



## An Investigation into the Factors Affecting Green Purchase Intention: Estimations from a Developing Country

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**Abstract-** The purpose of the current research work is to examine the factors affecting green purchase intention (GPI) of consumers. In effect the study sightseen the subject of green marketing in context of working consumer of the private sector universities situated in Khyber Pakhtunkhwa, Pakistan. The current study mainly focused on finding of the elements and factors effecting green purchase intention of consumers. The research study was based on quantitative method to test the framed hypothesis and rationality of the tools. A purposive sampling technique is utilized to allocate questionnaire amongst selected sample size. Principle component analysis with varimax rotation is utilized to test the unifactoriality of the variables. The results of all the tests indicated that all objects or item of each factor are associated with each other, furthermore it also make available enough validation of the construct validity. Descriptive statistics, factor analysis and finally Structural Equation Modeling (SEM) were used to check the relational hypotheses. The finding of the study shows that consumer awareness, health consciousness, green availability, and product are positively linked with green purchase intention. The current research study can help managers and owners of the firms in identifying best solutions for replacing conventional activities used from place of production to place of consumption.

**Keywords:** Green Marketing, Awareness Aspect, Marketing Aspect, Social Aspect,

### I. INTRODUCTION

In recent time, environmental dreadful condition has emerged a very burning issue of concern for the society, higher authorities and in addition to the corporate and business sector. Its significance originates from promising environmental problems like solid wastes, a slow depletion of ozone, air pollution and more prominently global warming. It is examined that multi directional activities of profitable organizations like subcontracting, developing of goods and services, logistics activities have objectionable effect on the surroundings and also it is measured to be the best base or source of maximum of the environmental problems (Eltayeb, Zailani & Jayaraman, 2010; Khwaja, 2008).

In the last two decades the external macro level uncontrolled special effects of commercial activities on the normal climate and environment has formed so many life-threatening and serious environmental concerns. The most discussed issues in develop part of the world like acidic rain, air pollution, global warming, over use of natural resources and many more are generating problems in the ways of supportable development of the planet and the economic success system of the world (Sharaf, Isa, & Al-Qasa, 2015). Government policies up to some amount alleviated many environmental problems and create environmental awareness and in result individuals have rewarded their thought to a sound change of some consumption behaviors, but on the other had the role of businesses is critical for the accomplishment of environmentally supportable development (Shrivastava, 1995c). Many studies are concern with environmental issue; in fact the major source of environmental worry is definitely the manufacturing and services industry. However, important justification is the fact that in many cases most of the businesses have financial resources, knowledge of technology, access to technology and more importantly institutional motivation to bring the eventual solution (Shrivastava, 1995a).

It is evident that developed part of the world paying high devotion to such factors that is dangerous for the environment. However, in developing countries specifically in emerging economies very little attention has given to ecological concerns, pollution and their effects. It is noticed and perceived by world health organization that concentration of particulate matter are growing in Asia. An increasing evidence is providing by WHO (WHO, 2012). Particulate matter (PM) regularly generates from dust hurricanes,

grassland fires, misuse of fossil oils in automobiles, scarceness and power plants, but it cannot be denied that numerous manufacturing plants produce significant volumes of particulates. According to the PM10 level in the air (WHO,2008) ranked the Asian countries, the data suggests that Pakistan is one of the most polluted country in the entire region on the basis of air pollution and particulate matter concentration in the air. It is trailed by “Bangladesh, India, Nepal, China, Myanmar, Sri Lanka, South Korea, Indonesia, Philippines, Malaysia, Thailand, Singapore and Japan”.

It is marked by previous literature that air pollution enhances annually to over 2 million premature deaths around the world. Air pollution is considered one of the great threat for the whole world and also considered top ten killer in the world. 65% of deaths are occurring due to air pollution in Asia (WHO, 2008). In 2010, PM in air pollution was measured the fourth leading risk for victims and deaths in China, after high blood pressure disease and smoking. Highest number of peoples have died due to air pollution in Asia (WHO, 2008). Due to air pollution more than 4,500 deaths happen in the year in Pakistan, it is a case of serious concern to take corrective and timely actions in the region because the future looks very dark (Ansar, 2013).

