An Investigation into the Determinants Affecting Green Purchase Intention: Insights from a Developing Country

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Abstract

The purpose of the current study is to investigate the determinants affecting green purchase intention of working consumers. The current study investigated the issue of green marketing in context of working consumer of the public sector universities residing in Khyber Pakhtunkhwa, Pakistan. The study mainly focused on identifying the determinants effecting green purchase intention of consumers. The research study was based on quantitative method to test the developed hypothesis and validity of the instruments. A simple random sampling technique is used to distribute questionnaire amongst selected sample size. Principle component analysis were used to test the unifactoriality of the constructs. The results of all the tests showed that all items of each factor are correlated with each other, moreover it also provide enough confirmation of the construct validity. Structural Equation Modeling (SEM) Technique were used to check the relational hypothesis. The finding of the study shows that consumer awareness, health consciousness, behavioral gap, green price sensitivity, and promotion are positively correlated with green purchase intention.

Keywords: Green Purchase Intention: Insights from a Developing Country

Introduction

In current situation, environmental degradation has emerged a very hot issue of concern for the society, regulatory authorities and in addition to the corporate sector and business organization. Its importance originates from growing ecological problems like solid wastes, a gradual depletion of ozone, air pollution and more importantly global warming. It is investigated that multi directional activities of commercial organizations like outsourcing, developing of goods and services and logistics actions have negative effect on the environment and it is also measured to be the best source of maximum of the ecological concerns and problems (Eltayeb, Zailani & Jayaraman, 2010). However, ecological destruction at all the times has been part of the human story. All the time, people's health, both at individual and community level has been affected through ecological problems (Khwaja, 2008).

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In last ten to twenty years the macro level uncontrolled effects of corporate activities on the natural climate and environment has shaped so many life-threatening environmental concerns. The above discussed issues like air pollution, global warming, acidic rain, over use of natural resources and many more are creating problems in the ways of sustainable development of the planet and the economic prosperity system of the world (Sharaf, Isa, & Al-Qasa,. 2015). Somehow governmental guidelines and policies up to some extent allayed numerous ecological problems and some ecologically aware individuals have paid their consideration to a steady modification of some consumption behaviors, in last but not the least role of companies is critical for the attainment of environmentally sustainable development (Shrivastava, 1995c). Most of the sources have provided a rational reason for this liability; in the fact that main source of environmental trouble is definitely the manufacturing industry. On the other hand another significant justification is the fact that most of the businesses have the financial resources, knowledge of technology and importantly institutional inspiration to deliver the ultimate solutions. To follow the perspective, the choice of green product and green production knowledge and technologies indicates the most influential way through which businesses can try to maintain their ecological impacts (Shrivastava, 1995a).

It is fact that the developed world pay high attention to those factor that are hazardous for the environment. But on the other hand in less developed countries specifically Asian states and in Asian countries more specifically the south Asian countries giving very low attention to environmental concerns, pollution and their bad effects. It is observed by world health organization that concentration of particulate matter are increasing in Asia day by day. A very mounting evidence is provided 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 the 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 tailed and followed by "Bngladesh, India, Nepal, China, Myanmar, Sri Lanka, South Korea, Indonesia, Philippines, Malaysia, Thailand, Singapore and Japan".

The studies shows that air pollution adds yearly to over 2 million untimely deaths around the globe. It is also suggested by studies that air pollution is one of the biggest threat for the entire world and it is

considered one of the top ten killer in the world. It is also directed that 65% of deaths are occurring due to air pollution in Asia (WHO, 2008). In back 2010 alone, PM pollution was considered the fourth high leading risk aspect for losses and deaths in China, after high blood pressure and habit of smoking. A highest number of individuals have pass away cause of air pollution in the Asian region (WHO, 2008). In 2008, over five lacks individuals have died in the most emerging economies of Asia the China and India. Other countries of Asia have also in deep trouble from air pollution. More than 4,000 deaths happen in the year due to air pollution in Pakistan, it is a case of serious concern to take some corrective and timely actions in the region because the future looks very dark (Ansar, 2013).

