Mishra et al. 2017).

### **Environment Health and Safety**

Environmental health and safety describe the state of the environment regarding whether it is in a good or bad condition (Mostafa, 2007). Green consumerism originates from the need to promote the health and wholeness of the environment, which in turn defines environmental safety. The desire to keep the environmental health and safe for use is one of the driving forces for green consumerism. For instance, a person could be aware of their role in promoting environmental health and safety of self and others from the environment, and that may dictate their intention to purchase or not purchase green products from the market (Schaefer and Crane, 2005). Some authors (e.g. Chan, 1996; Bamberg, 2003) indicate *intrinsic motivations* as the rationale for conservation and environmentally concerned buyers shift to eco-friendlier products. To illustrate, intrinsically driven consumers purchase hybrid vehicles to limit the impact of their driving on the environment. However, other academics (Diekmann and Preisendörfer, 1998; Barr, 2004; Mainieri et. al. 1997) supporting their work on other research techniques, often in the form of masked surveys, argued that eco-friendly products are not always purchased as a result of a pro-environmental rationale.

### **Environmental Concern on Consumer Purchase Intention**

Environmental concern is an important factor in green marketing (Robert & Bacon, 1997). The environmental concerns which consumers have have far-reaching impact on purchasing behavior, within the context of green shopping. Globally, there has been a rising trend in consumer concern on the justifiable environment; this has led to various companies, government and other stakeholders to integrate the aspect of green marketing in their daily market operations. Consumer awareness on the environmental issue is the key strategy that will promote consumer purchase intentions of any product, since; consumers are going to make an informed decision about various products. The underlying theory of the green brand trust states that there is a positive effect on

green brand trust and purchase intentions; therefore, consumer intention to buy particular products is influenced by customers trust. According to Kang (2012), green trust and loyalty have affirmative effects on buying eco-friendly products. The underlying theory of study shows that intention to use green products is affected by green brand trust, green brand image, green perceived value and green brand awareness (Doszhanov, 2015).

### **Social influence on consumer buying intention**

According to the academic literature, the Theory of Reasoned Action (TORA) reflects the power of social environment on the consumer buying intention and describes the connections between views, aims and behaviors, in terms of future transactions (Hilliard et al., 2012). Numerous studies conducted, *inter alia*, by Lutz (1977), Ryan and Bonfield (1980), Warshaw and Davis (1985) showed that the above-mentioned features of the TORA fully explain the formation of customer buying intention. However, at the international market level (operations), the studies focused on the subject are only limited and the evidences of a solid social influence weak or non-existent. Deffuant et al. (2005) argued that the consumers identify with a certain group that attaches the same social value to the products to be bought.

Ewing (2001) argued that embracing an ecologically responsible behavior is the result of the community motivation methods, customs and standards. Its power is related to the level of implementation within the consumers' family and social groups (Hoyer and MacInnis, 2004). Schwartz (1977) developed the theory of altruism, which places the concept within the pro-social behavior framework, sustaining that the probability of pro-environmental behavior increases when the level of awareness is raising – individuals act responsible and are well informed about the negative consequences of the environmental conditions changes. Connected with the theory of altruism, the paper of Stern, Dietz and Kalof (1993) focused on the role of social altruism (an issue for other consumers' welfare) and biospheric altruism (an issue for the fixed elements of the environment).

### **Green Motivation and Consumer Buying Intention**

Green motivation is an important concept as far as ecological marketing and business practices are concerned. Green motivation describes the tendency of people to be enthusiastic or encouraged to pursue practices and behavior which promote environmental conservation, by reducing the negative impacts which human activities have on h environment. Researchers, such as Sachdev, Jordan, and Mazar (2015) have underscored the fact that consumers who are aware of the environmental impacts of consumerism tend to be motivated to play an active role in the preservation of the environment. Such buyers would therefore tend to deflect towards companies that offer pro-environmental

products. In the context of green motivation, the intention to conserve the environment is not a one-time activity; rather, it forms a part of the lifestyle of the individual and industries who favor green products. According to Sharma (2011), the motivation of the consumers has a direct impact on their intention to purchase green products.

