



IMPACT OF GREEN MARKETING ON CONSUMER BUYING BEHAVIOR

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Abstract

This research examined the impact of green marketing on consumer buying behaviour. In this study we discussed the background, scope, significance, problem statement and research methodology etc. This research has two main objectives. 1) Main objective and 2) Specific objective. The main objective of this research is to check the impact of green marketing on consumer buying behaviour. The second objective of research is to test the consumer environmental concern, environmental advertisement, green consumption behaviour and branding and price awareness. In this research for the collection of data developed a questionnaire which consists of 27 questions, measure on the 5 point Likert scale 1. Strongly disagree to 5. Strongly agree. And also applied many tests to check the data reliability and validity etc.

Keywords: Green marketing, consumer environmental concern, green consumption behaviour, environmental advertisement, brand awareness and price awareness.

Introduction

Environment is becoming a great concern now a days as we all know about the increase in the pollution hence it has become a very important among the public. Now it can be seen that the general public has started to push for a positive change in the community and as per (Paettie & Crane, 2005) Green Marketing has become a point for which not only the consumers but also they are more aware of their environment and are very conscious of their environment (Laroche, Bergeron, & Barbaro-Forleo, 2001). Now a day's market has become more complicated due to the increase in products and customer choice, so they are much concerned about their purchases. More concerned about their environment and their planet. It can be seen according to (Laroche et al., 2001) that people are willing to pay more for the environmental friendly products in other words green product and are getting concerned about harmful products in the environment such as CFC and recycled products. Due to this companies now a days are highly careful about their manufacturing and have started to take cautions in their process so that they may continue their operations with ease or they can definitely face strong charges against it and moreover a huge fall in the demand of their products as well (Grant, 2008). Due the trend of the general public towards environmental friendly products has given urge to the green marketing concept. The concept of Green Marketing is not an old concept, it can be defined as this concept came in being in the late 20th century (Peattie & Crane, 2005).

Objective of the study

The objective of the research to create awareness among people about green marketing product and also aware the uses of green marketing in their daily routine life. Green marketing its self a broader term which is used in marketing for providing the information to the targeted market and also fulfill the needs and wants of the consumers.

Research questions of the study

The generated research questions for this study are as follows:

- Is Consumer environmental concerns has positive impact on Consumer buying behaviour?
- Is Green consumption behaviour has positive impact on Consumer buying behaviour?
- Is Environmental advertisement has positive impact on Consumer buying behaviour?
- Is Green product & price awareness has positive impact on Consumer buying behaviour?
- Is Awareness of economic brand image has positive impact on Consumer buying behaviour?

Research hypothesis of the study

- H₁: Consumer environmental concerns has the significant impact on consumer buying behaviour
- H₂: Green consumption behaviour has significant impact on consumer buying behaviour.
- H₃: Environmental advertisement has significant impact on customer buying behaviour.
- H₄: Green product & price awareness has significant impact on customer buying behaviour.
- H₅: Awareness of economic brand image has significant impact on customer buying behavior.

Problem statement

Green marketing concept recognized in 1970s and the popularity of the product was starts in 90s. The majority of the consumers becoming the brand conscious and also the environmental conscious. (Laroche et al., 2001). According the researchers the Companies and consumers are more conscious about the healthy environment and also thought about the green products more and more (Paettie & Crane, 2005). In this era of the development of the economic markets to increase the demand and consumption of the green product. Many researchers studied that about green products and environment. (Kim et al., 2009). Therefore the problems to conduct the study about green products and identify the factors that answerable for consumer buying behaviour towards environment. So we take the Pakistani market as research and working on its identified area Lahore. This makes it important to conduct this study.

Selected Variables

Dependent variable: consumer buying behaviour.

Independent variable: consumer environmental concern, Green consumption behaviour, Environmental advertisement, Awareness of green product and price and Awareness of economic branding.

Literature review

It has been supposed that customers answer moderately about the green product and services which offered to identify the consumer buying intentions and they respond about the entire product. Green marketing corresponds that the environmental facts and figures relating products and services in context of processing, packaging, labeling and distribution. In this era many companies involve in green marketing for making decisions about the entire products which relates to the consumer by using different methods based on environmental factors. Through green marketing companies go for boom and beyond by promoting environmental core values with the hope that consumer will take up these values with their company and its brand. Green marketing is a wider concept. Green marketing is not restrict too few things, it focuses to provide the environment friendly to their customer in which consumers are not feeling any hesitation with their brand. Therefore green marketing not only have the public issue it also have the academic issues in this era.