## II. LITERATURE REVIEW

In the current situation, most of the people showing their concern regarding environment and environment friendly goods but still it's not become the first choice of consumers. The poor situation of environment has cross the limits, the people realized that now it is essential to be practical regarding environment. Keeping the issue of environmental poverty, global warming, saving the environment and awareness of customers about the consequences and threats resulted a drastic growth of green goods and services market in develop part of the world (Hunt & Dorfman, 2009). This mandate has been verified in their buying as maximum customers are presently regarding the environment. Therefore, the demands for green goods turn out to be inevitable (Ali & Ahmad, 2012; Chen, 2010; Kalafatis, Polland, East & Tsogas, 1999; Paco & Raposo, 2009; Rashid, 2009; Gupta and Ogden, 2009; Widger, 2007). Moreover, it is evident by the literature that the world market for green production of goods is estimated to upswing to US \$3.5 trillion by the current 2017 due to rise in awareness on environmental issues (Jones, Shrinivas, and Bezner-Kerr (2014). Though, a case of great concern that in many developing countries the trend of green marketing is absolutely new as most of the areas are still in a murky position, and stumpy awareness regarding the issue (Synovate survey, 2012; Quick pulse, 2011). It is considered and approved by another study that in emerging countries specifically in Asia the upper and the middle class peoples starting their green purchase intention and also draped that green is not a common thing yet (Olamiyu (2012).

Willingness of consumer's variable was examined. The result demonstrate that willingness of consumers have a strong relationship with green purchase intention (Ansar, 2013; Ali & Ahmad, 2012; Ling, 2013; Numraktrakul et al., 2011; Zhen & Mansori, 2012). Besides this, it was presumed that green purchase intention might be affected by socio-cultural, demographic, ecological advertising and environmental packaging (Ansar, 2013). A strong relationship exist between store image and the role of sales peoples in linking with green buying intention (Ling, 2013). Furthermore, health consciousness as a variable was inspected by (Azizan & Suki, 2013; Ahmad & Juhdi, 2010; Shamsollahi et al, 2013). Similarly, environmental labeling as a variable and determinant was measured by (Azizan & Suki, 2013; Mei et al., 2012). Perceived value was investigated by (Lee et al., 2011; Rizwan, et al., 2013; Shamsollahi et al., 2013). Moreover, the most important aspect government support and policy was studied by (Ahmad & Juhdi, 2010; Mei et al., 2012; Numraktrakul et al., 2011; Shamsollahi et al., 2013) and they also prioritized this variable as direct factor of green purchase intention. The above discussed variables was found with significant impact on green purchase intention.

