''Role of Green Customer Value, Awareness of Environmental Consequences, Green Brand positioning and Attitude Toward Green Brand in Influencing Green Purchase Intention.''

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Abstract

Customer demand for green products is increased since awareness of environmental issues prevailing in current era. The main purpose of conducting the research is to measure role of green brand positioning, attitudes toward green brands, green customer values and environmental consequences in influencing green purchase intention. Furthermore, the majority of study in this field concentrated in highly prosperous nations, while there was a paucity of research on the context of green purchase intention GPI in developing countries. The current study fills up this gap in literature by examining factors that influence green purchase intention GPI in Pakistan including Theory of Planned Behavior TPB. According to the study's findings marketing managers must take a firm's green brand positioning strategy into account while creating advertising messages that encourage customers to support the company's green initiatives. A well-implemented green brand positioning strategy can lead to a more promising attitude toward green brand (ATGB) and influence their attitude toward green purchase intention as well as awareness of environmental consequences influence customer intention to buy green products., green brand positioning and green customer value have noteworthy impact on green purchase intention. In this data is collected once as it is cross-sectional study. Research on green purchase intention (GPI) has established significant development in the past years. However, there are still several important aspects in various contextual setting that demand further research. Some other potential predictors are not included in this research due to time and cost restriction. More fruitful results can be achieved by doing longitudinal researches on these variables for more generalizing purpose.

Keywords: Attitude Toward Green Brand, Awareness of Environmental Consequences, Brand Positioning, Green Customer Values, Green Purchase Intention (GPI), Theory of Planed Behavior.

Introduction

Since industrial and technological revolution, environmental problems like deforestation, natural resource shortages, climate change, and global warming have gotten worse. Due to environmental degradation and the loss of scarce resources, industrialized and emerging nations must review their environmental concerns. Therefore, since the Brundtland Commission in 1987 and the Earth Summits in Rio de Janeiro (1992) and Johannesburg (2002) issued their conclusions on the severity of environmental concerns has become one of the world's most important challenge (Mehraj & Qureshi, 2022).The majority of developing nations have been very concerned about environmental degradation, especially because of the negative effects it has on their economies, strategies, and countrywide policies. This anxiety is also sparked by the massive waste generation brought on by the constantly increasing consumption which produces large amounts of trash at a rate that is far faster than the natural decomposition process, appears to be the most affected by this problem.

This suggests that Pakistanis typically consume resources faster than they can be replenished. The ecological concerns are causing more concern than ever among people globally. Business and consumer priorities have shifted toward green production and consumption practices as a result of the increased importance placed on protecting natural resources (Wang et al., 2022)Customers are becoming more ecologically conscious; thus, businesses must create green products to stop environmental harm that leads to disasters of all kinds. As increasing customer environmental Concern for the environment having a great impact on the demand for ecological products. Products with an environmentally conscious impression help a business respond to customers who care about the environment and advance the green consumption movement. "Consumer awareness of ecologically friendly, practical, and safe items is known as green consumerism" (Rios et al., 2006). Due to this circumstance, businesses are now emphasizing environmentally friendly product positioning as a way to integrate sustainability into their marketing tactics. According to prior studies green brand positioning is a company's attempt to set its environmentally friendly products apart from its rivals (Pangihutan SITUMORANG et al., 2021) The main driving force behind any society's consumption of green goods is the increased focus on ecological issues, environmental concerns, and customers' growing environmental mindfulness. Businesses must create green products to stop environmental harm that leads to

disasters. Customers are becoming more ecologically conscious thus, businesses must create green products to stop environmental harm that leads to disasters of all kinds(Wang et al., 2022).