Since the 1970s, "A positive change in consumer behavior towards environmentally related products can be seen due to the increased level of environmental awareness." (Alwitt & Pitts, 1996). Companies making effort or developing some strategies in some entrepreneurial industries to create the customer loyal with their brand through providing new green products and also making efforts for generating positive reviews or results (Suplico, 2009). Basically consumer buying behavior based on five steps 1) to discover their need, 2) to seek solution, 3) to evaluate solution, 4) to make decision for purchase, 5) post purchase behavior. Because of the consumption of the green products both the company and customer are

responsible for making the environment but their activities and commitments are quite different from each other and the consumer plays the core role in green marketing (Cronin, Smith, Gleim, Ramirez, & Martinez, 2011). Almost throughout the world consumers demanding green products but the lack of research on consumer behavior creates many issues, On the other hand companies don't understand the consumer's perception and making strategies for green branding (Raska & Shaw, 2012)& (Royne, Levy, & Martinez, 2011).

For the development of purchase intension in consumer mind and for branding their product prices are most important factor for both, 1) company and 2) consumer. Price is the criterion for consumer to react about the green product purchase decision. If the green product are too much expensive then the customer shows his intensions about the company's product through their expressions or some time through feedback (Dunlap & Scarce, 1991). The researcher stated that all green products are environmentally safe because they spent prices on need products without any compromise on quality or paying premium amount for them (Glegg, Richards, Heard, & Dawson, 2005). In this modern era, people more conscious about the brands and prefer the branded products. Green labeled product provide the safe, healthy and friendly products to their consumers. Brand image plays vital role in green marketing because customer demanded familiar green brands and avoid the unfamiliar or less popular brands in society for consumption (Cronin et al., 2011) & (Pickett-Baker & Ozaki, 2008) & (Raska & Shaw, 2012). According to many studies the green products and environment had direct impact on the consumer buying behaviour and brand image. Customer was attracted more towards the actual products and these products made the cause to influence the rate of purchase, buying intensions and increase the ratio of visited consumer in the market.

Green marketing

The researcher defines the green marketing in following manners. Green marketing plays an important role for consumers. Different researchers defines that the term green marketing is introduces in late 1970s (Yan & Yazdanifard, 2014). Through online resources library of America, and the American Marketing Association defines the marketing as:

“Retailing definition: The marketing of products that are presumed to be environmentally safe.”

“Social Marketing definition: The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality.”

“Environments definition: The efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.”

Green marketing is the broader term or area of business activities which aim to satisfy the needs and wants of human beings and also remove the negative impact about the natural environment by creating awareness (Tiwari, Tripathi, Srivastava, & Yadav, 2011) "the likelihood that a consumer would buy a particular product resulting from his or her environmental needs" (Tiwari et al., 2011). Many researcher working for how to help to providing the environment friendly and also to protect the environment. There is a significant relationship between some factors like Demographic characteristics, Cognitive psychology, Personality, Attitude and activities that helps to protect the environment and to evaluate the effects that showing results of these factors in form of influence of psychological and social factors are more and more powerful factors than demographics factors on consumer green behavior (Pickett, Kangun, & Grove, 1995).

In another study some authors says that these factors effected the consumer behavior and also evaluate the positive attitude about green marketing through developing strategies (Pickett et al., 1995). Green marketing also refer the economic concern organizations towards promoting, pricing and distributing with its great efforts (Sarkar, 2012). In this era, Green marketing also have the substantial coverage with in the media marketing that seems many personal and industrial consumers are very conscious about environment and increasing the positive interest in its consumption (Elham Rahbar & Abdul Wahid, 2011). In general words, the main objectives of green marketing were to minimize the negative environmental problems which are caused by the industrial manufacturing and to sport the corporate economic image in the consumers mind. In the above discussion some researchers found that some green marketing tools to influence this market in consumers mind and has independent relation with the consumer buying behaviour.

Green marketing tools

In above discussion we generated some major independent tools for green marketing which are used for increasing the green market attributes and features by using Consumer environmental concern, Green consumption behaviour, Environmental advertisement, Green product & Price awareness and Awareness of economic brand image.