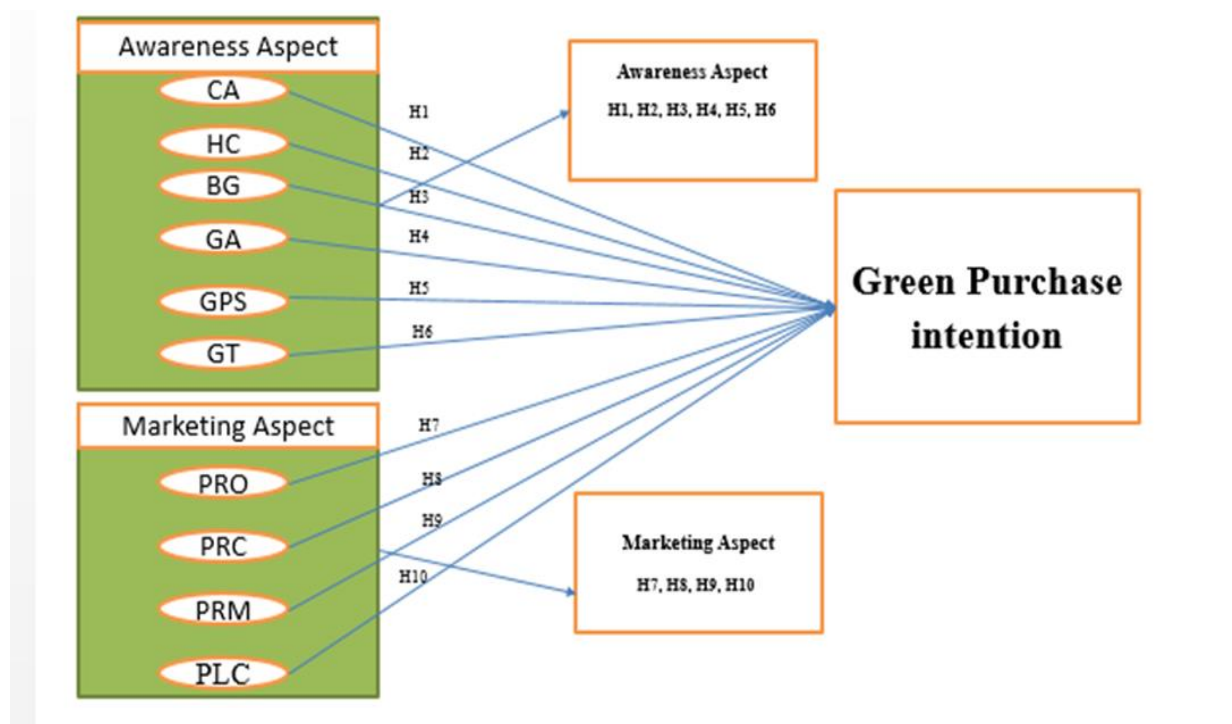
Evident from the previous literature some of the factors was recommended for green purchase intention taking some of them as example like; attitude by (Azizan & Suki, 2013; Ling, 2013; Mei, Ling & Piew, 2012; Shamsollahi, Chong & Nahid, 2013; Tan, 2013; Zakersalechi & Zakersalechi, 2012; Zhu, 2013), customer knowledge about green goods and marketing was verified as direct ancestor of green buying intention by (Aman, Harun & Hussien, 2012; Ali & Ahmad, 2012; Wu, Huang & Teng, 2013). Along with this, ecological concern from the point of (Ali & Ahmad, 2012; Ahmad & Juhdi, 2010; Kim & Han, 2010; Lee, Ling, Yeow, Hassan & Arif, 2011; Numraktrakul, Ngarmyarn & Panichpathom, 2011; Shamsollahi et al., 2013) might directly affect the intention to buy green goods. Moreover, (Mahesh and Ganapathi, 2012; Maya, Lopez-Lopez & Munuera, 2011) proposed that perceived behavioral control (PBC) can contribute in the same way as a direct factor of green intention and also work as a mediating variable. A study proposed that perceived value likewise played an important part as discussed by these writers when used as a perceived value as a direct predictor (Chen & Chang, 2012; Paspalis, 2011; Rizwan, Hassan & Javeed, 2013).

In many studies researchers acknowledged that green trust is considered the vital factor for green purchase intention. This is very much important for the consumers and other parties to understand the green marketing (Gupta & Dash, 2012; Pornpratang, Lockard, & Ngamkroekjoti, 2013). Number of research studies stated that corporate social responsibility (CSR) is an additional feature of green purchase intention. It can affect the green buying behavior of consumers (D'Souza, Taghian & Lamb, 2009; Lee & Shin, 2008). It is a challenge for marketers of green goods and services, that the existing gap between pro-ecological attitude and green purchase intention is a test. Previous literature showed both positive and negative relationship between attitude towards the environment and behavior (Arbuthnot, 1977; Kellgren and Wood, 1986). Along with this there is a negative or weak relationship between environment and buying behavior of consumers (Wicker, 1969; Webster, 1975; Mainieri et al., 1997; Tanner and Kast, 2003). A study conducted which shows that perceived consumer effectiveness has significant relationship with green purchase intention. Promotion and advertising are such tools which are used that make the people convince for changing their actions and bring improvement and difference. It is suggested for the green marketers that keep all the positive relationships with high intention and utilize it to save the earth (Mostafa, M. M., 2008).

One of the assumption of the society is that the consumer are demanding for the products which is reasonable and needed to be in the great interest of society (Metzger, 2003). In many cases the studies claimed that this is government's responsibility to streamline and manage the entire process (Pellizzoni, 2004). Emerging economies like China have the times, skills and ability to utilize all nonmarket powers more freely to highpoint all social issues, on the other hand other developing states seem like to be accept the free-market method with the whole of its undesirable ecological consequences (UN, 2014).

In Pakistan, However; it is clear that the subject of a green marketing and markets is stagnant. After a profound and thorough assessment of the literature available on the issue, it is said to be sad that very few research studies are concerned with the issue of green consumerism in the entire region (Pakistan). The current study is offered to addresses the issue by focusing on the great possible future of green marketing planning's in Pakistan and also to recognize the views of final consumers towards the above discussed construct. In last few years numeral companies introduced green marketing in Pakistan. They introduced many green goods in the region but unfortunately very little attention has been given as for as the consumers and government are concerned. If the concept of green marketing is accepted in the region, and consumers and government give high status to green marketing, then for sure individuals and the whole society in the country would likely be benefited.