There has been an indisputable concern on the environmentally friendly products in the recent years. This has led to the growth of green product in the consumer market. Consumers have become aware of an adverse climatic condition affecting our globe today and this has led to mitigating measures to curb this effect. This has led to many people becoming responsible towards the environment via purchasing of environmentally friendly products. Green motivation has been geared by facts such as eco-friendly labeling, environmental advertisement and green branding to mention but a few. Environmental concern is the key influence for green motivation. Various studies have been conducted to understand the environmental attitudes of consumers and to depict their behavior toward green motivation and consumer buying intentions. There is a notable positive relationship between green purchases and environmental attitudes. Many companies are now dedicated to producing more environmentally friendly products, therefore, attracting more customers. According to Chan, 2013, green consumers are believed to be impartial on protecting the environment.

### **Environmental Health and Safety and Green Buying Intention**

At the global level, green marketing follows an upward trend, mostly in the Western countries, but also in Asia, where the green consumerism became very popular. The purpose of green marketing is to present applicable solution to the environmental problems, with major influence on the fast changing business community (Smith, 2009). Soonthorsmai (2007) showed the increasing potential of green consumers, individuals who are aware of the environmental concerns and act responsibly. The study of Bang et al. (2000) confirmed the hypothesis related to price acceptance: consumers involved in the environmental matters pay higher prices compared to other categories of consumers on interested in ecological products.

Additionally, Kim and Choi (2005) highlighted the fact that purchases of eco-friendly products are popular among individuals interested in the health and safety of the environment. Bamberg (2003) argued that many studies have been developed starting from the assumption that there is a causal relationship between the level of environmental concerns and consumers' behavior related to the purchase of green products, energy saving, recycling and travel mode choice.

Similarly, Abdul-Muhmim (2007) sustained that all eco-friendly actions, such as the buying of specific green products, recycling options and proper use of non-biodegradable garbage have positive effects on the

environment, improving its quality. However, in order to do that, consumers need to have a proper level of environmental knowledge, common practices, beliefs and responsibility of actions (Mansaray and Abijoye, 1998). According to Chyong et al. (2006), attitude is the most important determinant of price acceptance, meaning that eco-friendly consumers will pay higher prices because they believe in the attributes of these products and their positive effects on the environment parameters.

Pickett-Baker and Ozaki (2008) evidenced that people's buying decision is orientated to companies/brands that sell eco-friendly products because of one of their main goals – the health and safety of the environment. However, they do not have all the information to distinguish these products and sometimes the green marketing is not visible enough. The benefits of the products are key elements in marketing campaigns and the constant improvement of the product quality must be a permanent concern for both producers and marketers. The brand image becomes a priority in order to attract customers and to improve sales.

Many research studies highlighted a positive relationship between the level of awareness regarding the environmental issues and the consumers' attitude, buying decision and final actions. An increase of the environmental knowledge will determine an improvement of the consumers' behavior relative to eco-friendly purchases (Fraj and Martinez, 2006; Haron et al. 2005; Yam-Tang and Chan, 1998).

### **Hypotheses**

H<sub>1</sub>: There is a positive influence of Environmental Concern on consumer green purchasing intention.

H<sub>2</sub>: There is a positive influence of Social Influence on consumer green purchasing intention.

H<sub>3</sub>: There is a positive influence of Green Motivation on consumer green purchasing intention.

H<sub>4</sub>: There is a positive influence of Environmental Health and Safety on consumer green purchasing intention.

## **Research Methodology**

### **Population and Sample**

Population for the study consisted of three provincial capitals' (Peshawar, Lahore, and Karachi) and country capital of Pakistan (Islamabad). Convenience Random sampling was used in this study. The overall population of Pakistan is around 200 Million. The target population size for the study is over 100,000, this requires a minimum sample size of 384 (Krejcie & Morgan, 1970).

