

## The Impact of Green Marketing and Environmental Awareness on Consumers' Conscious Consumption of Green Products

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### Abstract

*In today's continuous volatile dynamic environment, this study has examined empirically how environmental awareness and green marketing have an important role in forming the consumers' conscious and green attitude towards buying behavior of green products. A cross-sectional survey was designed, and convenience sampling was used. The relation between environmental awareness and green marketing has been tested for causality using statistical interference. The model is tested based on the online survey results of 26 individual customers from Lahore Pakistan by using SPSS. Five-point Likert scale was used to measure the constructs of environmental awareness, green marketing, and conscious-green consumers buying intention of green products. The findings of the research illustrate that environmental awareness and green marketing both influences customers buying behavior towards conscious and purchasing green products. The key findings of this research show a positive relationship between environmental awareness and green marketing. This study conveys important implications for organizations. Companies that influence their consumers to buy their products must market themselves as green. Green marketing campaigns by the companies can inspire millions of people, especially those living in developing countries like Pakistan to be environmentally conscious and vice versa. Environmentally conscious people can be triggered by green marketing communications to have purchase intention of green products. The shift of consumers being conscious and having an intention towards Purchasing Green products, especially after Covid 19 in developing countries makes this study an important one.*

**Keywords: Environmental Awareness, Green Marketing, Consumer Buying behavior, Green Product.**

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## 1. Introduction

From climate change to pandemic deaths and loss of jobs, there is a prominent shift in consumers' shopping habits and financial situations. This shifting pattern is continuous which makes many customers concerned, conscious, and responsible about purchasing decisions and having a moral compass towards ethical business practices and environment. So, this practice of being conscious today is known as Conscious Consumerism which has become the norm (Cho *et al.*, 2018). The conscious consumer segment was always there as a niche, but Covid 19 has catalyzed the process. The pattern of spending and consumption has become more conscious and frugal for these people. Socially conscious consumers are more concerned with their health, ethical issues, safety issues regarding products and services, and its harmful impacts on their environment. Consumerism has taken a backseat; now material possession is not the goal of the consumer. These socially conscious consumers do responsible consumption and make mindful purchasing decisions. They are ready to give extra for sustainable products (Grazzini *et al.*, 2021).

Changes in consumer behavior led to the generation of green marketing. Today consumers are more knowledgeable about environmental issues and problems, so they prefer to shop for those things that are less pollutant or don't impact the environment. So, companies are aware of customers' demands and are focusing on long-term and sustainable products (Dangelico & Vocalelli, 2017). Different studies have shown that women are more concerned about the environment than men (Kwok & Huang, 2019). Consumers are attracted to those offerings nowadays and companies label their products as green. As women are more interested in green products and are more seen in purchasing household products so the business targets them by labeling organic products on the packing and showing the concern that these companies do care about the environment. Secondly, in many countries, plastic water bottles have been replaced by refillable water containers and plastic bags have been exchanged for reusable shopping bags (Nekmahmud & Fekete-Farkas, 2020). This has shown the awareness of consumers and businesses had to change their strategies to maintain their sales and profit and to save the environment from disastrous changes (Lambert & Wagner, 2017).

Most previous research on green marketing has been done in developed countries (like Prakash, 2002; Usharani & Gopinath, 2020). The conscious consumers can have a whistle-blowing effect on the economy, demanding only green products in a developing country like Pakistan. The shift of consumers being conscious and having an intention towards Purchasing Green products, especially after Covid 19 in developing countries makes this study an important one and to fill this gap, this study investigates how environmental awareness and green marketing impact consumer behavior. This study is built upon the theory of consumer behavior which is the main theoretical framework (Bray, 2008). This research model is combined with The Theory of Planned Behaviour (TPB) (Ajzen, 1991) and The Theory of Reasoned Action (TRA) (Sarver, 1983). Both of

these theories analyze the factors; attitudes, subjective norms, and perceived behavioral controls which is the extension of the theory of planned behavior (TPB) (Ajzen, 1991) which results in purchase intention and its behavior. The main objective of this research is to see the impact of Environmental Awareness and Green Marketing on Consumers' Green Conscious Consumption of Green Products.