Consumer environmental concerns

The consumers concern towards the environment is in the physical natural growth in the surroundings and ultimately the problems that occurs to the consumer as well as his atmosphere. If we talk about the consumer environmental concern then the previous researcher defines as the environmental concern plays core role in marketing. They are focuses on the environmental problems in surroundings and also seek the human interest. It has also been seen that the women have more environmental effect as compared to the men (Murphy, Kangun, & Locander, 1978) Such as in winter and summer collection of clothes etc. In 2006 it was concluded by Barr and Gilg that people that are concerned about their surroundings pay more attention and give priority to the problems in their environment and these people just don't pay attention towards these problems but are also concerned to resolve these problems as it is their obligation and responsibility to play their part in resolving the issues in the environment (Barr & Gilg, 2006).

Green consumption behavior

Green consumption behavior is also important factor in green marketing to show off the consumption behavior of the consumers. Since the mid-1980s, the relationship created among the consumers and green marketing, and researcher stated that marketing main focus is to understand the motive of the consumer for buying the environment friendly products and also develop the approaches to apply the attitude of buying paradigms (Thøgersen, 1995) in international research, for sustainability the researcher includes many people from different countries about 17000 consumers from 17 countries which shows consumer are having more concern about the environment that effected on the daily consumer demands (Akehurst et al., 2012).

Environmental advertisement

Another independent variable of green marketing is environmental advertisement which have the direct impact on consumer buying behaviour. Because one of the hurdle in the sales of any product or service is the lack of awareness of that particular product or service. And as per the green product is considered, it has already a bit less awareness among the consumers, only the people who are environmental conscious know about green products. So due to this the environmental advertising has also a significant impact on the consumer perception. Through the environmental advertising, people are informed about the green products and also to influence the consumer by increasing brand repete in their minds. This In the late 1980s and early 1990s, green marketing getting more and more success in the field of environmental advertising by influencing the consumer (Carlson, Grove, Laczniak, & Kangun, 1996).

Green Product and Price awareness

As per (Ottman, 1993) & (Mishra & Sharma, 2010) he explained green marketing as a product that is environmental friendly in all manner, it is a product that has no toxicity, it is made with genuine and purified method, it is not waste at all and can easily be recycled or reused, it does not harms the animal kingdom or animals in any way, it does not pollutes or harms the environment in any condition and it uses all such ingredients that are naturally produced, not much packaging is used, most of the contents are reused and all chemicals used in it are approved and in accordance to health hazards. Green purchase decision is definitely effect on consumers buying behavior. According to (D'Souza, Taghian, Lamb, et al., 2006), it has been seen as a normal practice that customers who visit the markets for their regular groceries are more likely concerned about prices, whether it is the green marketing products customers are still concerned about the price and do not go for the expensive products. At last we observed that every consumer wants to aware with the green product & prices awareness which have the positive impact on consumer buying behaviour.

Economic brand image

According to the research, green marketing another independent variable is economic brand image. Brand image have the impact on the consumer mind such as economic labeling and economic branding etc. in green marketing to label the brand into the consumer mind by providing environment friendly. Environment friendly plays the significant role in green marketing and also providing the environmental identification of the product (D'Souza, Taghian, & Lamb, 2006) according to the researchers brand image of the product have the impact on consumer perception by labeling and green branding. Therefore the brand image can increase the sales of the companies by establishing their brand image (Markwick & Fill, 1997). This sector more concentrate on green labeling and green branding etc.

