

## **Conceptualizing Green Purchase Intention in Emerging Markets: An Empirical Analysis on Pakistan**

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### **Abstract**

This research examines relationship between factors that affect the green purchase intentions of consumers. Green consumerism refers to recycling, purchasing and using environment friendly products that have minimal damage to the environment. The research focuses on influence of four major independent variables derived from literature including self image, environmental concern, man nature orientation and social influence on the dependent variable green purchase intention in Pakistan. The statistical analysis of the data reflects that environmental concern does not impact green purchasing intention where as social Influence, self image, man-nature orientation do influence green purchase intention of consumer.

*Key words: Social Influence, self image, man-nature orientation, green purchase intention of consumer, Environmental Concern.*

**Introduction:**

Green consumerism refers to recycling, purchasing and using environment friendly products that have minimal damage to the environment (Roberts, 1996). Such decisions include using appliances that consume less power, using hybrid cars that emit less carbon dioxide, using solar and wind power to produce electricity and buying locally grown vegetables and fruits. More and more businesses are joining in the green movement, either out of their interest in saving the planet or a desire to capitalize on the growing consumer demand for greener ways.

**Background of the Study:**

Eltayeb (2010) research entails that environment protection has emerged as an important topic not only for the businesses but also for societies and government. Rahbar (2011) states that global warming, air pollution; ozone depletion and over-population are the major problems which increased the importance of saving the environment. Some organizational activities such as manufacturing, transportation and marketing have bad affect on the environment and cause major environmental problems. The current environmental conditions are now more harmful to consumer health globally. This caused an increased sensitivity for environment in consumer's attitudes, preferences and purchases (Sarigöllü, 2009). Over the past few decades large number of people state that they are becoming more and more concerned about the environment and environmental problems (Diekmann & Franzen, 1999; Dunlap & Mertig, 1995). Concerns about environmental dreadful conditions have been increasing as revealed (Chan, 2002). In the marketplace, environmentalism has become an important topic because customers now have understood that protecting the environment is essential for them (Kalafatis, 1999). Today customers are ever more aware of negative effects of environmental degradation, becoming more environmental conscious and want to buy green products and services. Consumers now increasingly favor those businesses that are engaged in environmental practice and produce eco friendly products (Roberts, 1996).

According to the research of (Straughan, 1999) environmental concern passes thorough many different stages (phases). This concept started in the 1960s with major focus on the greening concept, pollution and energy conservation and this was the era of called green awakening. After that, attention has moved to recycling and redesigning of products due to increased social and political pressure. From 1990 onwards the environmental protection has become one of the most significant issues. Businesses in United state and Europe now understood that in future customers purchase decision will be influenced greatly by environmental considerations. This concept is called green marketing (Lampe, 1995). Green marketing is also called environmental marketing which includes producing, pricing and delivering products which consumer wants and has little or no impact on environment (Grant, 2008; Jain and Kaur, 2004; Kangis, 1992; Pride and Ferrell, 2008).

**Problem Formulation:**

Many latest reports show that the demand for Environmental friendly products is increasing day by day. For Example according to report of Natural Marketing Institute, more than 200 billion \$ market of Lifestyles, Health and Sustainability (LOHAS) is anticipated to become two fold by end of 2015 (Widger, 2007). So this shows that understanding people concern about environment and their behavior is important not only for academics but also for the manufacturers and marketers. If consumers are environmental conscious and engage in some pro environmental purchasing acts then it become necessary for profit seeking organizations to apply the concept of greening in their operations Thus to understand the behavior of consumers in a country regarding environment, a good starting point is to see how people in a country view environmental problems and how their views effect their behavior related to their purchases.

**Problem statement:**

To examine the impact of green consumerism on the buying intention of the students of a public sector university in Pakistan by examining four variables which are:-

- Environmental concern
- Social image
- Social influence
- Man-nature orientation