## **2. Literature Review and Conceptual Framework Development**

### **2.1. Shifting Attitudes of Consumers towards Conscious Consumption**

Consumerism is the practice of consumers consuming and satisfying their needs and wants. It is also a philosophy to consume for necessity or pleasure (Kevany *et al.*, 2019). Consumerism may challenge citizen-consumers to satisfy the ideologies of individual self-interest having responsibilities for shared economic, political, ecological, and social benefit (Johnston & Taylor, 2008). The allure of consumption makes people greedy and less empathetic. It makes people spend more for personal pleasure and prestige, allocate precious resources and not so giving.

When attention is given to the overconsumption problem, the marketers gave concern only to environmental sustainability at the product level or consumer level. In this case, more eco-friendly products became suitable for purchase (Bocken *et al.*, 2014). The concept of a conscious consumer is very old. To vote with the money which is 'dollar voting' means to go for the ethical or eco-friendly product over a regular product is not new but the trend has exponentially grown after industrialization when the concerns regarding unfair labor practices, unfair treatment of employees, insurance of product safety and encourage healthy competition (Jimenez-Martinez *et al.*, 2022; Nguyen *et al.*, 2020). A conscious consumer is a 'mindful' consumer who takes into consideration of environmental as well as socio-cultural issues, assumes his/her responsibility as high moral grounds, and reverts to ethical consumerism. An increase in information and awareness through social and digital media has led acceleration of consumers to conscious consumers. It is considered as a way of life and progressive step towards sustainability and justice of ethical issues (Benatar *et al.*, 2018).

### **2.2. Environmental Awareness of Conscious Consumers**

It means how much information and awareness is available to consumers when purchasing green products. Either information is available for green products to consumers by companies or the consumers are searching for it from different sources. These sources can be the internet, magazines, review blogs, etc (De Pelsmacker & Janssens, 2007; Grazzini *et al.*, 2021). The information also means how much the consumer is knowledgeable about the product's production process and its general impact on the environment. It is to be noted that lack of awareness and information can be a problem when buying responsibly green products (Hosta & Zabkar, 2021). The research on environmental awareness is created in two ways, either the customer has to be educated

and able to analyze the effect of the product on the environment and the other way is that the product itself is created in an environmentally friendly fashion (Boiral *et al.*, 2019). Panda *et al.* (2020) states that awareness of environmental concerns can impact the attitude of consumer and to retain a strong eco-friendly attitude is a function of environmental awareness (Boztepe, 2012). Based on the above, the following hypothesis can be developed:

*H1: Environmental awareness has a positive impact on consumer buying behavior*

### **2.3. Green Marketing**

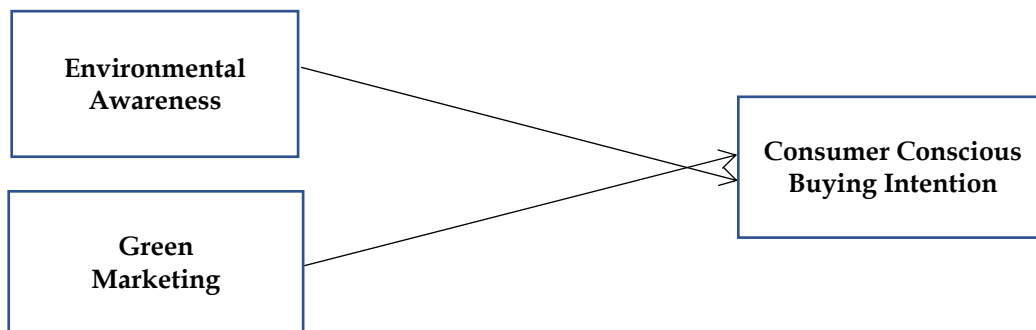
When people realized the idea of 'Green', they imagine that all the things were made from the raw material which we could get from nature and all crops were grown organic. According to Purcell, "early Europeans consider that tropical weathers affected the way civilizations developed". It was a very unusual situation to integrate green into people's lives in the 1960s. Currently, the presence of Green will come first in people's minds when they are making buying decisions. According to Ottman, "Awareness of environmental issues has been formed all around the world" (The History of Green Marketing Essay). For instance, there have been very various research conducted to evaluate the effects of green marketing on purchasing behaviors of consumers (Sharma & Trivedi, 2016) environmental difficulties are the reason of emerging the green marketing nowadays. Green Marketing is about surrounding all those activities of a green market that are needed to grow and sustain customers' eco-friendly attitudes and behaviors to help in making a slight harmful impact on the environment (Usharani & Gopinath, 2020). Businesses are now aware of serious changes in the market and their responsibility for welfare in terms of environmental issues and human welfare. They are now adopting strategies that will be not only profitable one day, but also help to sustain the environment and human welfare.