 Previous Studies have shown that green brand positioning refers to a company's efforts to distinguish its environmentally friendly products from those of its competitors. Customers who are aware of a product's advantages are likely to make more purchases. Environmentally friendly goods are popular because of the values associated with them (Chen & Chang, 2012)   The choices of consumers for making subsequent purchases are substantially influenced by environmentally friendly characteristics. According to research attitudes and intentions to buy environmentally friendly products are positively related (Cheah & Phau, 2011) . If properly executed, green brand positioning, which combines emotional benefits with practical benefits, can help shape customer views. Brand positioning is the ability of the business to create items that have a place in consumers' minds as well as a strategy for the business to enter a competitive market (Aaker & Joachimsthaler, 2018). According to studies businesses must focus on green brand positioning if they want to expand and hit their goals as environmentally friendly products are more likely to be purchased by conscious consumers (Mohd Suki, 2016) . Numerous researches have looked into how green positioning compels consumers to make more green purchases (Huang et al., 2014). Green purchase intentions are influenced by a number of variables. The current study considers green customer values (GCV), Attitude Toward Green Brand (ATGB)Green Brand Positioning (GBP), and Awareness of Environmental Consequences (AEC) to influence the Green Purchase Intention GPI. For instance, GPI is positively influenced by GBP, GCV and ATGB and AEC (Liao et al., 2020).

Literature Review

There is still requirement for study on green purchase intention GPI in underdeveloped countries, both in terms of theoretical development and practical evaluations More importantly, there must been much research on the effects of environmental elements including green values, environmental awareness, green brand positioning, and actual consumer green buying intention (Liao et al., 2020). As a result, this research added variables relating to attitude toward green brands, green values, understanding of environmental effects, and green brand positioning in order to accompaniment of TPB and explain the GPI in Pakistan

Green Purchase Intention (GPI)

The consumer desire to purchase green brands in order to fulfill their requirements is known as GPI, Consumer having a favorable attitude toward green items will improve the likelihood of making a consumer green purchase intention (Amoako et al., 2020). Environmentally responsible consumers may delight in taking action and even changing their purchase patterns (Rehman & Dost, 2013). Customers can be considered as green consumers when they recognize a brand's green qualities and then choose that brand. According to research consumers having an opinion about green items are more likely to purchase environmentally friendly goods (Hamzah & Tanwir, 2021) . According to various studies green positioning compels consumers to make more green purchases. Organizations must focus on green brand positioning if they want to expand and attain their goals(Mohd Suki, 2016).

Green Brand Positioning (GBP)

A brand must be aggressively communicated with in order to be positioned as a green brand, and it must be distinguished from its rivals by highlighting its environmental friendliness. Scholars highlighted that brand positioning must accomplish customers' expectations in order to identify the brand with its desirable quality(Ries & Trout, 2001). By providing information about environmentally friendly product features, a green positioning creates brand linkages (Rios et al., 2006)

Brand positioning is one of the key elements in achieving a competitive market position. A strong focus on environmental-related concerns and attributes is required to achieve green brand positioning and competitive advantage(Mohd Suki, 2016). The process of creating and shaping a company's offering and image to occupy a distinctive space in the target market is known as brand positioning. Designing promotional products and images that set a brand apart from its rivals through its green brand features is the same as positioning a brand as a green brand (Wang et al., 2022). As a result, green brand positioning is a component of brand identification and value creation concerning firms that have sustainable traits that are valued by customers, particular to a company, and that distinguish the brand in the minds of the potential customers. The aim of positioning is to provide a brand a psychic edge over rivals based on product features in the eyes of consumers. Consumers with a specific level of environmental understanding and a history of successful purchases of environmentally friendly products are more likely to indicate a strong desire to purchase a green product due to its green attributes and successful green brand

positioning. Additionally, the author noted that brand positioning is just as crucial to image development as quality and profitability. According toMohd Suki, 2016, leads to customers' strong buy intentions, which are a result of environmental awareness and favorable prior experiences. Mostafa investigated if customers who maintain an optimistic outlook are more likely to buy GP.