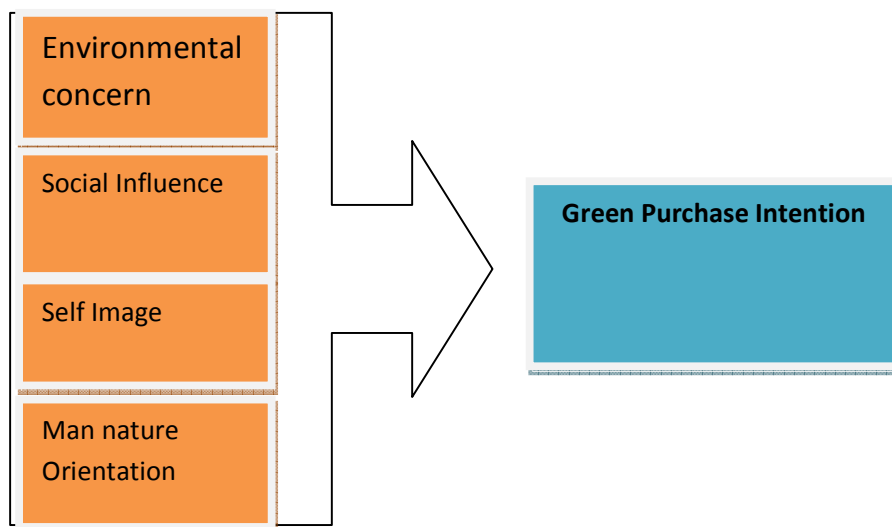
**Significance of the Study:**

This study is useful for businesses and marketers because it provides insight about green market potentials and help them to target green consumers. It contributes to the following areas:

- a) Increasing awareness about the factors that can affect the purchase intention of green consumers
- b) Provide assistance to businesses to increase understanding of the green market potential and increase their market share
- c) Provide assistance to increase the understanding of the purchase behavior of environment conscious consumers.

**Theoretical framework:**

This study explore the relationship between green purchase intention of students which is taken as a dependent variable and social influence, environmental concern, self image and man nature orientation as independent variables.

**Research objectives:**

The aim of this study is to look at the factors that will affect the purchasing intention of students

**Specific objectives:**

Following are the specific objectives:-

That environmental concern affects consumer green purchasing intention.

That social influence affects consumer green purchasing intention.

That self image affects consumer green purchasing intention.

That man nature orientation affects consumer green purchasing intention.

**Research questions and Hypothesis****Main research question**

- Is self image play an imperative role in affecting consumer green purchase intention
- Is environmental concern play an imperative role in affecting consumer green purchase intention
- Is social influence play an imperative role in affecting consumer green purchase intention

- Is man nature orientation play an imperative role in affecting consumer green purchase intention

#### Hypothesis

H1: A significant and positive relationship exists between environmental concern and green purchase intention.

H2: A significant and positive relationship exists between social influence and green purchase intention.

H3: A significant and positive relationship exists between self-image and green purchase intention.

H4: A significant and positive relationship exists between man-nature orientation and green purchase intention.

#### Literature Review

##### Introduction:

Green consumerism refers to recycling, purchasing and using environment friendly products that have minimal damage to the environment. This includes decisions such as using appliances that consume less power, using hybrid cars that emit less carbon dioxide, using solar and wind power to produce electricity and buying locally grown vegetables and fruits. More and more businesses are joining in the green movement, either out of their interest in saving the planet or a desire to capitalize on the growing consumer demand for greener ways.

##### Green Purchase Intention (GPI):

Theory of Planned Behavior asserts that Green purchase intention is a pivotal determinant of actual buying behavior of consumer. It means that as the intention to purchase a green product increases, there is increased probability that a consumer will actually make that purchase. The intricacy involved in green purchasing intentions of consumers cannot be universally generalized because of several cultural, societal and other characteristics (Peattie, 2001). Consumer demands as well their attitudes towards eco-friendly products is not going to be uniform across several markets and cultures (Rahbar & Wahid, 2011). Green consumers can be referred to those consumers who encourage and backs up environmentally conscious companies and are concerned with the products which they purchase are green or not. Consumers who are concerned about their health status prefer to buy products which are organic, have no toxic substances involved, water-based and are natural. They have an expectation in minds about green products to perform at the same level as the other ordinary products which are not green. Consumers will not pay any extra amount for green products nor will they compromise over quality of green products. Merely environmental advantages associated with the product cannot stimulate a purchase, instead final product purchase relies on the fact that products should be able to satisfy consumers' basic needs and desires & environmental features only add to the selling marks of a product.