Literature Review

In modern times, when people get aware from the hazardous effects of industries. The terrible situation of environment has cross the limits then the people realized that now it is necessary to be proactive regarding environment. Keeping the issue of environmental degradation, global warming, saving the environment and the awareness of customers about the consequences of the threats resulted drastic growth of green goods and services market(Hunt &Dorfman, 2009). This demand has been proved in their buying and consumption as maximum customers are currently concerning the dots to the environment and also focusing on their lifestyle. 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). It is investigated that green goods market size is gradually increasing and reached to USD 200 billion in 2006. There is another survey by natural green marketing institution; declared that over USD 200 billion market of lifestyle of health and sustainability (LOHAS) rose by hundred in 2010 and it is projected that it can increase four time greater or bigger by 2015(Widger, 2007). Moreover, it is recognized that the world market for green production of goods is estimated to upswing to US $3.5 trillion by the current 2017 due to the great increase in awareness on ecological issues (Jones, Shrinivas, and Bezner-Kerr (2014). Though, there is a case of great concern that in some developing regions and countries the trend of green marketing is absolutely new as most of the areas are still in a dark position, and low awareness regarding the issue and green goods (Synovate survey, 2012). Relating and connecting it more precisely to the Asian culture, a study exposed that only 5% of Nigerians are involved in green buying behavior (Quick pulse, 2011). The case is approved by another study that in developing countries specifically in Asia the upper and the middle class society

starting their green purchase intention and also highlighted that green is not a general phenomenon yet(Olamiyu (2012).

A very strong variable was examined with the name of willingness to pay that could have a strong relationship with the green purchase intention (Ansar, 2013; Ali & Ahmad, 2012; Ling, 2013; Numraktrakul et al., 2011; Zhen &Mansori, 2012). Furthermore, it wasassumed that green purchase intention might be affected by socio-cultural, demographic, ecological advertising and environmental packaging (Ansar, 2013). On the other hand an author expressed his views regarding the relationship between store image and the extreme role of sales peoples in connection with green buying intention (Ling, 2013).Besides this, 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). More confirmation and validation of this construct is understood as 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.

From digging the previous literature so many determinants was recommended of 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) and (Maya, Lopez-Lopez &Munuera, 2011) proposed that perceived behavioral control (PBC) can assist as equally a direct factor of green intention and also work as a mediating variable.One study suggest that perceived value similarly 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).

Most of the author accepted this fact that green trust is also one of the vital factor of green purchase intention. This very much important for to

understand the green marketing (Gupta & Dash, 2012; Pornpratang, Lockard, &Ngamkroeckjoti, 2013).Successive research studies specified that corporate social responsibility (CSR) is an added factor of green purchase intention. It can directly affect the green buying behavior of consumers (D'Souza, Taghian& Lamb, 2009; Lee & Shin, 2008).

To understand this fact, it is a great challenge for marketers of green goods and services, that the gap amongst pro-ecological attitude and green purchase behavior is a test. Research studies show 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).

Another study conducted on green purchase behavior which shows that perceived consumer effectiveness has strong relationship with green purchase intention. Likewise it is also suggested that promotion and advertising use such tools that make the people convince for changing their actions and bring improvement and difference. It is further 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).

Another great supposition is this that the consumer should demand for those products which is affordable and it must need to be in high interest of society(Metzger, 2003).Others have claimed that this is government's obligation to simplify and manage the whole procedure (Pellizzoni, 2004).Some emerging economies like China have the skills and capacity to use all the nonmarket powers more willingly to highlight 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, Though; it is obvious that the issue of a green market is static and still undefined. After a deep and thorough review 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 country. The study in hand is presented to addresses this issue by concentrating on the great potential of green marketing planning's in Pakistan and also to understand the views of final user towards this construct. In the last few years number of companies tries to introduce green marketing in Pakistan. They produced many green goods in the country but the case is this that very little attention has been paid as for as the consumers are concerned. When the concept of green marketing is freely established in the country, and they give much importance to green

marketing, then for sure individuals and society in the country would likely benefited.

Research Methodology

Type of Research

The current research in hand is sequential explanatory research. This study is intended to examine the determinants affecting green purchase intention of working consumers.

Population

Population is the total of all items that are focus of the research and upon which the research intends to draw findings and conclusions (Huysamen, 1994). The populaces for this research study is divers in nature, it is composed of different public sector universities residing in Khyber Pakhtunkhwa. At present there are 4039 faculty members in 19 public sector universities working in Khyber Pakhtunkhwa, Pakistan (HEC).