Green marketing has a significant effect on the environment as well as consumers buying behaviors. Green and environmentally friendly products are always being considered and companies can stand in competitive and ever-growing innovative markets. As green products typically fall into five categories (1) making products through green products. (2) making the process more sustainable to mankind and the environment (3) making them recyclable and consumable easily (4) making them less harmful and less toxic for humans, animals, and the environment. (5) make them biodegradable by making them sow for the sustainability of the environment. Thus, these elements are considered green products and make them sustainable for the environment and humans. Today, companies are more aware of green marketing and how they can get people's attention towards their business and products, by giving them their desired green products and can get benefits from green marketing and making green strategies to get in the queues of top-selling brands in terms of green products and green marketing (Alamsyah *et al.*, 2021).

Based on the importance of green marketing by existing literature, the hypothesis is developed as:

**H2:** *Green marketing has a positive impact on consumer buying behavior*

The theory of planned behavior (Ajzen, 1991) is one of the consumer behavior influential theories. Researchers have continuously used this model for explaining sustainability behaviors (e.g Paul *et al.*, 2016). According to the theory of planned behavior, the main concepts that lead to conscious consumption behavior are intentions, attitudes, subjective norms, and perceived behavioral controls. As, one of the three concepts, attitudes are the favorable or unfavorable positive evaluations of a particular object or situation (Ajzen, 1991). Previous research has focused on attitude as an indispensable variable when predicting consumer purchase intention. A positive attitude has a positive behavioral intention (Arli *et al.*, 2018). Environmental awareness and green marketing are the antecedents that are taken by this study to explain the conscious consumers' behavior toward green products.



**Figure 1: Conceptual Model of Consumers' Conscious Buying Intention of Green Products**

### 3. Research Methodology

For this study, quantitative research was employed. A cross-sectional study survey was designed, and an online survey was designed. The convenience nonprobability sampling was used for this study. A questionnaire was developed to gather consumer data on these constructs: environmental awareness, and green marketing. Each construct was measured from a variety of previous research studies. The questionnaire contained five-point Likert scales for measuring each construct, having points scaling from 1 (strongly disagree) to 5 (strongly agree), and the data was collected from conscious consumers who are conscious and responsible towards their environment. The questionnaire was referred to Aysel Boztepe "Green marketing and its impact on consumer buying behavior" (Boztepe, 2012).

For every respondent, the data was collected through an online google form survey due to the epidemic we couldn't take a manual survey through retailers about green products and consumers about their reviews. But through online forms, we tried to get maximum outputs. For hypothesis testing through frequency analysis, convenience sampling of the online survey approach was used. Several consumers were approached, and data was collected from Lahore, Pakistan. A minimum sample of 20 respondents was required. A total of 26 valid responses were collected. 7.7 percent of the respondents were male, and 92.3 percent were female. 88.5 percent of respondents were below the age 25, 11 percent between 26-30 years, 0 percent between 31-35 years, 0 percent were 36-40 years old, and 0 percent were of age above 40 years. 0 percent of the respondents have M.Phil. degree, 7.7 percent have a master's degree, 92.3 percent have a bachelor's degree, and 0 percent of respondents were undergraduate.

**Table 1: Frequency Results**

Variable	Valid percentage	Cumulative percentage
<b>Gender</b>		
Male	7.77	7.77
Female	92.34	100.00
<b>Age (years)</b>		
Less than 25	80.80	80.80
26-30	11.55	92.34
31-40	3.80	96.23
Above 40	3.80	100.00
<b>Educational level</b>		
Matric	3.80	96.23
Intermediate	3.80	96.23
Bachelors	92.34	92.34
Masters	7.77	7.77
M.Phil.	3.80	100.00

*Note: Demographic characteristics of respondents*

### 3.1. Measurement Model

We have used established scales of measurement for all research variables. The measurement model involves examining the frequencies and percentages of respondents' responses in the survey that how many agree and disagree with our statements and hypothesis testing through the frequencies table on SPSS. The results of the respondents on environmental awareness and sustainability show that this study was to determine the impact of green marketing and environmental awareness on consumer buying behavior. The study finding revealed the green marketing and environmental awareness situation in Pakistan and showed that most people are aware of environmental changes

and their effects on human and environmental sustainability. This leads to widening the gaps between the awareness required and the resources they need. These circumstances disturb the balance between a sustainable environment. For this reason, companies pay attention to green marketing and environmental sustainability and develop a high-level plan of getting themselves into environmental friendly products maker (Di Martino *et al.*, 2019; Hosta & Zabkar, 2021).