Attitude toward Green Brand (ATGB)

According to previous reteaches consumer's attitude toward a green brand is based on their reasonable assessment of that brand. According to Rios et al., 2006 consumers will choose between brand options with the support of companies' attempts to transmit ecologically friendly attributes to them. According to Huang et al., 2014, consumers environmental awareness is absolutely related with their behavior toward green brands, particularly when they recognize that businesses' actions align with their green brand positioning. Consumer attitudes toward green brands are significantly influenced by their knowledge of environmental issues and their awareness of such issue (Becker-Olsen et al., 2006) . The results of a study conducted in Egypt indicated that consumers' awareness of environmental issues is crucial for consumer attitudes toward green brands are significantly influenced by their knowledge of environmental issues and their awareness of such issues. According to the Park et al., 2017 ATGB was developed from customers' evaluations and logical conclusions about the green purchase intention. Due to businesses' efforts to convey environmentally friendly attributes to customers, consumers will have a variety of brand options to choose from. Customers' preference and opinion of the brand as a whole, which captures their loves and dislikes, are connected to their behavior toward it. Prior studies of the green market have demonstrated that consumer attitudes toward environmentally friendly behavior have an immense influence on both their ecological consciousness and their intention to purchase eco-friendly products.

Green Customer Value (GCV)

Values are a person's assessments of what he or she believes to be important in life. They are a key component of all cultures around the world. Values influence conduct along with worldview assumptions and beliefs. The green brand values are viewed as a collection of characteristics linked to the sense of environmental worth, enhancing the likelihood that green products will be reused and spreading a positive word of mouth (Chen et al., 2020). According to earlier studies, consumers' perceptions of the value of green products have an impact on their perceptions of the

value of green products, which affect consumers' purchase intentions and the strength of the brand relationship. Various studies have blended various sets of values to describe the customer value in green brands in terms of both purchase intention and brand relationship (Ikram et al., 2020).

It has been argued that customers face a risk dilemma related to both monetary and functional risk associated with the products, companies can create brand loyalty by minimizing these risks related to company offerings. Additionally, research show that buyers' brand involvement might improve customer buying intention through green customer value (Chen et al., 2020) . Customers that identify as green are constantly interested in buying only environmentally beneficial goods. Customers that care about the environment and respect reusability place a high value on environmentally friendly products and businesses. Based on the products' perceived value, which reflects the specific purchasing intention of customers (Sharma & Klein, 2020).

Awareness of Environmental Consequences (AEC)

Environmental consequences are represented in worries about a product's damaging effects on the environment, the destruction of forests, and the energy used in manufacture. According to recent surveys, consumers in highly prosperous countries are more mindful of the environment than those in developing countries. Vachon & Klassen, 2008assert, that customers are becoming increasingly conscious of ecological issues in developing nations. Research on how individuals relate to the environment and their capacity to play ecological friendly roles for the betterment. According to certain studies, consumers that care about the environment are very interested in recycling (Xu et al., 2013).

Theory of Planned Behavior (TPB)

Ajzen first presented the notion of planned behavior in 1985.The theory contends that three elements—conduct, subjective norms, and perceived behavioral control—are critical for the development of behavioral intention, which in turn influences how people behave. TPB asserts that a person's intention to involve in a specific behavior is influenced by their attitudes toward that behavior. The TPB has been used to predict intention and behavior in many different contexts (Han & Kim, 2010). According to evidence, the theory can be utilized to explain environmental advocacy (Yadav & Pathak, 2016). As established by Ajzen factors such as behavior, ethics, prior knowledges, and demographic factors can have a direct or indirect impact on behavior (1980). To further understand the green purchase intention GPI, this study has taken

into account traits like environmentally consciousness, role of green knowledge that build green attitude, green values.

Research Model and Hypotheses

Customers that are aware of environmental issues and care about protecting it are more likely to purchase environmentally friendly goods. Setting up a green brand is crucial for businesses to grow (Mohd Suki, 2016). According to a number of researches, green positioning greatly influences consumers' desire to purchase (Pangihutan SITUMORANG et al., 2021)On the basis of the previous research, the following hypotheses can be made:

H1: Green brand positioning has positive relationship with green purchase intention.

Attitude influences consumer decision to purchase environmentally friendly goods. According to previous studies by (Thgersen, de Barcellos, Perin, & Zhou, 2015 & Solomon & Russell-Bennett, 2012) (Oliver et al., 2010)discovered a strong correlation between consumers' intention to buy ecological products and their actual intent to do so. On the basis of the prior research, the following hypotheses can be made:

H2: Attitude toward green brand has a relationship with green purchase intention.