### **Measurement**

Environmental Concern was measured using a total of six items. The environmental concern scale was based on the work of Lee (2008)

and Kim and Choi (2005). The social influence scale utilized in the present research has been developed on the instruments devised by Lee (2008). Green marketing scale had a total of seven items. The scale was based on the work of Sampson (2009). Environment Health and Safety scale was measured through the scale developed by Dunlap et al (2000). The criterion variable of Consumer Buying Intention measures was developed by Chan & Lau (2000); Lee (2008).

## **Data Analysis and Results**

### **Demographic Profile of Respondents**

A total of 800 questionnaires were distributed in 4 different cities of Pakistan that included Peshawar, Islamabad, Lahore, and Karachi. In the present study 462 questionnaires were returned, constituting the response rate of 57.75. A total of 59 questionnaires were rejected. The total number of questionnaires usable for the study was 403. Average age of respondents was 28.56. The minimum age of any respondent in the present study was 18 while the maximum age was found to be 52. Age of the subjects in the study was further classified into different categories. Majority of the respondents in the study belonged to the age group 18-27 consisting of 224 (55.6%) respondents while the minimum respondents were from Majority of the respondents in the present study were male (n = 258), while females were (n = 144), 1 respondent did not reveal the gender. Data in the present study was collected from four different cities of Pakistan. Majority of the respondents were from Islamabad, the Capital City of Pakistan (111, 27.5%) while the minimum number of respondents were from Karachi (87, 21.6%), the provincial capital of the province Sindh.

### **Factor Analysis**

All items shows loading over .60 which is well over the acceptable factor loading value. One item (EC2) was removed due to low loading. Societal influence construct comprised of six items. All items loaded well above the cut off score of .40 onto a single factor. Thus all items in the factor represent the underlying latent variable of societal influence. Green Motivation construct comprised of a total of seven items. Factor loadings table showed all items showed acceptable factor loadings. The uni-factorial structure indicates that the items represent the underlying dimension of green motivation. Environmental Health and Safety comprised of a total of six items. Two 2 items loaded onto a single factor and hence were deleted. A total of four items were utilized for further analysis. The results of factor analysis of the criterion variable consumer buying intention reveal a uni-factorial solution. All items loaded substantially well onto a single factor with loadings over .80.



**Reliability**

Once a factor structure is revealed, reliability analysis of the construct is performed. Cronbach Alpha test has been used to test the reliability of the constructs. The reliability of the construct in the present study range between .788 and .911. Results indicate that reliability of all the constructs is well above .8 (Field, 2005) which indicates good reliability is attained. Descriptive for scale item if deleted were also analyzed to check if there is a substantial increase in reliability upon deletion of an item. It was found that removing an item would not improve the construct reliability.

**Convergent Validity**

As noted in chapter 4. Convergent validity is established when the concepts that should be related to each other are in fact related. The uni-factorial nature of variables and constructs confirms the construct validity of the dimensions under study (Kuei, 1999). Convergent validity through factor analysis is established when block of items measuring the same construct strongly agree (i-e converge) in their representation of the underlying construct they were created to measure. Convergent validity is established if an AVE of 0.5 or greater is achieved for the constructs. The results reveal that except for societal influence and two factors of Media Exposure all factors had acceptable AVE. None of the factors were removed since the value of AVE was still .40 or over.

*Table 1. Component Matrix*

Dimension	Items	Loadings	Reliability	AVE
Environmental Concern	EC1	.654	.855	.55
	EC3	.740		
	EC4	.767		
	EC5	.772		
	EC6	.776		
Societal Influence	SI1	.539	.788	.40
	SI2	.513		
	SI3	.674		
	SI4	.648		
	SI5	.714		
	SI6	.644		
Green Marketing	GM1	.739	.875	.50
	GM2	.770		
	GM3	.746		
	GM4	.758		
	GM5	.750		
	GM6	.589		
	GM7	.606		
Environmental Health and Safety	EHS3	.674	.799	.50
	EHS4	.702		
	EHS5	.779		
	EHS6	.664		
Consumer Buying Intention	CBI1	.730	.911	.53