#### Theoretical Framework



### III. RESEARCH METHODOLOGY

## Population

Population is the sum of all individuals that are centered for the research and through which the researcher intends to induce findings (Huysamen, 1994). The population for the existing study is diverse in nature, it is composed of different private sector universities residing in Khyber Pakhtunkhwa. At this time according to HEC there are 1475 faculty in 10 private sector universities working in Khyber Pakhtunkhwa, Pakistan (HEC, 2016).

## Sampling Techniques

In the existing research work, non-probability sampling technique (purposive) is used to accumulate the data. The researcher used personal judgment procedure for the purpose to identify the unit of the sample. Non-probability sampling is trustworthy for saving the money and time for investigator and more precisely it often seems to make available satisfactory outcomes (Cooper and Schindler, 2006).

## Sample Size

Table 1: Faculty List of Private Sector Universities

S.No	Name of Private Sector Universities	Total Faculty	Full Time Including PhD
1	Abasyn University, Peshawar.	128	
2	Cecos University, Peshawar.	132	
3	City University, Peshawar	137	
4	Gandhara University, Peshawar.	186	
5	GIK University, Swabi	87	
6	Iqra National University, Peshawar.	108	
7	Northern University, Nowshera	39	
8	Preston University, Kohat	295	
9	Qurtuba University, Peshawar.	109	
10	Sarhad University of Science & IT, Peshawar	254	
Total		1475	

Source: Higher Education Commission of Pakistan (2015-16)

It is suggested by Roscoe (1975) that appropriate sample size must be greater than 30 and less than 500. It is true that greater sample size can make more faultless data. Calculating the sample size by using proportion allocation method. The researcher used to take 302 respondents from the private sector universities in Khyber Pakhtunkhwa. The above table shows the dispersal of the sample size on the basis of the overall strength of the employees in the respective university. The researcher utilized (Krejcie & Morgan, 1970) formula for the allocation and determination of sample size of the working consumers of private sector universities working in Khyber Pakhtunkhwa, Pakistan.

Figure 1: Table for Determining Sample Size from a Given Population

*Table for Determining Sample Size from a Given Population*

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368

Source: Krejcie, R. V, & Morgan, D. W. 1970.

Sources of Data Collection

In current research work, primary and secondary both sources were utilized for data collection. The working consumers of each university contacted individually and asked to fill the questionnaire to achieve the requirements for the research work. The secondary sources includes official record files and website, WHO, world pollution index, environmental protection agencies, and many other sources are used for secondary purpose of the data collection. Those buyers who are the employees of the selected universities provided with questionnaire for the purpose of data collection.

For the current research work the investigator utilized many strategies to overwhelm weaknesses of the research questionnaire. Before the questionnaires were distributed amongst the respondents a pretest was done of selected samples to test and make sure that the defendants fully understand the questionnaires.

IV. RESEARCH APPROACHES

Quantitative research approach is used for the current research work. Questionnaire were made and distributed amongst the selected sample size.

Data Analysis Technique

In the study descriptive statistics were used to test and check the reliability of the constructs and items that is included in the variables. Mean, minimum maximum value with standard deviation were checked in the descriptive statistics.

Descriptive analysis, factor analysis, reliability assessment, structural equation modeling, pre-testing and measurement were done in this research work.

Ethical Consideration

It is compulsory for the scholars to guarantee that the data collection procedure is highly praised by the social order and it should be morally satisfactory to the respondents of the study. For this the investigator need to pay attention to numerous ethical issues.

Results and Discussion

Demographic Distribution

Table 2: Distribution on Gender Basis

	Gender	Frequency	Percent%
Valid	Female	100	33.11
	Male	202	66.88
	Total	302	100.0

The table shows the selected respondents on the basis of their gender. Female respondents were 100 with 33.11% of the total sample size. Male respondents were 202 with 66.88%. The selected sample size on the bases of gender were dominated by male.

Table 3: Distribution on Age Basis



	Age	Frequency	Percent%
Valid	20 to 25	15	4.9
	26 to 30	115	38.0
	31 to 35	65	21.5
	36 to 40	60	19.8
	Above 40	47	15.5
	Total	302	100.0

The findings of the table displays that 20 to 25 years age respondents in the total sample size were 15 with 4.9%, similarly 26 to 30 were 115 with 38.0%, 31 to 35 were 65 with 21.5%, 36 to 40 years were 60 with 19.8% and above 40 years were 47 with 15.5% in the private sector universities.