"The consumer's view of the product's value is known as perceived value"(Song et al., 2019). According to study the perceived quality of green brands directly influences the value of green customers, who in turn influence purchase intentions and the quality of brand relationships (Chen et al., 2020). Perceived value refers to the consumer assessment of the item's value. Customers actual green shopping behavior must include green purchase intention. It demonstrates that customers only buy a product when they believe it to be important, required, and alluring to them(Al-Gasawneh & Al-Adamat, 2020). Studies found that perceived green value has been found to be the only factor that truly influences consumer purchase intention (Ahmad et al., 2020.)

H3: Green customer value influences green purchase intention

 According to recent surveys, consumers in industrialized nations are more environmentally conscious than those in developing nations (Li et al., 2020). Vachon & Klassen, 2008 assert, however, that customers are becoming increasingly conscious of environmental issues in developing nations.

H4: Awareness of environmental consequences is positively associated with green purchase intention.

Figure 1

Research Conceptual Framework
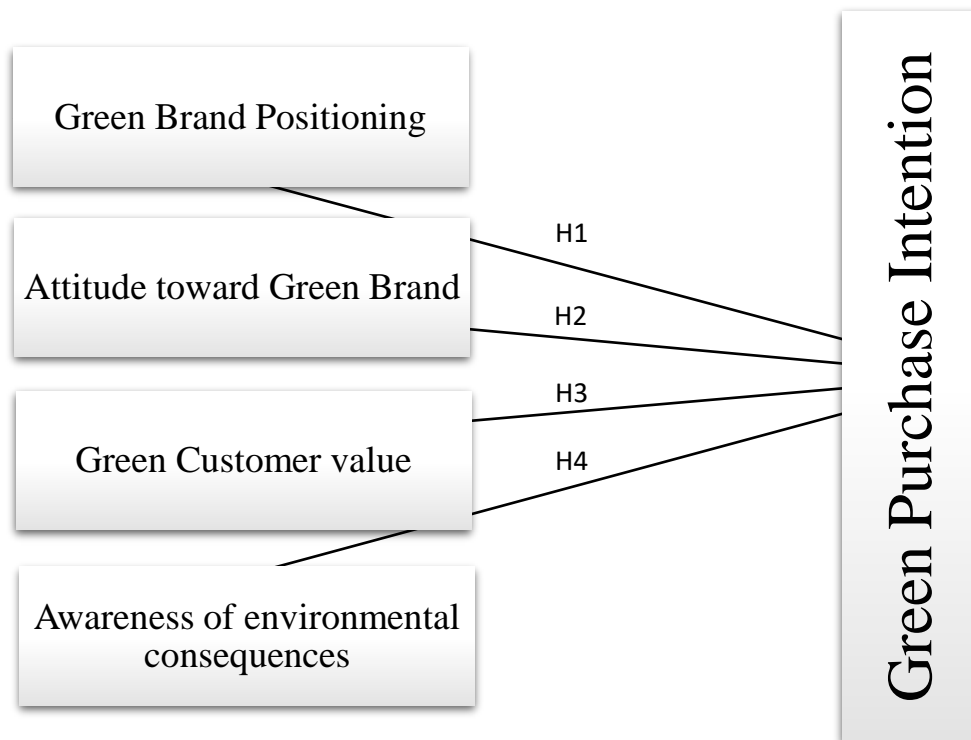
Research Methodology

Population and Sampling

The quantitative research methodology is used in this study. Data collected through questionnaire. The 430 questionnaires were distributed to the respondents   from faculty members and students of 5 universities in Bahawalpur Pakistan. The population of the study consisted of consumers who have the intention to purchase green products. Data was collected from faculty members and students of 5 universities in Bahawalpur through simple random sampling method. According toMalhotra & Malhotra, 2012 a sample size of 150 is enough to conduct a research. So, a total of 430 respondents were involved in the study.