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CBI2	.719
CBI3	.686
CBI4	.715
CBI5	.702
CBI6	.719
CBI7	.785
CBI8	.807
CBI9	.706

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**Discriminant Validity**

Discriminant validity determines the extent to which sufficiently distinct constructs are not strongly correlated with each other. Discriminant validity is established if square root of AVE for each construct is greater than inter-correlations of other constructs. Table 5.46 compares AVE square roots and inter-construct correlations. The results indicate that square root of AVE of each construct is greater than other inter-construct correlations except for correlation of GM and GC\_F1, which was higher than the square root of AVE. However, this was only found in one correlation. Overall, all the correlation values were lower.

Table 2. *Comparison of Square root of AVE and Inter-Construct Correlations*

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	CBI	EC	GM	EHS	SI
CBI	.72				
EC	.512**	.74			
GM	.672**	.550**	.70		
EHS	.552**	.580**	.644**	.70	
SI	.637**	.580**	.670**	.544**	.63

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**Measurement Models**

Environmental Concern comprised of a total of six items. Items were subjected to confirmatory factor analysis. The results of CFA reveal that all item have acceptable loadings. Adequate fit indices were attained for the model. Societal Influence comprised of a total of six items. Items were subjected to confirmatory factor analysis. The results of CFA reveal that all item have acceptable loadings. Adequate fit indices were attained for the model. Green Motivation comprised of a total of seven items. Items were subjected to confirmatory factor analysis. The results of CFA reveal that all item have acceptable loadings. Adequate fit indices were attained for the model. Environmental Health and Safety comprised of a total of four items. Items were subjected to confirmatory factor analysis. The results of CFA reveal that all item have acceptable loadings. Adequate fit indices were attained – for the model. The criterion variable Consumer Buying intention consists of nine items. The items were subjected to CFA. The results indicate a good fit was attained for the construct consumer buying intention. None of the items were removed

during the CFA. Fit indices reveal a good fit fit for consumer buying intention construct.

**Table 3. Summary of attained findings of Measurement Models**

	CMIN/DF	SRMR	CFI	TLI	RMSEA
EC	2.160 (8.641/1)	.01	.99	.98	.05
SI	1.410 (5.640/4)	.01	.99	.99	.03
GM	3.370 (33.695/10)	.01	.98	.96	.07
EHS	3.323 (3.323/1)	.01	.99	.97	.07
CBI	3.528 (70.56/20)	.01	.97	.95	.08

**Hypotheses Testing**

Structural model is develop to test the significant influence of different factors on consumer buying intention. A number of different hypotheses are proposed to evaluate the impact of different factors on consumer buying intention in green products. Following set of hypotheses are proposed

**Table 4. Summary of Hypotheses Results**

Hypotheses	Structural Paths	Est	C.R	P	Results
H1	Environment Health and Safety → Consumer Buying Intention	.065	.613	.122	Rejected
H2	Environmental Concern → Consumer Buying Intention	- .163	- 1.546	.122	Rejected
H3	Societal Influence → Consumer Buying Intention	.656	3.590	.004	Supported
H4	Green Motivation → Consumer Buying Intention	.333	2.902	.004	Supported

H1: Hypothesis H<sub>1</sub> hypothesizes a significant relationship between Environment Health and Safety and Consumer Buying Intention is rejected as the critical ratio of this hypothesis is .613 lesser than ±1.96 at p > .5. H2: Hypothesis H<sub>2</sub> hypothesizes a significant relationship between Environmental Concern and Consumer Buying Intention is rejected as the critical ratio of this hypothesis is -1.546 lesser than ±1.96 at p > .5. Its standardized loading is -.260. H3: Hypothesis H<sub>3</sub> hypothesizes a significant relationship between Societal Influence and Consumer Buying Intention is supported. Since the p value is less than .05. The critical ratio of this hypothesis is over ±1.96 at p < .05. H4: Hypothesis H<sub>4</sub> hypothesizes a significant relationship between Green Motivation and Consumer Buying Intention is supported as the critical ratio of this hypothesis is 2.902 greater than ±1.96 at p < .05.

