Demographic Trends in Green Purchase Behavior; A Study of Pakistani Youth Segment

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Abstract

Purpose: The current paper focuses to study the gender differences in environmental concern, environmental attitude, perceived environmental responsibility, perceived seriousness of environmental problems, peer influence, self identity in environmental protection and the green purchase behavior in Pakistani youth.
Methodology: Here a total of 175 (141 males & 34 females) were studied through questionnaires by convenience sampling.
Findings: In this study the researchers found that the females are more conscious about green purchase behavior having mean of 3.2927 greater than that of males 3.2034 in the table 4-2-2.
Managerial Implications: This research should provide a good way of information for the Pakistani youth to promote green purchase behavior among themselves. Marketers/mangers should focus on youth to increase G.P.B as the youth is more conscious to emotional appeals than any other age group.
Originality Value: This research paper provides important guidelines to the managers to reinforce the green among the consumers.

Keywords: Pakistan, green purchase behavior, gender and consumers.

1. Introduction

Human being concern for environmental issues since the beginning of Earth Day has slowly grown over the past three decades. According to scientists, in the world for a growing environmental crisis, the only way to save our planet is to go green as soon as possible. For this purpose, the economists have been those parts. Green marketing has a lot to do with economic policies that our growing environmental awareness has arisen as a result is a relatively new phenomenon. The popularity of marketing approach and its effectiveness is often discussed. Pro-environmental appeals Energy Star label are growing in the number of claims that, for example, now houses to skyscrapers and washing machines and light bulbs, 11,000 different companies in 38 product lines, model shows. However, despite substantial growth in the number of green products, green marketing products as the primary sales pitch is falling. On the other hand, Roper's Green Gauge, a high percentage of users (42%), environmental products, as conventional ones do not work as well as it shows. The shower head sputtered and a natural detergent left clothes dingy from the 1970s is an unfortunate legacy. Given the choice, all but the greenest of customers including Earth Day, premium price, and popular "Happy Planet" synthetic detergents for more than a day should do it. New reports, on the growing trend of green product are increasing day by day. In contrast, environmental conscious behavior, but the instant gratification of self-interest based on the results (e.g., clean environment) is not likely to provide (McCarty and Shrum 2001) often benefits society as a whole. (; Huang and King, 2011 Molina-Azorı'net al, 2009) View from the management point of view, recent studies with a commitment to environmental management, green management, which means financial performance, positive impact on the show. In addition, many firms adopted green marketing strategy, and a source of competitive advantage (Chen and CHAI, 2010) has as environmental attributes. The new firms targeting and segmentation strategies (ET D'Souza al., 2007) can develop profiles of users and the green is very important for understanding behavior is due. The purpose of this research study is twofold

1. Green to user's profile (socio demographic and psychographic variables) by analyzing the environment green consumer behavior (ECCB) re-examined the determinants.
2. ECCB and green procurement plans (GPI) expressed previously considered as effective green purchasing behavior (GPB) of the determinants. In this empirical study, we chose to develop our research model (2001) the work of construction. Introduction to the literature review, the research hypotheses, green marketing, green consumer, and green consumer behavior focuses on the profile page. Procedures as well as research results are described and green purchasing behavior of 973 academic and managerial implications are discussed. The research limitations and future research ends with suggestions. The aim of the

study presented in this paper and the general pro-environmental concerns and consumer price awareness on green purchase behavior beliefs explains the possible implications of a model is to develop and test. In addition, the study of how these variables relate to each other clear. The results of this study further drives green purchasing behavior and implications for public policy makers and marketers understand our offer.

2. Literature Review

(1) Environmental Attitude

Attitudinal factors incorporate principles, thinking and customs, which direct the broad tendency to take action with pro-environmental objective (Stern, 2000). Inside the group of attitudinal aspect, Stern incorporates common principles and approach, but also approaches that are further exact to the definite appropriate pro-environmental manners. This in observation of the reality that it has been set up that for a soaring link between approach and actions they must be calculated at related stage of specificity.