Instrument and Measure

 For data collection research instrument is one of the most important instruments. For data collection, a structured questionnaire utilized. 500 questionnaires were distributed for performing

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the sampling procedure, questionnaires were distributed in Universities of Bahawalpur with the main categories of higher education institutions i.e. Public and Private namely: Islamia university Bahawalpur (IUB), Government Sadiq College Women University (GSCWU), Cholistan University (CUVAS), National College of Business Administration and Economics (NCBA&E), University of Central Punjab (UCP). The data were analyzed using the SPSS regression was used to test the relationships between green brand positioning, green customer value, awareness of environmental consequences and attitude towards green brand and green purchase intention. The research questionnaire used a 5-point Likert Scale, ranging from 1 = Strongly Agree to 5 = Strongly Disagree

Reliability Test

The Cronbach's alpha was calculated to evaluate the instrument's overall reliability. The computed values of Cronbach's Alpha for the 08 items of Green purchase intention (GPI) is (.866) (Mohd Suki, 2016) , for the 4 items green brand positioning are (.820) (Mohd Suki, 2016), and for the 4 items of attitude toward green brand are (.830)(Hartmann et al., 2005) and for 9 items of green customer values are (.792)(Kalsi & Singh, 2019)(Kalsi & Singh, 2019) and 5 items of awareness of environmental consequences are. 803(Gärling et al., 2003). All 5 values are above the standard value proposed.

Table 1

Sources and Reliability of Study Variable

Section	Variable	No of Items	Reliability	Sources of scale
A	Green Repurchase Intention	8	.866	(Suki, 2016)
B	Green Brand Positioning	4	.820	(Suki, 2016)
C	Attitude Toward Green Brand	4	.830	(Patrick Hartmann, Ibáñez, & Sainz, 2005)
D.	Green customer values	9	.792	Kalsi and Singh (2019);
E.	Awareness of environmental consequences	5	.803	Garling et al. (2003)

Profile of Respondents

Table 2

Sample profile

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Characteristic	**Frequency**	**Percent**
Gender		
Male	180	41%
Female	250	58.1%
Age		
18-30	238	55.3 %
31-40	160	37.2 %
41-50	32	7.44 %
Designation		
Admin Officer	115	26.7%
Students	105	24.4%
Faculty Member	210	48%

Note: (n=430), DV=Green Purchase Intention, IV=Green Brand Positioning, Green Customer Value, Awareness of environmental consequences, Attitude Toward Green

Regression Results

Table 3

Results of Hypothesis Testing

	Beta	t-value	S.E	Sig	R Square	Adjusted R Square	Decision
GBP → GPI	0 .713	13.072	.510	0.000	.711	.707	Supported
AEC → GPI	0.195	4.84	.183	0.000			Supported
GCV → GPI	0. 016	.251	.012	0.000			Supported
ATGB → GPI	0.380	9.707	.380	0.000			Supported

The result shows that p-value is 0.000 which is less than 0.05 hence we say that there is significant relationship between independent variable that is (GBP, GCV, AEC, ATGB) and dependent variable that is GPI. As indicated that the beta value is 0.510 which means that the change in independent variable GBP will bring about the change in the dependent variable green purchase intention by 51%. Similarly, the beta value of AEC is 0.183 which means that change in independent variable will bring about the change in dependent variable green purchase intention is 18.3%. In case of GCV the beta value is 0.12 which means that the change in independent variable GCV by one unit will bring about the change in dependent variable green

purchase intention by 12%. In case of ATGB the beta value is 0.380 which means that change in independent variable ATGB by one unit will bring about the change in depend variable green purchase intention by 38% Furthermore the beta value is positive which indicates that positive relationship between independent variables GBP, GCV, AEC, ATGB and dependent variable that is green purchase intention.