Table 4: Distribution on Education Basis

	Qualification	Frequency	Percent
Valid	Master	154	50.9
	MS/M.Phil.	118	39.0
	Ph.D.	30	9.9
	Total	302	100.0

The outcomes of the table shows that 154 respondents with 50.9% were master qualified, 118 respondents with 39.0% were MS/M.Phil, and 30 respondents with 9.9% were Ph.D qualified from the total sample size.

Table 5: Distribution on Experience Basis

	Duration	Frequency	Percent
Valid	1 to 3 years	65	21.5
	4 to 6 years	180	59.6
	7 to 10 years	36	11.9
	Above 10 years	21	6.9
	Total	302	100.0

The findings of the table shows that 1 to 3 years experienced respondents were 65 with 21.5% of the total sample size. Respectively 4 to 6 years were 180 with 59.6%, 7 to 10 years were 36 with 11.9% and above 10 years were 21 with 6.9% of the total respondents from the private sector universities.

#### Reliability Statistics

Table 6: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	No. of Constructs
.901	11

The above table is the findings of the overall reliability used in the current study to evaluate the reliability of all the constructs included in the questionnaire. The total number of constructs included in the questionnaire were 11 and the overall reliability of the questionnaire is .901 which means that the questionnaire is more than the cutoff value of alpha >.70.

#### Individual Reliability Statistics

Table 7: Constructs Reliability Analysis

Constructs	No. of Items (Remaining)	Initial Cronbach's Alpha with complete items	Final Cronbach's Alpha with reduced items
Green Purchase Intention	6	.790	.933
Consumer Awareness	4	.700	.850
Health Consciousness	4	.767	.872
Behavioral Gap	4	.806	.809
Green Availability	4	.798	.895
Green Price Sensitivity	4	.840	.955
Green Trust	4	.717	.860
Product	4	.794	.847
Price	4	.796	.897

Promotion	4	.736	.886
Place	5	.915	.915

The outcomes of all constructs were above the rule of thumb, which confirmed that the significant Cronbach Alpha score is attained. The items removed were also inspected to check it likely possible that the removed items can bring rise in the reliability of the construct. The table above shows the alpha values of individual construct.

#### Descriptive Statistics

Table 8: Descriptive Statistics

<b>Descriptive Statistics</b>					
Constructs	N	Minimum	Maximum	Mean	Std. Deviation
Green Purchase Intention	302	3.10	4.60	3.8446	.25038
Consumer Awareness	302	3.20	4.65	3.7604	.43249
Health Consciousness	302	3.40	4.20	3.7417	.29439
Behavioral Gap	302	3.17	4.85	3.9946	.36026
Green Availability	302	3.44	4.59	4.0000	.36935
Green Price Sensitivity	302	2.40	4.40	3.8063	.52029
Green Trust	302	3.21	4.44	3.7063	.28426
Product	302	3.00	4.77	3.4146	.54095
Price	302	3.19	4.59	3.8962	.31248
Promotion	302	3.01	4.45	3.6375	.43073
Placement	302	3.17	4.77	3.8458	.36876
Valid N (listwise)	302				

The above table shows descriptive statistics of the study used for the purpose to know the features of the data composed from the sample employees of private sector universities. The above table is the findings of the descriptive statistics of the study which shows the minimum, maximum, mean and standard deviation of the overall data of all the variables.

#### Assumption Statistics

Table 9: Assumptions' Statistics for Factor Analysis (Public Sector)

Constructs	DCM	KMO	BTS	Sig
Green Purchase Intention	.001	.821	661.467	000*
Consumer Awareness	.161	.804	169.190	000*
Health Consciousness	.082	.791	231.786	000*
Behavioral Gap	.175	.742	161.252	000*
Green Availability	.070	.771	246.528	000*
Green Price Sensitivity	.005	.845	489.207	000*
Green Trust	.109	.741	204.862	000*
Product	.115	.768	200.084	000*
Price	.036	.796	307.941	000*
Promotion	.068	.753	248.460	000*
Place	.024	.864	344.860	000*

DCM: Determinant of Correlation Matrix

Kaiser-Meyer-Olkin Measure of Sampling Adequacy

Bartlett's Test of Sphericity

There is a substitute way to check sample adequacy is Kaiser-Meyer-Olkin known as (KMO). The data can be only factorable if the Kaiser-Meyer-Olkin measure of sampling adequacy is not less than  $< .60$ , the value need to be greater than  $> .60$  (Huck, 2012). Rule of Thumb for KMO is ranges from 0 to 1, the value over  $.60$  is considered adequate for further analysis. It is also directed that value below  $.60$  mean that data is not good (Pallant, 2011).