Sampling Techniques

In this research study, non-probability sampling technique is utilized to collect the data, all the individuals being selected are not given an equal chance. This is because the probability of each individual being chosen is unknown. In addition, it depends heavily on the personal judgment to identify or select the elements or unit of the sample. The non-probability sampling is reputable for saving the time and cost for researchers and more specifically it frequently seems to provide satisfactory results (Cooper and Schindler, 2006).

Sample Size

Table 1: Faculty List of Public Sector Universities

S.No	Name of Public Sector Universities	Total Full Time Faculty Including PhD	Sample Employees
1	Abdul Wali Khan University, Mardan	344	22
2	Bacha Khan University, Charsadda	133	9
3	Gomal University, D.I.Khan	290	19
4	Hazara University, Mansehra	356	23
5	Institute of Management Sciences, Peshawar.	95	6
6	Islamia College University, Peshawar.	221	14
7	Khushal Khan Khattak University, Karak.	29	2
8	Khyber Medical University, Pes	147	10
9	Kohat University of Science and Technology, Kohat	150	10
10	Shaheed BB University, Sheringal Upper.	153	10
11	Shaheed BB Women University,	166	11

	Peshawar.		
12	University of Agriculture, Peshawar	379	25
13	University of Engineering & Technology, Peshawar.	375	24
14	University of Haripur, Haripur	112	7
15	University of Malakand, Malakand.	206	13
16	University of Peshawar, Peshawar.	571	37
17	University of Swabi, Swabi	75	5
18	University of Swat, Swat	121	8
19	UST Bannu	116	8
	Total	4039	264

Source: Higher Education Commission of Pakistan

Roscoe (1975) suggested that the suitable sample size is greater than 30 and smaller than 500. It is a known phenomenon that greater sample size can create more perfect data.Calculating the sample size by using proportion allocation method. The researcher used to take 264 respondents from the public sector in Khyber Pakhtunkhwa. The table is available above to show the distribution of the sample size on the basis of the strength of the employees in the respective university. The researcher used (Krejcie& Morgan, 1970) for the allocation and determination of sample size of the working consumers of public universities residing in Khyber Pakhtunkhwa, Pakistan.

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

Table for Determining Sample Size from a Given Population

N	*S*	*N*	*S*	*N*	*S*
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

130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.
S is sample size

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

Sources of Data Collection

In this research study, both primary and secondary sources are used for data collection. The working consumers contacted personallyand asked to fill the questionnaire to fulfill the requirements for the research study. The secondary sources of data also utilized for the research study in hand. These sources include official record files and website, WHO, world pollution index, environmental protection agencies, and many other sources are utilized for secondary purposes. The consumers who are the employees and working in the sample universities provided with questionnaire for the data collection.

The researcher used numerous strategies to overcome some weaknesses of the questionnaire. Before the questions were put in to the field a pretest was done of selected samples to test, examine and make sure that the respondents understand the questionnaire.

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 current study descriptive statistics were used to check the reliability of the constructs and items included in the constructs. Mean, minimum maximum value with standard deviation were examine 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

According to different sources it is obligatory for the researchers to ensure that their data collection process is applauded by society and it should be ethically and morally satisfactory to the respondents of the study. For that reason, the investigator paid their attention to numerous ethical issues:

Results and Discussion

Demographic Distribution

Table 2: Distribution on Gender Basis

	Gender	Frequency	Percent%
Valid	Female	60	22.7
	Male	204	77.3
	Total	264	100.0

The above table shows the nominated respondents on the basis of their gender. Female respondents were 60 with 22.7% of the total sample size. Male respondents were 204 with 77.3%. The findings suggest that male respondents were in majority used for the current study.

Table 3: Distribution on Age Basis

	Age	Frequency	Percent%
Valid	20 to 25	10	3.8
	26 to 30	98	37.1
	31 to 35	63	23.9
	36 to 40	48	18.2
	Above 40	45	17.0
	Total	264	100.0

The results of the above table shows that 20 to 25 years age respondents in the total sample size were 10 with 3.8%, similarly 26 to 30 were 98 with 37.1%, 31 to 35 were 63 with 23.9%, 36 to 40 years were 48 with 18.2% and above 40 years were 45 with 17% in the public sector universities.