The 1990s was the year in which a significant increase was observed regarding studies on green behavior factors. But, all these researches focused on progressive countries instead of growing countries. For example, Diamantopoulos et al. (2003) resulted so as to the majority researches have been carried out in the United Terrotries of America and many European countries. With reference to investigational research carry out in progressive countries, one judgment highlights the importance of attitudes in forecasting environmental habits. Yet although a few researches set up only a less strong attitude-habit association (e.g. Dı´az Meneses and Beerli Palacio, 2006; Kollmuss and Agyeman, 2002), a good number of studies recognized the presence of high relationship (e.g. Hamzaoui and Zahaf, 2009; Gatersleben et al., 2002; Laroche et al. 2002).

(2) Environmental concern

Amyx et al. (1994) explain hypothetical implication with value to the eco-system as "the degree to which one expresses concern about ecological issues". Further, "importance" is just restricted to either customers think ecologically well-matched habits as significant to own-self (self-interest) or to surroundings as a whole. For instance, natural foodstuff and energy-efficient equipments are ecologically responsive goods that customers are ready to pay for, just as these goods are supposed by customers to demand straight to their own-interest whereas at the similar time encourage ecological advantages (Ginsberg and Bloom, 2004).

Equally, learning is likely to associate positively with ecological need and attitude. Customers through increase levels of learning are high conscious of the ecological problems; so, are increase consciousness about ecological value and high motivated to contribute in ecologically accountable habits (Diamantopoulos et al., 2003).

(3) Perceived seriousness of environmental problems

Unobtrusive researches by customers of diverse community's stratum in Turkey uncovered that they give a lesser significance to the safety of the eco-system. Yet, while the majority customers have awareness of ecological issues, they commonly act not considering the ecological consequence of their on every day base acts. Customer's worries are directed further towards cleaning and aesthetics somewhat than the safety of resources, a few less affective environmental doings, for instance the consumption of pressure-cookers equipments, the subway system, and recycling, proved to be innate, however these are not supported by ecological knowledge. Up to a certain degree, these actions are related with modernization, westernization, advancement, and entertaining. Reutilizing package stuff shows, for the case, creativeness and position even at the time while a famous brand name is observable on the parcels or on the container of products. A related direction headed for contemporaneity has been experienced in a current study by Scha¨fer et al. (2011) on consumption practice, domestic apparatus, and travelling in an urban part situated in the south of Brazil. The researchers recognized so as to the increase practice of the appliances run by electricity, household equipments, and personal cars is bounded a lot by the economic conditions of a lot of customers rather than by a real environmental consciousness. Scha¨fer, M., Jaeger-Erben, M. and Dos Santos, A. (2011), "Leapfrogging to sustainable spending?," An exploratory research of consumption behavior and directions in southern in Holland, Gatersleben et al. (2002) recognized that ecological responsiveness had an encouraging pressure on the getting of ecologically aware food goods and reuse.

(4) Perceived environmental responsibility

The authors observed that subjects do not keep knowledge regarding the goods' stage of greenness and concerning hard truth regarding its green advantages. Respondents also have a tendency to trust that their deeds can't have a noteworthy consequence on the earth (Prakash, 2002). In a latest research, Kalantari and Asadi (2010) confirmed that urban masses of an growing state, like Tehran, want to spend their time to take part into activities in favor of ecological preservation, but they want that authorities are responsible for funding for ecological preservation. This research also exposed that urban residents of Tehran do not believe the eco-system, while comparing with additional social and economic problems, a related trouble till now. A significant application from the study is that high ecological information, along with more ecological knowledge and an improved consciousness of citizens about the impacts of ecological harms, may take to greater perceived stress. Increased stages of ecologically stimulated stress in turn pressurized ecological attitudes and practices of inner-city populace in growing territories. In addition, attention to act and ecological rules and policies also appear to play as an important job in varying ecological habit in these kinds of countries.