Once it is confirmed that the given sample size is adequate for factor analysis, then correlation amongst inter-variable need to conducted for all the variables that are to be factor analyzed. When it is correlated, the correlated matrix should show correlation of  $r = .3$  or greater than  $.3$  (Pallant, 2011). High inter-variable correlation resulting in multicollinearity. It is suggested that determinant of Correlation matrix need to be greater than  $> .00001$  (Field, 2005).

Bartlett's test of sphericity is the second technique which is using for the examination of correlation

matrix, fit's to an identity matrix. When Bartlett's test of sphericity is significant, so it showed that correlation matrix is significantly different from identity matrix.

In the current study principle component analysis with the varimax spin and rotation is used. In most of the cases different authors suggest that principle component analysis is one of the most common method used for factor analysis (Pallant, 2011; Huck, 2012; Bentler, 2009). Commonly used and a popular rotation technique is varimax rotation (Huck, 2012). The factor loading minimum criteria was set .35 which is considered to be a good criteria (Lomax & Hahs-vaughn, 2013).

#### Measurement Models Summary

A complete outcome of the measurement models for green purchase intention, consumer awareness, health consciousness, behavioral gap, green availability, green price sensitivity, green trust, product, price, promotion, and place indicates a good fit, and for all the constructs a healthy and good fit was achieved. The value of RMSEA was little bit higher of some constructs from the cut off value; but still all the variables measures were in satisfactory and acceptable range for the close fit of models. The summary of the confirmatory factor analysis for the private sector universities data is offered in the table.

Table 10: Summary of Measurement Models

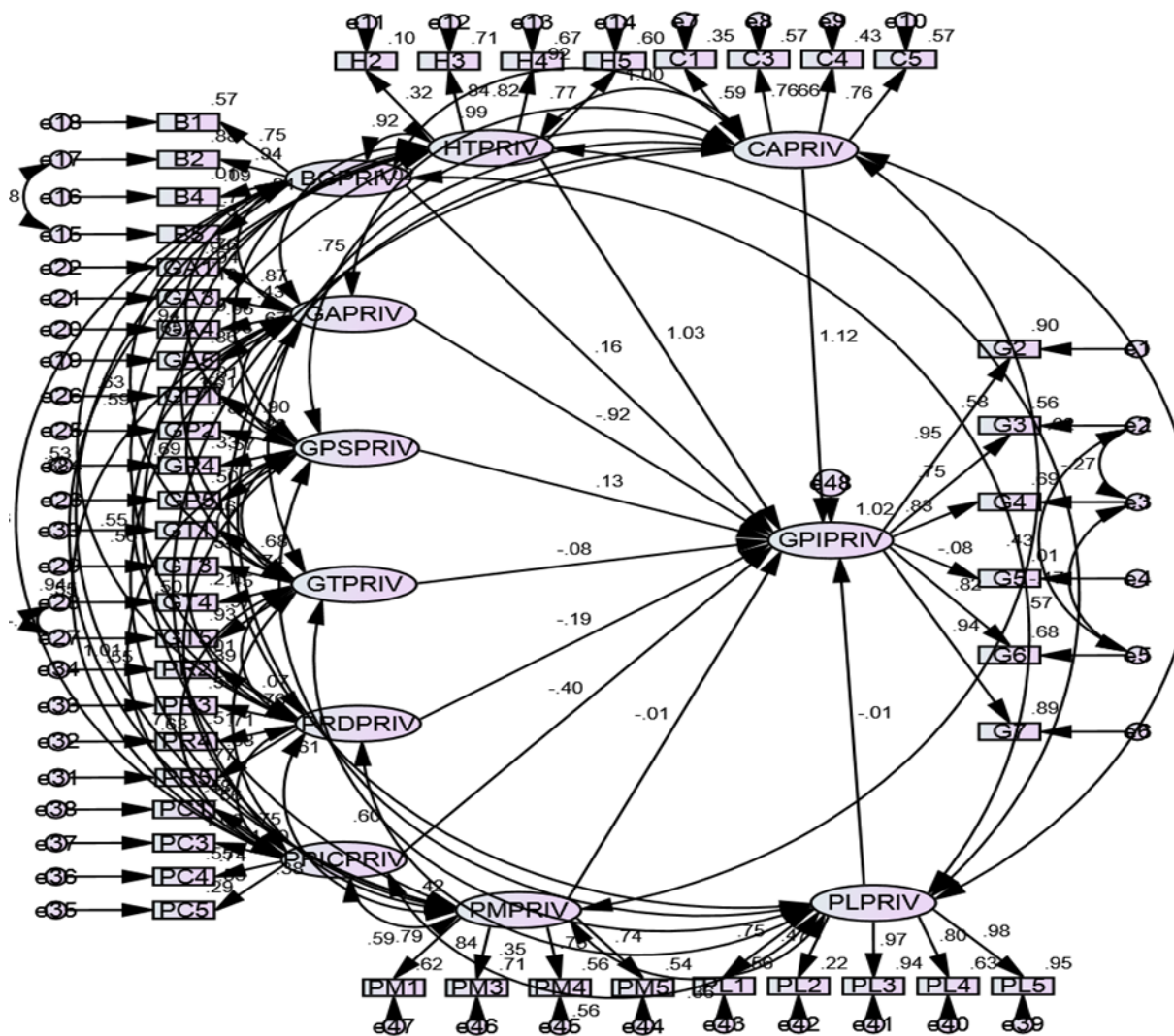
#### Structural Equation Modeling (SEM)