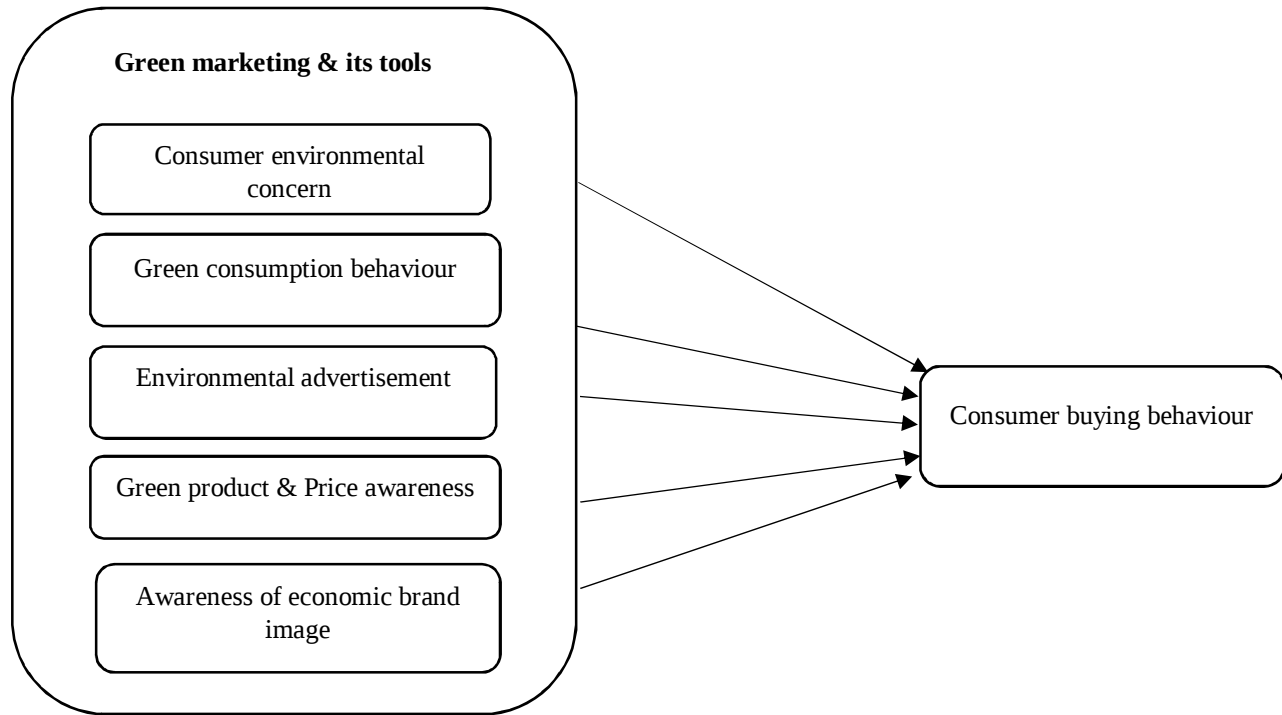
Consumer buying behavior

Consumer buying behavior plays vital role in green marketing. Because consumer buying behavior depends on green market as a dependent variable. Green marketing includes many areas as independent variable but major focus on consumer buying behavior. Green marketing also includes brand image, brand advertising, corporate branding, environment friendly etc (Elham Rahbar & Abdul Wahid, 2011). but the major effect is consumer buying behavior in green marketing which influence the customer environment to environment. Therefore consumer effected that our cost factor speedily and having the major impact of the consumer saving on economy . The researchers defines consumer buying behavior in four types of buying behavior (Davis, 1994).

Four types of consumer behavior includes complex buying behavior, variety seeking behavior, dissonance buying behavior and habitual buying behavior (Delafrooz, Taleghani, & Nouri, 2014). This time is very crucial for the marketer because the customers are unaware their inner needs or demands and effort for the affected brands but at the end they change their minds and demands for some different (Kotler & Armstrong, 2010). Many countries adopting this method to get awareness about their consumers and making efforts to increase the customer knowledge and also influence the consumer towards green products (Kotler, 2000).The above study focuses on the consumer buying intensions only but according to the researchers check out the corporate image of the green product in consumers mind and also their backgrounds.

Theoretical framework

The recommended study model of independent and dependent variables are given below;



The study hypothesis

These are the core hypotheses of this study;

Methodology

Research paradigms

In this research we used quantitative approach (positivism) from three paradigms due to conduct the research once. Therefore, we adopted this paradigm on the bases of previous study on green marketing.

Research Methodology

This segment of research studied that the issues concerning the decision of the objective of research (hypothesis testing, descriptive and exploratory) this category must be authorized to (kind of investigation) its temporal phases (time Limit) its site (i.e. the research location) and the level should be identified through which data will be measured (unit of analysis), all these are important methods or tools of research methodology. Additional in this segment we take decisions about the techniques of data collection sampling design and in what way to design the instrument and from where it will be collected and how it will be measured. The main motive of this study to discover the impact of green marketing on consumer buying behavior of the consumers who lived in Lahore, Pakistan and also identified the potential consumer about the green marketing or environment friendly products.