Table 4: Distribution on Education Basis

	Qualification	Frequency	Percent
Valid	Master	140	53
	MS/M.Phil.	98	37.2
	Ph.D.	26	9.8
	Total	264	100.0

The findings of the table shows that 140 respondents with 53% were master qualified, similarly 98 respondents with 37.2% were MS/M.Phil, 26 respondents with 9.8% were Ph.D qualified from the total sample size.

Table 5: Distribution on Experience Basis

	Duration	Frequency	Percent
Valid	1 to 3 years	65	24.6
	4 to 6 years	129	48.9
	7 to 10 years	36	13.6
	Above 10 years	34	12.9
	Total	264	100.0

The current findings of the above table shows that 1to 3 years experienced respondents were 65 with 24.6% of the total sample size. Respectively 4 to 6 years were 129 with 48.9%, 7 to 10 years were 36 with 13.6% and above 10 years were 34 with 12.9% of the total respondents from the public sector universities.

Reliability Statistics

Table 6: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	No. of Constructs
.968	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 .968 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 final items
Green Purchase Intention	6	.826	.933
Consumer Awareness	4	.703	.776
Health Consciousness	4	.832	.910
Behavioral Gap	4	.773	.919
Green Availability	4	.885	.953
Green Price Sensitivity	5	.888	.888

Green Trust	4	.847	.900
Product	4	.803	.872
Price	4	.797	.871
Promotion	5	.889	.889
Place	4	.887	.941

The results of all the variables were well above the cutoff value, which ensured that the significant or acceptable Cronbach Alpha score is achieved. The item eliminated were also examined to check, it may be possible that the deleted item may bring increase in the reliability of the construct. The below table shows the initial and final cronbach alpha values.

Descriptive Statistics

Table 8: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Green Purchase Intention	264	3.11	4.67	3.8519	.25605
Consumer Awareness	264	3.20	4.60	3.8341	.42208
Health Consciousness	264	3.40	4.20	3.7530	.28960
Behavioral Gap	264	3.20	4.60	3.9242	.36169
Green Availability	264	3.40	4.60	3.9758	.37000
Green Price Sensitivity	264	2.40	4.40	3.7576	.56624
Green Trust	264	3.40	4.60	3.8955	.28761
Product	264	2.80	4.60	3.8167	.55649
Price	264	3.20	4.60	3.8788	.32885
Promotion	264	2.80	4.80	3.8174	.43093
Place	264	3.20	4.80	3.9379	.37336

The descriptive statistics in the current study used to know the characteristics of the data collected from the sample employees of public 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 or constructs.

Assumption Statistics

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

Constructs	**DCM**	**KMO**	**BTS**	**Sig**
Green Purchase Intention	.001	.798	1799.894	000*
Consumer Awareness	.314	.740	301.601	000*
Health Consciousness	.024	.782	968.667	000*

Behavioral Gap	.023	.746	977.723	000*
Green Availability	.010	.883	1190.612	000*
Green Price Sensitivity	.035	.852	871.409	000*
Green Trust	.028	.825	789.459	000*
Product	.138	.822	514.984	000*
Price	.076	.713	670.784	000*
Promotion	.058	.866	742.633	000*
Place	.004	.720	1455.701	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). The detail of KMO measure are completely summarized in the table 6.1.

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 and results 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 good fit was attained. The value of RMSEA was little bit higher for some of the constructs from their rules of thumb; but still all the constructs measures were in standard and acceptable range for the close fit of models. The summary of the confirmatory factor analysis for the public sector data were presented in the table.