**Table 2: Gender of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative percent
<b>Years</b>				
<25	21	80.00	80.00	80.00
26-30	3	11.55	11.55	2.32
31-40	1	3.80	3.80	96.23
Above 40	1	3.80	3.80	100.00
Total		100.00	100.00	

The result from Table2 indicates that 7.7% of respondents were male in the survey with the statement, 92.3 % of respondents were females.

**Table 3: Age of Respondents**

	Frequency	Percent	Valid Percent	Cumulative percent
<b>Years</b>				
<25	21	80.00	80.00	80.00
26-30	3	11.55	11.55	2.32
31-40	1	3.80	3.80	96.23
Above 40	1	3.80	3.80	100.00
Total		100.00	100.00	

The result from Table 3 indicates 80% of respondents are below the age of 25 years, 11.5 % of respondents are 26-30, 38% are 31-40, 3.8% are above 40. This shows that most young respondents have participated in this survey.

In the initial step of the research, the multidimensionality was tested using SPSS Statistics. The first factor converged into one dimension. It includes seven questions on Environmental Awareness. The first factor of environmental awareness accounts for all responses.

**Table 4: Exploratory Phase**

<b>Factor 1 – Environmental Awareness</b>		<b>Cumulative %</b>
<b>Q1</b>	Do you think our environmental and natural resources are under great danger?	D 3.8 %
		A 38.5%
		SA 100.0 %
<b>Q2</b>	Do you believe we are facing threats to the environment due to global warming and climate change?	N 7.7 %
		A 34.6%
		SA 100.0 %
<b>Q3</b>	Do you believe climate change and global warming will likely to destroy our natural resources?	N 11.5 %
		A 53.8%
		SA 100.0 %
<b>Q4</b>	Do you think that we can stop environmental pollution?	D 3.8 %
		N 26.9 %
		A 76.9%
<b>Q5</b>	Have you heard about environmental-friendly or eco-friendly products?	SA 100.0 %
		D 3.8 %
		N 38.5 %
<b>Q6</b>	Have you bought any environmental-friendly products from the market?	A 80.8%
		D 15.4 %
		N 46.2 %
<b>Q7</b>	Do you know where the eco-friendly products are available in local market?	A 84.6%
		SA 100.0 %
		D 11.5 %
<b>Q8</b>	I often hear about the Green Marketing	N 34.6 %
		A 76.9%
		SA 100.0 %
<b>Q9</b>	I have understood the information on eco-friendly packaging	D 3.8 %
		N 15.4 %
		A 65.4%
<b>Q10</b>	I have learned through the social media about Environment Awareness	SA 100.0 %
		SD 3.8 %
		D 7.7 %
		N 23.1 %
		A 69.2%
		SA 100.0 %

**Green Marketing**

*Source: The questionnaire adapted from Aysel Boztepe "Green marketing and its impact on consumer buying behavior"(Boztepe, 2012).*



The second factor converged into two dimensions. It included three questions about Green Marketing. This factor also accounted for responses. In terms of SPSS statistics now we talk about the frequencies table of the respondents to find out the Frequencies, Percentages, and valid percentages of all the respondents in terms of survey understandings and finding.

#### 4. Results

##### Q1. Do you think our environmental and natural resources are in great danger?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 4: Response of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative percent
<b>D</b>	1	3.80	3.80	3.80
<b>A</b>	9	34.62	34.62	38.54
<b>SA</b>	17	65.41	65.41	100.00
<b>Total</b>	26	100.00	100.00	

The result from Table 4 indicates that 34.6% of respondents agree with the statement while 65.4% of respondents strongly agree and 3.8% disagree. So, in regard to this question response, 99% of respondents are in favor of the danger we predicted of the environment and natural resources. Rest of the 1 % disagreed.

##### Q2. Do you believe we are facing threats to the environment due to global warming and climate change?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 5: Response of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
D	2	7.77	7.77	7.77
A	7	26.93	26.93	34.62
SA	17	65.41	65.41	100.00
<b>Total</b>	26	100.00	100.00	

The result from Table 5 indicates that 7.7 % of respondents were neutral with the statement, 26.9 respondents were Agree while 65.4% strongly agree. This shows that most respondents are agreed on threats to the environment due to global warming.