(5) Self identity

Fraj and Martinez (2006) also investigated that own-accomplishment is a major promoter of eco-lifestyles. From the descriptive investigation, the subjects in this research have limited EFC buying practices, but 81 percent of subjects said they will buy EFC in the future. Therefore, the researchers recommend that EFC businesses develop advertising include ecological messages that deal with own-accomplishment (Phau and Ong, 2007).

Stets and Biga (2003) incorporated the variable of ecological self-identity in their research of ecological habit along with the variables of ecological concern (measured with the New ecological model tool) and consciousness of buying natural yarn clothes 53 impacts of personal habit on the environment. The variables of consciousness of impacts and ecological concern jointly considerably forecasted general pro-ecological habit (R2 ¼ 0:23). But, the accumulation of ecological self-identity heightened the amount of difference explain by the paradigm (R2 ¼ 0:38). More, once ecological identity was incorporated in the model the variable of ecological concern no longer considerably forecasted habit. This proposed that some part of consciousness of impacts or ecological concern is emotionally involved to self-identity. The function of self-identity in forecasting ecological activities also recommends that activities to modify ecological customer habit might appeal on making or strengthen self-concepts of ecological consumerism.

(6) Peer influence/ Social context in environmental protection

The advantage from taking (i.e. a transform in green behavior) needs to have individual significance for possible adopters in order to get accomplishment. Individual's relevancy can, however, turn on emotional reactions also resultantly change views and attitude. In totaling, strong societal customs are needed to promote acceptance, for the reason that lacking social customs, people cannot evaluate whether adopting a new habit is acknowledged or reject. At all, a grouping of superficial individual pluses as a result of adopting to a green tariff; match with personal's values, distinctiveness, and community orientation; strong social pressure and prescriptive attitude; a feeling of hold over expenses and associated troubles linked to change over; right knowledge and no superficial hazard or ambiguity drive humans from "aim to take on" to "actual adoption" (Ozaki, 2011).

(7) Green purchase habit(behavior)

Since, a customer research viewpoint, the practice of decreasing damaging green influence (e.g. power storing and reprocessing) have obtained noticeably additional acknowledgement than the buyer tendency of purchasing goods that are sold as being ecologically accountable. Follows and Jobber (2000) recommend that this prime concentration on non utilization and after utilization habits has resulted owing to be short of ecologically accountable goods on hand on the marketplace before. Specially, a gap in the consideration of green purchase habit in term of high association goods marketed as green has been acknowledged (Follows and Jobber, 2000).
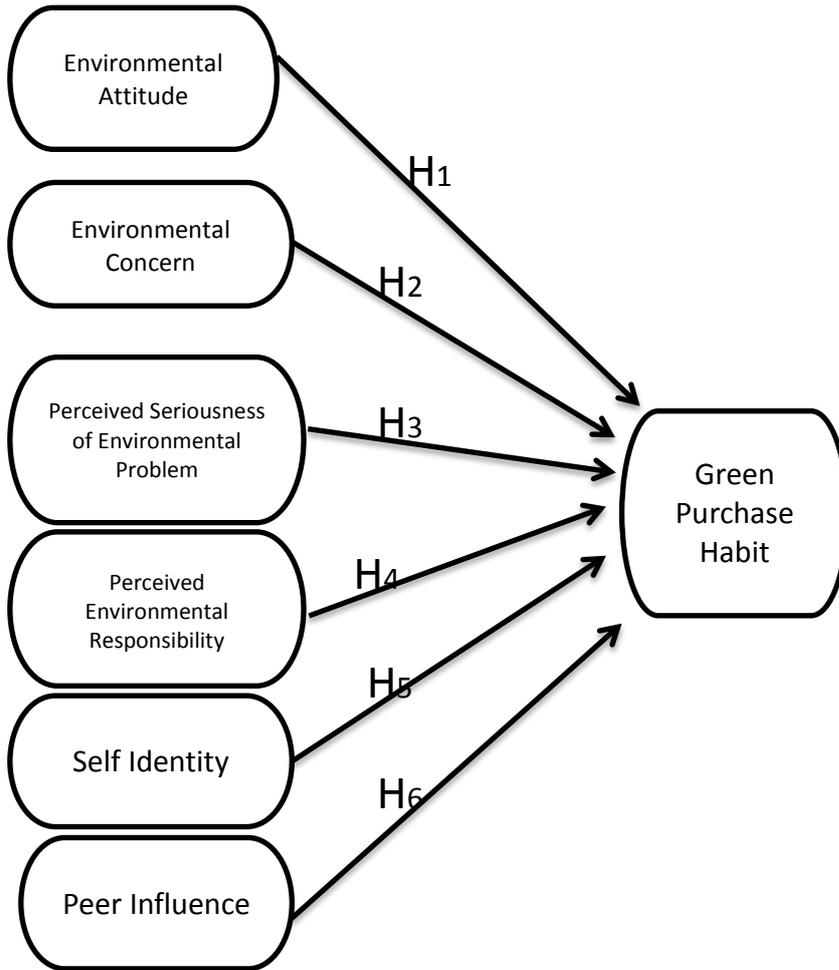
Framework of the study