Research Approach

In this study, A deductive approach is used which merely concerned with generating and developing the hypotheses. These hypotheses were generating from previous studies and prevailing theory, (Teddlie & Tashakkori, 2012). Many scholars are used exploratory methods to find out the quantitative results relevant to green marketing and consumer buying behavior.

Research Method

According the research of (Bell & Bryman, 2007), the scholar should adopted the quantitative procedure for leading the study on green marketing because it is more useful. Therefore, for the explanation and answer the search question about the impact of green marketing on consumer buying behavior we followed that these methods:

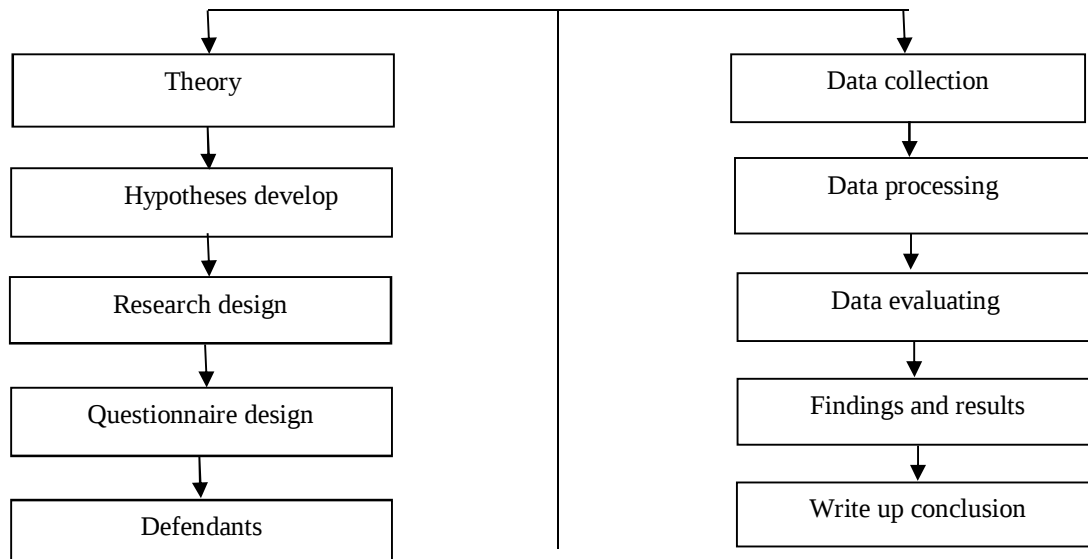


Figure -1 Business research methods

All Above clarified methods of quantitative research is adapted from business research method (p. 155) (Bryman & Bell, 2015).

Questionnaire

In this segment of investigation, the questionnaire was spread by the researcher in the targeted market of universities, shopping malls and also in offices and selected that the target audience for the collection of data by filed the questionnaire. The defendant of the questionnaire were belonged to different age groups and the different educational backgrounds in order to get variety of results. Therefore the researchers selected the data from the city Lahore due to time and cost limitation of research for easy access.

Questionnaire design

This research using different methods and questionnaire as a tool to conduct the data from different consumers. These tools of research helped out to achieve the research goals. The information was collected through adopted questionnaire (Elham Rahbar & Abdul Wahid, 2011), (Dalglish et al., 2010), (Lee, Wei, Kysar, & Hone, 2008), (Kim et al., 2009), (Toutanji, 1999), (Aad et al., 2008) and (Sprotles & Kendall, 1986).

Table: Questionnaire separation according to the independent and dependent variables

<i>Variables</i>	<i>Question sequence</i>
Consumer environmental concerns	Q 1 to Q 3
Green consumption behavior	Q 4 to Q 6
Environmental advertisement	Q 7 to Q 10
Green product and price awareness	Q 11 to Q 15
Awareness of economic branding	Q 16 to Q 18
Consumer buying behavior	Q 19 to Q 24

For this study we used 5 points (1. Strongly disagree to 5. Strongly agree) Likert scale.

Separation of Likert scale can be seen as follows;

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Data collection method

According to the condition of the research, the scholar collected data through which primary facts and figures are gathered. Primary data was gathered by the help of Survey (questionnaire). Primary data can be well-defined that such information which is gathered through scholar by hand (Ali & Bharadwaj, 2010).