Green purchase intention is a particular type of environmental friendly behavior which is exhibited by consumers to show their concern for the environment. GPI is a crucial factor to determine actual behavior of consumers. The green purchase intention of consumers is like a proxy for actual purchase behavior of consumers (Ramayah, Lee, & Mohamad, 2010). Consumers give the rankings while making purchase considerations. Two important factors mediate the purchase process i.e. attitude and other being situational factors. Incomes, price and product functionality may influence the final buying of consumers as well (Ramayah, Lee, & Mohamad, 2010). Theory of Reasoned Action is widely accepted to explain the green purchasing behavior of consumers presented by Fishbein and Ajzen in 1975. It asserts that consumers' attitudes and norms pertinent to environmental matters strongly determine their actual behaviors and green purchase actions (Albayrak, Aksoy, & Caber, 2013). Consumer behavior literature strongly reinforces this theory and is proven to be a strong determinant of green purchase intentions of consumers (Kalafatis, Pollard, East, & Tsogas, 1999). Few assumptions are made with this theory i.e. the intentions are totally controllable by consumer deliberately, man is rational in his/her approach and uses information in an organized fashion and human beings look at after-effects of their actions before they actually engage in some behavior (Mei, Ling, & Piew, 2012). Environmentally friendly behavior is the top of the list determinant of green purchase intentions of consumers (Lee, Ling, Yeow, Hasan, & Arif, 2012).

Consumers who possess an environmental concern to a great concern and are relatively less skeptical exhibit a positive attitude, possess highly positive norms and high levels of perceived behavioral controls, which ultimately drives consumers to have great intentions to buy eco-friendly products (Albayrak, Aksoy, & Caber, 2013).

Environmental consciousness measures are strongly related to the eco-friendly behavior by consumers (Schlegelmilch, Bohlen, & Adamantios Diamantopoulos, 1996). If someone is concerned about the environment, he/she will strongly prefer to buy a green product (Rashid, 2009). Concern for environment points to the extent to which consumers are aware of the environmental problems and strongly backs up the efforts done to combat these problems. It also includes willingness of consumers to participate in these efforts of averting environmental problems (Alibeli & Johnson, 2009).

Due to increased awareness of consumers about environmental issues today, green marketers today integrates health and wellbeing of both consumer and the environment via ensuring every phase from product design to distribution of

products are carried out in an eco-friendly manner (Ramayah, Lee, & Mohamad, 2010). Today customers love to form association with those brands who are friendly to the environment (Yazdanifard & Mercy, 2011).

Another study carried out on 6,010 youngsters in Hong Kong concluded that attitude related to environmental issues is normally perceived as a rational judgment of environmental preservation. Totally opposite results have come up regarding the relationship of environmental attitude and actual purchasing behavior of consumers. It was concluded that environmental concern is the second top predictor of green purchasing intentions by consumers. Female adolescents showed higher scores than males in environmental concern area as well as seriousness in perceiving ecological problems, obligations liable related to environment & purchasing behavior for eco-friendly products (Lee K., 2009).

Another research was conducted on a sample of 400 respondents in Pakistan. It was concluded that Green purchasing intention of consumers exerted strong positive influence over the actual purchasing behavior of green products by the consumers. It means if someone has positive intentions related to purchasing greener products, than they actually buy more than someone who possess low or no such intentions (Ali, Khan, Ahmed, & Shahzad, 2011).

The associate variables of consciousness related to environmental issues really affect consumers' preference for brands today (Hasan, Akif, Subhani, Imtiaz, Osman, & Amber, 2011). (Manaktola & Jauhari, 2007) concluded that Indian consumers are environmentally conscious especially in choice of hotels and prefer to patronize those hotels which are busy in green practices.

GPI can be defined as the consumers' comparative strength of purpose to act on certain behavior (Aman, Harun, & Hussein, 2012). GPI is also referred to as the chance and willingness of a consumer to prioritize green products to traditional products while making purchases (Rashid, 2009). GPI is defined as some intention or perseverance to act in some specific fashion (Ramayah, Lee, & Mohamad, 2010). Green purchasing behavior is strongly dependent on the GPI; which is streamlined with theories of reasoned action & also of planned behavior (Kalafatis, Pollard, East, & Tsogas, 1999).

#### **Environmental concern:**

Environmental concerns have passed through several evolutionary phases of time. After beginning in the decade of 1960 with the name of greening having a prime focuses on pollution control and power conservation; it then expanded to include social pressures as well. Today companies have surpassed the boundaries of environmental concerns beyond simply recycling of waste, green packaging, products' redesigning & renewable products. Since the decade of 1990, environmental concern has evolved into one of the pivotal issues. Countries like America and Europe have realized the importance of environment in consumers buying decisions which commonly refer to as Green marketing. Green marketing can also be termed as sustainable marketing or environmental marketing. Green marketing comprises activities related to design, promotion and distribution of products that have a minimum carbon footprint, in perfect accordance with customers' needs and desires. During the past 10 years especially, there has been a steep rise in environmental concern and this has been attributed to media, enhanced awareness levels of consumers, ozone layer depletion, power crises and voices raised by environmental activists. Now consumers perceive nature's preservation as a central factor in their every purchasing decision they make. They have begun to take it not only as a task obligatory on Government but also as everyone's duty. Such consumers are termed as Green consumers and are pointed out as the ones who don't use dangerous products not only for their health but also for environmental health and well-being. Besides this, they also are cautious about the ingredients used in products, if they are extracted from sources, which are already on a verge of extinction. This enhanced awareness level has given birth to a new horizon for companies today to grow.