Fig. 1: Key determinants of Green Purchase Habit (Behavior)

Hypotheses

H-I: EA has negative influence on G.P.B

H-II: E.C has positive influence on G.P.B

H-III: P.S.E.P has positive influence on G.P.B

H-IV: P.E.R has positive influence on G.P.B

H-V: S.I.I.E.P has positive influence on G.P.B

H-VI: Peer Influence/S.C.I.E.P has positive influence on G.P.B

3. METHODOLOGY

Subjects

The researchers adopted the scale from another existing research. The Ind. Variables like Environmental Attitude (A,B,C), Degree of Environmental Concern (D,E,F), Degree of the Seriousness of Environmental Problems (G,H,I), Degree of Perceived Environmental Responsibility (J,K,L), Self Identity in Environmental Protection (M,N,O), Social Context in Environmental Protection (P,Q,R) consisted of three items each while the Dependent Variable Green Purchase Behavior (S,T,U,V) consisted of four items. Two items regarding demographics, Gender (W) & Age (X) were also included in the questionnaire. The questionnaire was measured through a 5 point Likert scale (1 for SD & 5 for SA). The questionnaire was customized according to the Pakistani culture. The reliability was measured by applying the Cronbach's Alpha which was .710

Sample

A total of 175 questionnaires were circulated among the respondents to collect the data. The response rate was 100%.

Table 3-1 Gender of Subjects		
Gender	Frequency	%age
Males	134	76.6
Females	41	23.4
Total	175	100.0

Table 3-1 shows that total respondents were 175, which consist of 134 (76.6%) Male and 41 (23.4%) Female.

Table 3-2 Subjects Age		
Age	Frequency	Percentage
17-19 years	17	9.7
20-22 years	102	58.3
23 & above	56	32.0
Total	175	100.0

Table 3-2 reflects that in 175 respondents, 17 (9.7%) individuals were of the age of 17-19 years old, 102 (58.3%) individuals of 20-22 years old and 56 (32%) individuals of above than 23 years.

Statistical Tests

Different statistical test were done by the researchers. Reliability was measured through Cronbach's alpha test. Frequency tests were used for checking the age, gender. Correlation test was conducted to test the hypothesis. Regression test was used to check the variations in the data. Comparison of means conducted to check the demographics of the dependent and independent variables.

4-0 Analysis of Data

4-1 Reliability

Table 4-1-1 Reliability	
Cronbach's alpha	Objects
.710	22

The above table 4-1-1 demonstrates a reliability of 0.710, which signifies a good reliability of the data.