Sampling technique

For this research to collect data from the targeted customers of Lahore, Pakistan. In the research, we used different sampling techniques (snowball or convenience techniques)) or steps to collect the information. we distributed the questionnaires in selected universities, shopping malls and offices from targeted audience through different sampling techniques.

Time limit

In our existing research we used cross sectional time limit for the collected data in just once perhaps and ultimately the data was collected in the time limit of two week.

Unit of analysis

The unit of analysis is defined as essential aspect that a researcher is going to inspect in his investigation, it can be a group of people, person and geological units (Morden et al., 2012). So, we were used to collect data from single or individuals for our research as our unit of analysis.

Population

To research on the “IMPACT OF GREEN MARKETING ON CONSUMER BUYING BEHAVIOUR”, we search that the targeted audience of this research was specific consumers of green products in the Universities, shopping malls and offices of Lahore, Pakistan.

Sample size and response rate

At this stage we adopted the previous research methods and by using formulas. We found that the total population of Lahore, Pakistan is 8847235 according to census of 1998, the adults in Lahore city is 51.33% (population by selective age group, n.d). We suggested that the population for this research is 4541285 this population is the 51.33% of total population

and for this we are using the confidence level of 95%. The margin of error for collection of sample size is using 5% and estimated response rate for this collection is 80 % and finally after calculation we gather the required sample size is 385. So, we identified the maximum number of students to invite for this study is 482 and by using this method we achieve the required sample size is 385 (Thörnblad, Ahlmén, & Jönsson, 2012).

Data analysis tool

The tools using in this research analyses the collected data check the data reliability, validity and consistency. For collection of data used well-known software SPSS (Statistical Package for the Social Science software).

Pilot study

Following are the results achieved from examining the reliability using pilot study consisting on 393 questionnaires:

Table:

N	Cronbach's Alpha	Number of items
393	.842	24

The table 3.10.2.2 shows us that 393 participants were in this pilot study that showed Cronbach Alpha was .842 for which the analysis is reliable.

Findings and Analysis

This is keen analysis of data that has been assembled from the research conducted. For my research total questionnaire distributed in universities, shopping malls and offices was 482 but after filling the questionnaire returned back only 393 from respondents to conduct more statistical test. The respondents for my research were from different universities, shopping malls and offices from Lahore city, Pakistan. The data for my research was gathered from different gender, age group people, different education level and income. This research designed the impact of green marketing on consumer buying behaviour to influence green and environmental friendly products in markets.

Descriptive statistics

In this research first of all I was applied descriptive statistics on the collected data from respondents to observe percentages and the number of males or females, different level of education, age and income. To find out the results of demographics I applied the test on demographics on SPSS (16.0).

Table: Profiles of Respondents (Demographics)

Variables	Characteristics	Frequency	Percent	Valid percent
Gender (N=393)	Male	168	40.8	42.7
	Female	225	54.6	57.3
Qualification (N=393)	Bachelors	212	51.5	53.9
	Masters, above	181	43.9	46.1
Age (N=393)	16-20	86	20.9	21.9
	21-24	200	48.5	50.9
	25-29	70	17.0	17.8
	above 30	36	8.7	9.2

Reliability analysis

For my research work to check the reliability of instrument is necessary. And for my further findings to check the accuracy of instrument through the value of Cronbach's alpha. The test applied in software (SPSS) by using collected data

from respondents with 24 items of six variables which consists on dependent and independent variables in questionnaire. From this test we observed that the required value for the trustworthiness of the construct instrument, the reliability coefficient is required for my instrument minimum 0.6 according to previous research (Bagozzi & Yi, 1988).