Discussion

Environmental challenges are becoming a bigger priority for present-day organizations. These businesses allocate funds, create sound policies, engage in environmental safety measures, and adopt ecologically aware practices (Islam et al., 2020.) According to previous studies customers have more intentions for the environment, and as a result, various businesses are attempting to design and manage specific operations for sustainability. One of the sensitive issues for customers now is the environment.(Mohd Suki, 2016) .According to the study's findings, there is positive relationship between green brand position and green purchase intention. The first hypothesis H1, is therefore supported. This outcome is consistent with findings from previous studies (Huang,   2014 ; Mohd Suki, 2016). Customer awareness and consideration for buying green products are indicators of a strong green brand positioning. Marketers should therefore use green brand positioning to compete with their products. Finding of the results shows that, there is attitude toward green brands that adds to the urge to purchase, which confirmed the hypothesis H2. This attitude toward green brand has a favorable impact on green repurchase intention. Additionally, this is in accordance with the findings of (Solomon & Russell-Bennett, 2012; Thøgersen et al., 2015)which claim that favorable pictures influence consumer attitudes and purchase decisions the study also supported the significance of environmental awareness in influencing people's views toward environmentally friendly products. The results specifically showed that environmental values and awareness of environmental effects have an impact on intentions to make green purchases, supporting the hypotheses H3, H4 (Al-Gasawneh & Al-Adamat, 2020). These results corroborate the findings of who came up with same conclusion on how consumer behavior is influenced by environmental effects (Li et al., 2020). Customers are therefore more likely to be interested in purchasing green goods when they have green values and are aware of the effects on the environment. These results are extremely important because they highlight how factors like

green brand positioning, green customer value, and appreciation of environmental concerns can all help predict the attitudes that people develop toward GPI. Additionally, the TPB in the context of the GPI was validated by the findings of the current study.

Theoretical Implications & Managerial Implications

This work contributes to the body of literature based on the Theory of Planned Behavior (TPB) by including all variables and investigating the relationship between GBP and ATGB, AEC, GCV with GPI. Further this study contributed to the literature by exploring green purchase intention (GPI) in Pakistan, a developing country. The study also integrated the theory of planned behavior (TPB) to look at the relationship the study proposed (Ahmad et al., 2020.) **.** In order to better comprehend the threats, hazards, as well as the connection with green aims, it is also crucial to use a rational, methodical approach. Consumer purchasing intentions are influenced by behaviors   (Li et al., 2020) Green brand positioning and green consumer value, attitude toward green brand are excellent indicators of whether a consumer will make a green purchase. Therefore, marketing managers must create sound policies to uphold the GBP, ATGB, AEC, and GCV current rules. Managers must start a successful advertising effort to promote the intention of green purchases in order to promote the green brand.

Conclusion &Recommendation

This study examines customers' intentions to buy green products in Bahawalpur, Pakistan. Additionally, TPB integration was tried in this study. The results confirm that the TPB model is useful for illuminating customers' intentions to buy green items. The study's results also had significant ramifications for both theory and practice and offered amazing new insights. First and foremost, this study contributed to the literature by looking at GPI in Pakistan, a developing country. The current study also integrated the theory of planned behavior.

The results demonstrated that Green Brand Positioning is a significant element that may affect customers' inclination to purchase a category of green brands. Green Brand Knowledge was influenced by Green Brand Positioning, which in turn affected consumer attitudes and inclinations to buy green brands. This study provided further evidence of the significance of environmental awareness in influencing both general and workplace attitudes toward sustainability, by creating initiatives to raise awareness of the environment and presenting people's values in relation to the environment and their responsibilities toward the environment,

managers or policy makers should concentrate their efforts on influencing the attitudes of the people toward the environment. The study concentrated on green variables such GBP, ATGB, AEC GCV and GPI. The results of the study revealed that these variables have   strong influence on GPI. These findings validate prior findings   (Huang et al., 2014; Mostafa, 2007;Mohd Suki, 2016).

Limitation &Future Research

There are several boundaries of this study. The data was collected at one point in time, this research is cross-sectional; longitudinal studies on these factors are preferable to address the issue at hand. This study focuses solely on the staff and students of Bahawalpur's five universities, which rarely serves as a representative sample of Pakistan. Future study should be done using information from different universities around Pakistan. Due to time and money limitations, certain additional possible indicators were not examined in this study. For the generalizability of the research findings in light of these constraints, substantial sampling is advised. Other factors include human characteristics, such as ecologically conscious consumer behavior, green equity, green trust, and green consumption value, as well as Islamic values that influence the intention to buy green products, can also be used to measure green brand positioning.

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