**Q3. Do you believe climate change and global warming will likely to destroy our natural resources?**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 6: Response of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
N	3	11.50	11.50	11.50
D	11	42.32	42.32	53.81
SA	12	46.22	46.22	100.00
<b>Total</b>	26	100.00	100.00	

The result from Table 6 indicates that 11.5 % of respondents said neutral, 42.3% agree and 46.2% strongly agree. This shows that all respondents believe that climate change and global warming are most likely to destroy our natural resources. So, most likely most respondents are making our hypothesis about environmental sustainability right and satisfactory.

**Q4. Do you think that we can stop environmental pollution?**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 7: Response of the Respondents**

	Frequency	Percent	Valid percent	Cumulative Percent
D	1	3.80	3.80	3.80
N	6	23.11	23.11	26.92
A	13	50.00	50.00	76.91
SA	6	23.11	23.11	100.00
<b>Total</b>	26	100.00	100.00	

The result from Table 7 indicates that 3.8% of respondents disagree with the statement, 23.1 % of respondents said neutral, 50.0% agree and 23.1% strongly agree. This shows that 99% of respondents believe that we can stop and even reduce environmental pollution by getting awareness and resources. And the rest of the 1% doesn't agree.

**Q5. Have you heard about environmental-friendly or eco-friendly products?**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 8: Response of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
D	1	3.80	3.80	3.80
N	7	26.91	26.91	30.81
A	11	42.32	42.32	73.14
SA	7	26.91	26.91	100.00
<b>Total</b>	26	100.00	100.00	

The result from Table 8 indicates that 3.8% of respondents strongly disagree with the statement, 26.9% of respondents are neutral, 42.3% of respondents said to agree, and 26.9% strongly agree. This shows that 99% of respondents agree with their knowledge of eco-friendly products and 1% disagreed with our statement.

**Q6. I have learned through the social media about Environment Awareness**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 9: Response of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
D	4	15.41	15.41	15.42
N	6	23.12	23.12	38.54
A	11	42.32	42.32	80.00
SA	5	19.21	19.21	100.00
<b>Total</b>	<b>26</b>	<b>100.00</b>	<b>100.00</b>	

The result from Table 9 indicates that 15.4% of respondents disagree with the statement, 23.1 % of respondents said neutral, 42.3% agree and 19.2% strongly agree. This shows that 84.6% of respondents agreed that they learned about environmental awareness through social media and 15.4% of respondents doesn't.

**Q7. Environmental Awareness leads towards the trend of Green Marketing**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 10: Response of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
D	4	15.42	15.42	15.42
N	8	30.83	30.83	46.22
A	10	38.51	38.51	84.61
SA	4	15.42	15.42	100.00
<b>Total</b>	<b>26</b>	<b>100.00</b>	<b>100.00</b>	

The result from Table 10 indicates that 15.4% of respondents disagree with the statement, 30.8 % of respondents said neutral, 38.5% agree, and 15.4% strongly agree with the statement. This shows that 84.6% of respondents agreed that environmental awareness leads toward green marketing and 15.4% of respondents don't.

**Q8. I purchase eco-friendly products to improve my health**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 11: Response of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
D	3	11.51	11.51	11.51
N	6	23.14	23.14	34.62
A	11	42.32	42.32	79.66
SA	6	23.14	23.14	100.00
<b>Total</b>	26	100.00	100.00	

The result from Table 11 indicates that 42.9% of respondents disagree with the statement, 28.6 % of respondents said neutral, while 28.6% agree. 88.5% of respondents believe that eco-friendly products' decisions and buying were to improve their health. Whereas 11.5 % disagreed.

**Q9. I was satisfied with most of the eco-friendly products I bought**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 12: Response of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
SD	1	3.80	3.80	3.80
D	1	3.80	3.80	7.77
N	4	15.42	15.42	23.16
A	12	46.22	46.22	69.24
SA	8	30.80	30.80	100.00
<b>Total</b>	26	100.00	100.00	

The result from Table 12 indicates that 3.8% of respondents strongly disagree with the statement, 15.4 % of respondents said neutral, and 46.2% agree, 3.8% respondents disagree, 30.8% of respondents strongly agree with the statement. 2% of respondents disagreed that they are satisfied with ecofriendly.