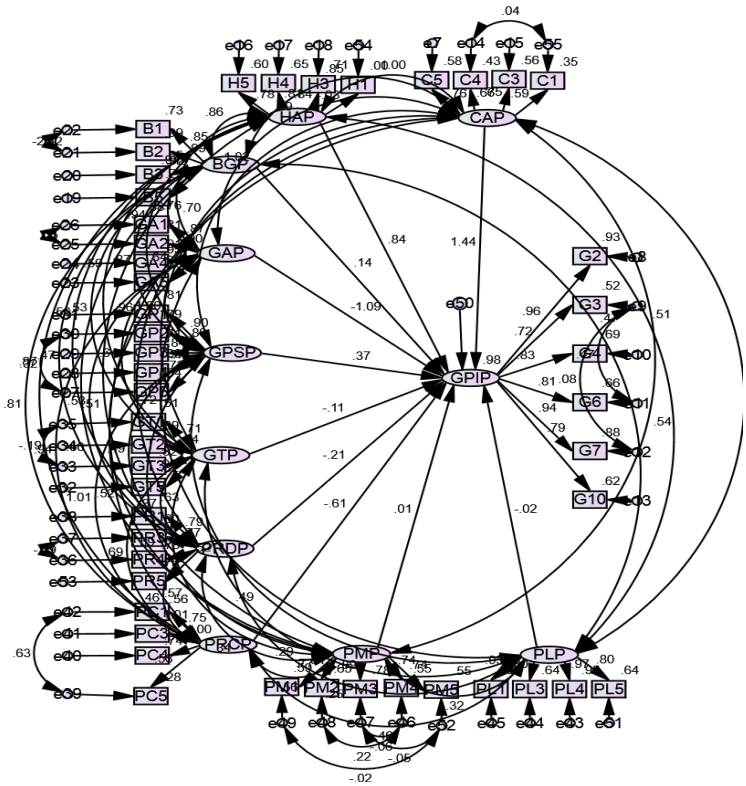
Table 10: Summary of Measurement Models

Fit Indices						
Construct	CMIN	SRMR	GFI	CFI	TLI	RMSEA
Green Purchase Intention	3.421	.05	.971	.989	.976	.086
Consumer Awareness	1.149	.02	.92	.926	.924	.024
Health Consciousness	2.840	.04	.990	.989	.968	.064
Behavioral Gap	4.882	.02	.980	.990	.939	.094
Green Availability	.433	.02	.999	1.000	1.000	.000
Green Price Sensitivity	1.767	.01	.990	.996	.991	.054
Green Trust	2.820	.00	.995	.998	.986	.063
Product	4.009	.01	.992	.994	.964	.069
Price	4.585	.01	.991	.995	.965	.117
Promotion	2.533	.01	.996	.998	.985	.067
Place	1.016	.01	.996	1.000	1.000	.008

Structural Equation Modeling (SEM)

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
3.269	0.910	0.914	0.931	0.063	.0230

Hypothesis Testing

Ten hypothesis were framed in the first phase of the study and were tested through structural equation model (SEM). The overall result of the hypothesis testing phase shown significant relationship of consumer awareness and health consciousness constructs with green purchase intention. Behavioral gap and green availability construct shows significant influence on green purchase intention. Finally green price sensitivity and promotion both constructs was found to have constructive impact on the dependent construct green purchase intention. The remaining relationships between the variables were found insignificant in nature.

Table 11: Hypothesis Testing

Hypothesis	Structural Paths	Estimates	Std. loading	C.R	P	Results
H1	CAP→GPIP	.052	.027	1.949	.005	Accepted
H2	HAP→GPIP	.852	.053	16.196	***	Accepted

H3	BGP→GPIP	.109	.021	5.258	***	Accepted
H4	GAP→GPIP	.007	.026	.286	.775	Rejected
H5	GPSP→GPIP	.273	.032	8.641	***	Accepted
H6	GTP→GPIP	.024	.021	1.111	.267	Rejected
H7	PRDP→GPIP	.001	.018	.029	.977	Rejected
H8	PRCP→GPIP	-.030	.026	-1.158	.247	Rejected
H9	PMP→GPIP	1.908	.371	5.143	***	Accepted
H10	PLP→GPIP	-.019	.059	-.315	.753	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 5 hypothesis were found with a significant relationship with green purchase intention and the remaining were rejected due to low significant (P) value.

Discussion

Confirmatory factor analysis (CFA) was done on the data set individually. Structural equation modeling (SEM) were processed as instrument to check the pre-set hypothesis and suppositions. There were basically 10 hypothesis framed to study the relationship between independent and dependent variables.

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.

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 public 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 5 out 10 hypotheses has been accepted, the accepted hypothesis were consumer awareness, health consciousness, behavioral gap, green price sensitivity and promotion, however rest of the hypotheses were rejected on the bases of the results.

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 existing 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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