4-2 Comparisons of Means

Table 4-2-1 Green Purchase Behaviour (Age of Respondents)			
Ages	Means	N	S.D
17-19 Years	3.4412	17	.64061
20-22 Years	3.1789	102	.72643
23 & above	3.2411	56	.82842
Total	3.2243	175	75290

Table 4-2-1 reflects that the individuals of the age of 17-19 years and 23 years and above are more conscious about the Green purchase Behavior (D.V) as compared to the individuals of age of 20-22 years of age.

Table 4-2-2 Green Purchase Behaviour (Gender of Respondent)

Gender	Mean	N	S.D
Male	3.2034	134	.76959
Female	3.2927	41	.70023
Total	3.2243	175	.75290

Table 4-2-2 shows that there is no material difference according to gender in the Green Purchase Behavior (D.V) as the means of Male (3.2034) are approximately equal to that of Female (3.2927).

4.3 Means

Table 4-3-1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviatio
Green Purchase Behavior	175	1.25	5.00	3.2243	.752
Environmental Attitude	175	1.33	4.33	2.7657	.559
Environmental Concern	175	1.67	5.00	3.8000	.634
Perceived Seriousness of Environmental Problems	174	1.33	5.00	4.1073	.710
Perceived Environmental Responsibility	174	1.33	5.00	2.8946	.691
Self Identity In Environmental Protection	174	1.67	5.00	4.0115	.621
Social Context In Environmental Protection	174	1.00	5.00	3.0077	.756
Valid N (List wise)	171				

Table 4-3-1 shows that the mean of Green Purchase Behavior (D.V) is found to be 3.2243, means of Environmental Attitude is 2.7657; mean of Environmental Concern is 3.8000; mean of Perceived Seriousness of Environmental Problems is 4.1073; mean of Perceived Environmental Responsibility is 2.8946; mean of Self Identity In Environmental Protection is 4.0115 and the mean of Social Context In Environmental Protection is found to be 3.0077.

4-4 Correlation

Table 4-4-1 Correlations

		GPB	EA	EC	PSEP	PER	S
GPB	R	1	-.022	.281**	.170	.084	
	Sig (2-tailed)		.769	.000	.025	.272	
	N		175	175	174	174	
EA	R		1	-.073	-.050	.239	
	Sig (2-tailed)			.334	.511	.001	
	N		175	175	174	174	
EC	R			1	.443**	.055	
	Sig (2-tailed)				.000	.472	
	N			175	174	174	
PSOEP	R				1*	.049	
	Sig (2-tailed)					.519	
	N				174	173	
PER	R					1**	
	Sig (2-tailed)						
	N					174	
SIIEP	R						
	Sig (2-tailed)						
	N						
SCIEP	R						
	Sig (2-tailed)						
	N						

** Correlation is significant at .01 level (2 tailed).

* Correlation is significant at .05 level (2 tailed).

G.P.B=Green Purchase Behavior, E.A=Environmental Attitude, E.C=Environmental Concern, P.S.O.E.P=Perceived Seriousness of Environmental Problems, P.E.R=Perceived Environmental Responsibility, S.I.I.E.P=Self Identity in Environmental Protection & S.C.I.E.P=Social Context in Environmental Protection.

H-I: EA is negatively related to G.P.B

Table 4-4.1shows that EA has a negative relation with G.P.B (r= -.022) and is significant at .769 level, so we accept H-I

H-II: E.C is positively related to G.P.B

Table 4-4-1 shows that E.C is positively linked to G.P.B (r=.281[**]) and is significant at .000 level, so accept H-II.

H-III: P.S.E.P has a positive relation to G.P.B

Table 4-4-1 shows that P.S.E.P is positively related to G.P.B (r=.170) and is significant at .025 level, so we accept H-III

H-IV: P.E.R is positively related to G.P.B

Table 4-4-1 shows that P.E.R is positively related to G.P.B (r=.084) and is significant at .272 level, so accept H-IV.