**Q10. I feel trendy/fashionable when I purchase eco-friendly products**

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

**Table 13: Response of the Respondents**

	Frequency	Percent	Valid percent	Cumulative Percent
D	1	3.82	3.82	3.82
N	3	11.54	11.54	15.42
A	13	50.00	50.00	64.51
SA	9	34.61	34.61	100.00
<b>Total</b>	26	100.00	100.00	

The result from Table 13 indicates that 3.8% of respondents disagree with the statement, while 50 % of respondents agree, 11.5% of respondents are neutral with the statement, and 34.6% of respondents strongly agree with the statement. 1% of respondents aren't satisfied with the statement that they feel fashionable when they purchase eco-friendly products.

#### 4.1. Hypothesis Testing

Hypothesis		Results
H1	Environmental awareness has a positive impact on consumer buying behavior	Supported
H2	Green marketing has a positive impact on consumer buying behavior	Supported

In regard to information collected from the questionnaire, responses supported the hypothesis of the study. The results of the hypothesis testing with interpretation are that there is a positive and direct relationship between environmental awareness and consumer buying intention as most respondents are in favor of environmental sustainability and the frequencies and percentages of their responses in favor of environmental awareness which is greater which explains that there is a positive relationship between the variables. Hence, increased environmental awareness leads toward improved consumer purchasing behavior this finding supports hypothesis H1. Green marketing also has a positive relationship with consumer buying intention. Hence, the second hypothesis H2 is also supported by these findings. The result findings in the SPSS results and our interpretations concluded that both environmental awareness and green marketing influence the consumers to become conscious and shift their attitudes towards mindful consumption of green products (Kusuma & Handayani, 2018).

#### 5. Discussions and Findings

Using descriptive statistics and informative charts, primary data is collected from different levels of respondents. The present study, therefore, uses linear hierarchical modeling to present the data. The primary data is collected through the questionnaire. The key findings of this research show a positive relationship between environmental

awareness and green marketing. This relationship has been tested for causality using a statistical and a direct cause and effect relationship with the impact of green marketing and environmental awareness on consumer buying behavior has been identified. It is concerned about the impact of green marketing and environmental awareness on consumer buying behavior. Similarly, we found a moderately strong link between environmental awareness, and the aim to provide the impact of green marketing for awareness. And it is assumed that in environmental awareness, there is an opportunity to acquire information, improve technologies, principles, laws, and alter attitudes and behaviors. It was also concluded that offering environmental awareness can have a positive impact on the environment (Rosario *et al.*, 2020).

## **6. Conclusion**

This present study aims at examining the importance of environmental awareness and green marketing in forming the conscious and green attitude of consumers towards buying behavior of green products. In our environmental awareness factor, the highest factor loading is 0.868 for the question: "Do you believe we are facing threats to the environment due to global warming and climate change?" in Table 5. This means that most people have a negative association with global warming. Thus, companies should try to market themselves as eco-friendly. This will increase their profits as customers will associate positive emotions with them.

The second factor of green marketing has the highest factor loading of 0.865 for the question of: "Pakistan must invest more in eco-friendly products". This indicates that consumers are willing to buy more eco-friendly products. Thus, companies should invest in creating more eco-friendly products. The third factor of Consumer Purchasing Behavior has the highest factor loading of 0.919 for the question: "If I do not purchase, people could judge me". This indicates that consumers are image conscience. They will buy these products due to peer pressure. Thus, companies should take profit from this fact. They should try to use opinion leaders or bloggers to associate themselves with an eco-friendly brand. They should also advertise themselves as being an eco-friendly brand so that these consumers do not feel guilty while using their products.

## **7. Limitations and Future Directions**

This study has various limitations that will need to cover in future research related to this topic. Due to time restrictions and inadequate resources, the sampling frame for this research was limited to only Lahore city, and other limitations are money, time, etc. Therefore, the results of the paper are limited. Future researchers could solve this issue by using larger random samples and collected data from different cities; the results of this study are not proficient in simplification to all the customers in Pakistan. It is suggested that the future scope of this research can use a larger demographic outline to examine respondents. Also, additional variables can be added to check the impact on

consumer buying behavior. Future researchers may establish the relationship between other variables like attitudes of conscious consumers in the context of social and ethical concerns, apart from environmental concerns. Future researchers may also use other theories of consumer behavior and establish the relationship between subjective norms and perceived behavioral controls as mediators and moderators.

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