Fit Indices						
Construct	CMIN	SRMR	GFI	CFI	TLI	RMSEA
Green Purchase Intention	2.370	.04	.957	.986	.965	.020
Consumer Awareness	1.401	.02	.985	.995	.986	.065
Health Consciousness	2.265	.02	.976	.989	.967	.065
Behavioral Gap	2.914	.02	.985	.986	.914	.142
Green Availability	2.186	.04	.977	.990	.969	.042
Green Price Sensitivity	2.491	.01	.975	.994	.981	.085
Green Trust	2.185	.01	.986	.991	.945	.048
Product	4.386	.04	.955	.963	.889	.089
Price	1.394	.01	.985	.997	.992	.064
Promotion	4.775	.04	.952	.969	.908	.069
Place	2.573	.02	.948	.977	.954	.129

Structural equation model was tested for each construct. The overall model was projected for the purpose to study the impact of multiple independent variable on the dependent constructs of the study.

Figure 2: Overall Path Analysis





**Model Fit Summary:**

CMIN/DF	GFI	TLI	CFI	RMSEA	SRMR
2.743	0.948	0.977	0.954	0.048	.020

**Hypothesis Testing**

Ten hypothesis were framed and were tested through structural equation model (SEM). Consumer awareness, health consciousness, green availability, and product find with significant relationship with green purchase intention. The remaining relationships between the variables behavioral gap, green price sensitivity, green trust, price, promotion and place were found insignificant in nature.

**Table 11: Hypothesis Testing**

Hypothesis	Structural Paths	Estimates	Std. loading	C.R	P	Results
H1	CAP→GPIP	1.530	.674	2.269	.023	Accepted
H2	HAP→GPIP	2.106	.912	2.310	.021	Accepted
H3	BGP→GPIP	.179	.282	.633	.527	Rejected
H4	GAP→GPIP	-1.073	.453	-2.368	.018	Accepted
H5	GPSP→GPIP	.172	.330	.520	.603	Rejected
H6	GTP→GPIP	-.076	.086	-.882	.378	Rejected
H7	PRDP→GPIP	-.157	.079	-1.994	.046	Accepted
H8	PRCP→GPIP	-.646	.544	-1.187	.235	Rejected
H9	PMP→GPIP	-.020	.106	-.184	.854	Rejected
H10	PLP→GPIP	-.011	.054	-.207	.836	Rejected

All the hypothesis were assessed on the bases of estimates, standardized coefficient, critical ratio, and its significant level. After a complete analysis the estimations indicates that 4 hypothesis were found in a

significant relationship with green purchase intention and the remaining were rejected due to low significant (P) value.