H-V: S.I.I.E.P is positively related to G.P.B

Table 4-4-1 shows that SIIEP is positively related to GPB (r=.290[**]) and is significant at .000 level, so we accept H-V.

H-VI: S.C.I.E.P is positively related to G.P.B

Table 4-4-1 shows that S.C.I.E.P is positively related to G.P.B (r=.181) and is significant at .017 level, so we accept H-VI.

4-5 Regression

Table 4-5-1 Coefficients[a]

Model	Coefficients	Std Error	Standardized Coefficients	T	Sig.
(Constant)	1.025	.551		1.859	.065
Environmental Attitude	-.084	.103	-.062	-.812	.418
Environmental Concern	.208	.102	.171	2.044	.043
Perceived Seriousness of Environmental Problems	.000	.089	.000	-.004	.997
Perceived Environmental Responsibility	.102	.084	.091	1.213	.227
Self Identity In Environmental Protection	.257	.099	.213	2.594	.010
Social Context In Environmental Protection	.104	.076	.104	1.359	.176
Adjusted R Square	.105				
F test value	4.337				
Sig level	.000				
Durbin Watson	1.775				

a. Dependent Variable: Green Purchase Behavior

Table 4-5-1 reflects the significance for Adjusted Square (.105) and shows that the Independent Variables (Environmental Attitude, Environmental Concern, Perceived Seriousness of Environmental Problems, Perceived Environmental Responsibility, Self Identity in Environmental Protection & Social Context in Environmental Protection) have 10.5% variations with the Green Purchase Behavior (D.V). The Durbin Watson is well in the acceptance region. So the Researchers argue that there is no auto-correlation among the variables included in the study. Also the value of F-test is 4.337 which is good at a .000 level of significance. Moreover it is the clear from the table that the Independent variable Self Identity in Environmental Protection has a great impact on the Dependent variable Green Purchase Behavior with Standardized Coefficient of .213 which is a good value at a .000 level of significance. Also the Standardized Coefficients for the Ind. Variables like Environmental Attitude, Degree of Environmental Concern, Perceived Seriousness of Environmental Problems, Perceived Environmental Responsibility and Social Context In Environmental Protection are -.062, .171, .000, .091 and .104 respectively.

5.0 Conclusion

The purpose this study was to examine the demographic trends in green purchase behavior; a study of Pakistani youth segment. In the present research, there were total seven variables, six Independent and one Dependent variable. Among independent variables, Self Identity in Environmental Protection has the greatest effect on the (D.V) Green purchase behavior (R=.290). This relationship was significant at t=2.954, β=.257 & ρ=.010. This shows that the people consider themselves responsible for the protection of environment. Environmental Concern (Ind. V) has the second major effect on the G.P.B. (R=.281). This relationship is significant at t=2.044, β=.208 & ρ=.043. This indicates that the people feel more concerned about the greening of environment. Also the study shows that the mean of the Perceived Seriousness of Environmental Problems (Ind. V) is the highest one (mean=4.1073) and Self identity in environmental protection has the second high mean (mean=4.0115). The study shows that the individuals who discuss the environmental matters with friends etc are more likely to make green purchase decisions as compared to other.

Managerial Implications

To apply the results of this research study, the managers must use green purchase campaigns in order to promote the green purchase behavior among the consumers. They should also use positive and emotional appeals and notions like "save the earth, make some difference etc". The products should be labeled by providing green purchase instructions. The green marketers must also consider gender in view when making products for the consumers as male and females are not equal in environmental responsibility. The strategies aimed at reducing environmental impact on the individuals buying behaviors, the findings show that the main aim of these strategies should be the green habits, which is in line with the previous research. (Eriksson et al 2008). This is our assumption that considerable development in the field of the changing consumer habits can be achieved by integrating the efforts of the Government, consumers, private sector & media. The first one looks to be paid extraordinary concentration.

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