Table: Reliability Statistics (According to variable)

Constructs	Number of items	Cronbach's alpha
Consumer environmental concern	3	.683
Green consumption behaviour	3	.680
Environmental Advertisement	4	.479
Awareness of green product and price	5	.484
Awareness of economic branding	3	.607
Consumer buying behavior	6	.637

Table: Reliability statistics (All Variables)

N	Cronbach's Alpha	No. of items
393	0.842	24

Validity Analysis

The KMO test applied for measure of sampling suitability. It indicates the suitability of variable factor analysis. The value of KMO always lies between 0 and 1 and if the value of KMO is 0 it shows the larger dispersion of correlation so the implementation of factor analysis becomes unsuitable. But if the value of KMO lies between 1 then it shows the suitable patterns of correlation that shows the variable factor analysis becomes applicable. If we discuss about rule of thumb for KMO model we consider in KMO test 0.5 is poor value, 0.6 is acceptable and 0.7 or more than 1 is better or more desirable value of analysis factors (Hinton, Brownlow, McMurray, & Cozens, 2004). The values of KMO test from 0.5 to 0.7 are consider mediocre value, 0.7 to 0.8 are good, 0.8 to 0.9 are great value and the values above 0.9 are consider superb value (Hutcheson & Sofroniou, 1999).

Table: KMO and Bartlett's test

Constructs	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity	Bartlett's Test of Sphericity sig.
Consumer environmental concern	.663	187.496	.000
Green consumption behavior	.660	193.713	.000
Environmental Advertisement	.638	79.090	.000
Awareness of green product and price	.710	185.408	.000
Awareness of economic branding	.632	125.064	.000
Consumer buying behavior	.717	253.472	.000

Correlation

The Correlation statistical test applied for checking the mutual relationship between two or more variables and also check the strength of relationship. The strength of relationship is established on the effects of variables if independent variable has small or less effect on dependent variable it is weak relationship between variables, its value lies between >0-0.33. If the effects of variables is medium then the relationship between variables is moderate its value lies between >0.33-0.70. If the effects of independent variables on dependent variable is lies between >0.70- <1 and the maximum effects it generates strong relationship and if the value of variables is greater than 1 it shows the perfect relationship. And in correlation if the value of $p > 0.05$ then the hypothesis is rejected and when the value of $p < 0.05$ then the hypothesis is accepted.

**Table: Correlation analysis
Correlations**

		CEC	GCB	EA	AGPP	AEB	CBB
CEC	Pearson Correlation	1	.359**	.518**	.485**	.449**	.328**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	393	393	392	393	393	393
GCB	Pearson Correlation	.359**	1	.282**	.250**	.269**	.284**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	393	393	392	393	393	393
EA	Pearson Correlation	.518**	.282**	1	.468**	.397**	.325**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	392	392	392	392	392	392
AGPP	Pearson Correlation	.485**	.250**	.468**	1	.494**	.379**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	393	393	392	393	393	393
AEB	Pearson Correlation	.449**	.269**	.397**	.494**	1	.347**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	393	393	392	393	393	393
CBB	Pearson Correlation	.328**	.284**	.325**	.379**	.347**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	393	393	392	393	393	393

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

Regression

In regression we applying test to check that how much level independent variables affect the dependent variable. In regression measurements the value of R square is used to characterize the percentage of effect on dependent variable. In this research we applied both simple and multiple regression.

Consumer environmental concern to consumer buying behavior	
R	.784a
R Square	.615
Adjusted R square	.614
Standard error of the estimate	.62168
F	593.256
Sig.	.000
consumer consumption behavior to consumer buying behavior	
R	.556a
R Square	.309
Adjusted R square	.308
Standard error of the estimate	.83255
F	165.318
Sig.	.000
Environmental concern to consumer buying behavior	
R	.783a
R Square	.613
Adjusted R square	.612
Standard error of the estimate	.62231
F	589.761
Sig.	.000
Awareness of green products and price to consumer buying behavior	

R	.612a
R Square	.375
Adjusted R square	.373
Standard error of the estimate	.78815
F	219.749
Sig.	.000
Awareness of economic branding to consumer buying behavior	
R	.699a
R Square	.489
Adjusted R square	.487
Standard error of the estimate	.71074
F	355.395
Sig.	.000
Independent variables	Beta significance
(Constants)	- .000
Consumer environmental concern	.784 .000
Consumer consumption behavior	.556 .000
Environmental advertisement	.783 .000
Awareness of green product and price	.612 .000
Awareness of economic branding	.699 .000

Multiple regression

Table: Multiple Regression Analysis

Regressor	Coefficient	Standard Error	t-Ratio
(Constant)	-0.011	0.031	-0.373
CEC	0.814	0.675	1.206
GCB	-0.008	0.052	-0.150
EA	-0.161	0.676	-0.238
AGPP	-0.080	0.069	-1.153
AEB	0.276	0.076	3.657

Results

At the end of work done, I conclude that my research, it includes overall summary of my research work which is conducted by many researchers. The purpose of my research study is to examine the relationship between green marketing and consumer buying behaviour in Lahore. To calculate the findings by developing the research model which consist on consumer environmental concern, green consumption behaviour, environmental advertisement, green product and price awareness and awareness of economic branding on consumer buying behaviour. In my research work to analyze the impact of green marketing on consumer buying behaviour first of all I selected that the quantitative research and primary data is used in my research.