**Discussion and Conclusion**

The findings of the study revealed that Environment Health and Safety is insignificantly related with Consumer Buying Intention which does not support our hypothesis H<sub>1</sub>, which is against the findings of Kim

and Choi (2005) and Bamberg (2003). The possible reason behind this is finding is the low income level of the consumers as highlighted by Oroian, Safirescu, Harun, Chiciudean, Muresan, and Bordeanu, (2017)

The H<sub>2</sub> of the study illustrated that Environmental Concern has non-significant impact on Consumer Buying Intention and hence our hypothesis is not supported. This finding is against the normal thinking advocated by Maloney, Lee's (2008) and Suki (2016) that the environmental concerns are important antecedents of green purchase behaviors. The possible reason behind this result may be the lack of awareness of the environmental concerns as in our community the media and formal education system from primary to higher education do not stress environmental concerns and there is lack of such concerns as per researcher's observation, which is also supported by Doszhanov (2015).

The H<sub>3</sub> of the study that Societal Influence have positive impact on Consumer Buying Intention is supported which is in line with Mishra et al. (2017); Sharma (2011); Chan (2013).

The Green Motivation also proved to have positive impact on Consumer Buying Intention, which is also supported and advocated by Hilliard et al. (2012); Deffuant et al. (2005); Ewing (2001). Based on these findings the study the growing awareness of the threats that face the environment has resulted in a drift towards pro-environmental consumer behaviors. With that development, innovative firms have been working to respond to the change in attitude among the majority of consumers, hoping to enhance their business sustainability, while improving their market competitiveness. In this regard, it is worth noting that business organizations have a major contribution to the environmental impact of consumerism and production practices (Zinkhan and Carlson, 1995). As the firms rush to improve their sales and make more money, they confer more impact on the environment. One of those is the depletion of the natural resources, as well as the production of wastes, which when not managed prudently pollute the environment. The developments marked by the growing consumer awareness of the issues facing the environment has effectively caused changes in the way that firms design and market their products, and the manner in which the consumers purchase them. It is in this backdrop that the present study was conducted.

The study was aimed to find out the factors effecting the green consumer purchased decisions. The study findings highlighted that green motivation and societal influence have positive impact on Consumer Buying Intentions. Whereas, Environment Health and Safety and Environmental Concern have in-significant impact on Consumer Buying Intentions. The study findings offered new venues to the researchers and also discussed the implications for the practice and policy.

## **Recommendations, Future Research Directions, and Implications**

The findings in the current research have far-reaching implications theoretically and practically. For instance, companies may apply the findings to make more informed and evidence-based decisions regarding the adoption of green technologies and practices, including pricing of green products. Users may also find these findings in view of green consumerism, as the results highlight several dynamics of the concept of green consumption and green buying. To this end, four recommendations are given to enhance the green consumerism movement, which has been shown to be beneficial. First, it is imperative that businesses explore strategies to innovate around green products, with the aim of meeting specific consumer needs. This may be realized basing on a strategic market research to understand what the consumers are expecting regarding green needs. Second, it is recommended that the government, environmental activists and other stakeholders adopt more proactive measures aimed at promoting green information and awareness. This would enhance the knowledge and awareness of consumers about green products, and the importance to consume pro-environment products. Such information may have positive impacts on the consumers' purchasing intentions of green products, as shown in this study. Third, it is essential that consumers applicable, in favor of green products. The consumers can do this by investing in green products, which may often require them to spend more on such products. Knowing the benefits of the green products to the environment, perhaps spending more would be a worthwhile investment. Lastly, own the idea of green consumerism, by actually discriminating against conventional product where business organizations should adopt an integrative ecological marketing approach, which goes beyond such aspects as recyclable, refillable, and reusable, and include modifications and improvements to the production and packaging processes to adopt pro-environmental practices, such as the use of green energy and conserving energy.

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