## V. DISCUSSION

There were mainly ten hypothesis framed to test the relationship between independent and dependent constructs. The hypothesis are given below:

- H1: A significant relationship exists amongst consumer awareness and green purchase intention.*
- H2: A significant relationship found between health consciousness and green purchase intention.*
- H3: insignificant relationship exists between behavioral gap and green purchase intention.*
- H4: A significant relationship exists between green availability and green purchase intention.*
- H5: Insignificant relationship exists between green price sensitivity and green purchase intention.*
- H6: Insignificant relationship found between green trust and green purchase intention.*
- H7: A significant relationship found between product and green purchase intention*
- H8: Insignificant relationship found between price and green purchase intention.*
- H9: Insignificant relationship exists between promotion and green purchase intention.*
- H10: Insignificant relationship found between place and green purchase intention.*

All the hypotheses were tested through structural equation model. The overall outcomes of the hypothesis also backing the results of the earlier studies being conducted in rest of the world. For instance on several occasion it was found and discussed by the researchers and authors that consumers own values can bring change in their purchase intention (Kamal, & Vinnie, 2007; Lee, 2009; Njie, March, 2013; Peattie, 2001).

The awareness aspect of this study reveals that consumer awareness, health consciousness, and green availability finds a significant relationship with green purchase intention. The rest of the hypothesis of awareness aspect found with insignificant relationship with GPI. The results of the awareness aspect find consistent with the research studies conducted in other part of the world. For example Schultz, & Zeleny, (2000), Strong, (1996), Tanner, & Kast, (2003). The results of these studies pointed that consumer awareness and availability of green products can highly influence the purchasing behavior of consumers.

A set of marketing aspect in case of green purchase intention were recognized as product, price, promotion and place. Four main hypothesis were framed here to check the relationship between all the construct with dependent variable green purchase intention. In the above mentioned table only one hypothesis of product construct were accepted and other hypothesis were disapproved. It is challenging to state that the rest of the variable having no relationship with green purchase intention. But in current study the results of hypothesis shown that price, promotion and place find with insignificant relationship with green purchase intention.

## VI. LIMITATIONS AND FUTURE RECOMMENDATION

The study is directed in one cultural context of Khyber Pakhtunkhwa (Pakistan) therefore the results of the study cannot be applied to other cultures. Cross cultural study is recommended by studying consumers green purchase intentions towards green goods and services. A random sampling technique is further suggested for future research work because it can provide more accurate representation of the population. Large sample size can help in data measurement especially in AMOS. A small sample size can create problem of techniques and generalizability, for the future research work it is suggested to use sufficiently huge sample size and inclusion of more province in the context of Pakistan.

## VII. CONCLUSION

To measure the green purchase intention on the bases of consumer's perception is a difficult task. However the current research work can give an insights about the perception of consumers for green purchase intention of Khyber Pakhtunkhwa, Pakistan. In the current study quantitative analysis were done. Data were collected through survey technique. Furthermore, the data were analyzed with multiple statistical tools. Amos and statistical package for social sciences (SPSS) were used in this study. From the beginning descriptive analysis were made. Descriptive analysis of the study tells that most of the participants were male, very low quantity of female were contributed in the study. The participants of the study were taken from the private sector universities. For the purpose to check normality of the constructs, descriptive statistics has been performed. Analysis shown that normality condition of all the dimension were satisfactory. Factor analysis expose that the items for each constructs were enough. Structural equation modeling (SEM) was used to check 10 framed hypotheses. Moreover, CFA was used to test the fitness of data for SEM and keep away from inappropriateness. At the end of the path analysis 4 out 10 hypotheses has been accepted, the accepted hypothesis were consumer awareness, health consciousness, green availability and product. However rest of the hypotheses were rejected on the bases of the results.

## VIII. CONTRIBUTION OF THE STUDY

The current study the perception of the consumer were checked towards the recognition of green marketing in KP. Henceforward, the current study is an effort to communicate and fill the gap on the issue of green marketing and green purchase intention of consumers.

Moreover, the existing study enriched the literature on green marketing and their position in Pakistan. This study also enriched the consumers towards the acceptance of green marketing and their benefits. The current study is considered to be an addition towards similar studies done by many authors in other part of the world like, Tan & Lau, (2010), Tanner, & Kast, (2003), Costello, & Osborne, (2005), Chan, (2001), Awad, (2011), Peattie, & Crane, (2005), Schultz, (2000), Yang, (2012), Gupta & Ogden, (2009), Hair, Bush & Ortinau (2006), Kim & Choi (2005), Ooi, Kwek & Keoy, (2012), Roberts, (1996).

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