After selecting the research techniques I have developed the questionnaire that is construct on five independent and 1 dependent variable. The questionnaire have 24 items to collect the first hand data from customers. Questionnaire based on demographics independent and dependent variables that have open and closed ended questions. For my research adults of Lahore, city are selected and the 482 questionnaires were circulated for survey in Lahore to get the sample size of 385. By using SPSS first of all I applied test on statistics named by descriptive analysis that separated the respondents according to sex, age, education and income. After that I applied the Reliability test to check the reliability of instrument by Cronbach's Alpha. KMO and Bartlett's test applied for check the accuracy and reliability of the data. At last I applied the test which

named as Correlation, Regression and Multiple regression to check the significance and positive relationship between selected variables.

Summary, Conclusion and recommendation

Topic of this research is to discover the impact of green marketing on the consumer buying behavior. Consumer environmental concerns, Green consumption behaviour, Environmental advertisement, Green product and price awareness and awareness of economic branding all these factors have relatively long-term relationship purchase behavior of the modern customer and also helps to maintain the relationship marketing era. The best source to network with customer disseminating them material and try to inspire the consumers to make buying decision. For my research nominated approach is the quantitative approach for which the respondents were selected in order to collect the primary data. The area which was selected for our target population was Lahore and the required data was gathered from the universities, workplaces and also some of the prime markets and participated respondents in this research work were of diverse age, gender, income and qualification. This research work is based on about 393 respondents and a total of 482 survey questionnaires were circulated among the population of Lahore city and the snow ball sampling was used as the sampling techniques and the total number of items that were involved in the questionnaire about the topic were 24 items.

Questionnaire based on 5 point likert scale. In Due to the limitations of resources in this research work the cross sectional technique was nominated. In order to get to the conclusions, the statistical tests were being applied after the collection of the data. In order to check the consistency of the instrument, the test which has been nominated for this is the reliability test, further in order to check the reliability of the data the nominated tests were Bartlett's test and Kaiser-Meyer-Olkin (KMO) and lastly in order to check the association between the variables, regression and correlation were applied. In order for the results to be acceptable, the value of Cronbach's Alpha and the reliability test shall be above 0.6. So as per the reliability test value of the selected data, it was above 0.6 when Bartlett's test and KMO was applied which are considered good results. Further in order to know the Total variance and Eigen value, PCA (Principle Component Analysis) was applied and the value was more than 0.5 for the factors loading which is as desired.

Next step was to find the association between the variables the impact of consumer environmental concern on consumer buying behavior, impact of green consumption behavior on consumer buying behavior, impact of environmental advertisement on consumer buying behavior, impact of awareness of green product and price on consumer buying behavior, impact of economic branding on consumer buying behavior by applying Pearson Correlation individually. And also applied correlation and regression, the results we achieved of each independent variable on dependent variable by applying regression test is 61%, 30%, 61%, 37%, 48%. As per the results all the variables have influence on the dependent variable and the correlation as well with multiple percentages, and through these results on the study, we can disclose all the consequences relating to the green marketing. Finally through data interpretation and results achieved, we have come to this conclusion that through the statistical tests generated hypothesis has positive and significant impact on each others.

Recommendation

Following are the recommendations of the conclusion of this empirical study:

- 1) First of all the buying behavior of the consumer shall be observed on continues basis to divert the attention of the consumers to green product, awareness shall be created among the consumers through different dimensions of the green marketing. Awareness of the green labeled product should be created among the target market by conducting seminars so customers could be given a positive image and tools can be used to reserve the customer.
- 2) This traditional mode is more economical and a positive approach by the marketers towards the customers. Social media is another common mode of communication which generates very effective result. It is also seen that the buying behavior of the consumers are increased when environmental advertisement with the latest information and has a very positive impact.

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