Environmental concern is not the only direct force that exerts influence on the specific ecological behaviors, rather EC can be termed as the set of perceptions, emotional linkages, attitudes, values and behaviors exhibited by the consumers. EC was initially studied with an operationalization approach. Literature reveals that five sub-scales were established i.e. affect, knowledge, verbal commitment and actual commitment by consumers (Hartmann & Ibáñez, 2006).

Today environmental concern is taken as a general attitude which revolves around cognitive and affective evaluations of the environment's preservation. One way, to see environmental concern is through taking personal factors like age, income, etc. (Dunlap, Liere, Mertig, & Jones, 2000). A second approach looks at the EC as a function of risks consumers adhere to (Dunlap, Liere, Mertig, & Jones, 2000). A third one takes EC as a development phenomenon like needs that come in higher-order (Mohai, Simões, & Brechin, 2010). The next approach takes EC as a smaller part of bigger human moral concerns about universal value (Mohai, Simões, & Brechin, 2010). The relationship between environmental concern and green purchasing behavior is low to mild (Bamberg, 2003). This discrepancy is handled by including situational variables' mediating effect between these

relationships. Environmental concern is now seen as an ideology having an influence only on symbolic behaviors pertinent to environment. (Pickett-Baker, 2008) presents environmental concern as a one-dimensional attitude and asserts that environmental concern has not any direct linkage with the green purchasing intention and green purchasing behaviors; instead EC is directly linked to the perception & personal behaviors (Bamberg, 2003).

Environmental knowledge & concern greatly exerted an influence over GPI. Environmental concern greatly exerts an influence over the green purchasing intentions of consumers. Attitudes play a mediator role between this relationship of environmental concern and green purchase intention (Aman, Lizawati, Harun, Amran, Hussein, & Zuhail, 2012).

Environmental concern is termed as a belief, stance and the extent of environmental concern a consumer has in his mind. EC can be studied from seven angles: concern for waste, wildlife, biosphere, duties, education, health, awareness of energy & environmental technology (Said, Ahmadun, Paim, & Masud, 2003). Environmental concern is a pivotal factor in consumer buying process. 3 dimensions of environmental concern were employed to define green consumers among British consumers which are: Environmental issues' knowledge; attitudes towards quality of environment and environmental sensitive behavior (Said, Ahmadun, Paim, & Masud, 2003).

Environmental concern also can be defined as the extent of emotionality a consumer is linked to environmental issues. EC also refers to the awareness of people about the threats posed to environment and natural resources on the planet (Ali, Khan, Ahmed, & Shahzad, 2011). EC can be multi-faceted and can exert more influence on some consumer behaviors which are translated into daily human activities. Environmental concern exerts a strong influence on buying patterns of consumers and today increased proportion of consumers is buying ecological products (Aman, Harun, & Hussein, 2012). Environmental consciousness can be termed as the particular psychological factors which are linked to the consumers' propensity to involve in environmentally friendly behaviors (Sánchez & Lafuente, 2010).

#### **Self-image:**

Consumers too hold a wide array of enduring images about themselves, which are somewhat associated with their inherent personalities and their consumption patterns related to self-image (Yusof, Musa, & Rahman, 2012). Most of the times, consumers try to preserve, save, show care and try to improve the environment by altering their self-images through buying of green products and services & they also stick to the brands which in their eyes are eco-friendly and so in consistency with that individual's self-image and in the same way they avoid those brands and companies, who are not environmentally friendly in their eyes (Schiffman & Kanuk, 1997). 'Self-image' is determined by the extent of social interaction of that person (Chiou, Chan, Lettice, & Chung, 2011). In addition to that, this purchasing and consuming of goods; regardless of the point whether the product is green or not; is actually a sort of non-verbal and unsaid type of communication that a person makes about himself/herself (Faust & Smardon, 2001). Adolescent is specifically the phase when naturally individuals feel a bit insecure and seek to have some personal identity of their own-self (Kersting, 2004). 'Self-concept' is another word for 'self-image'; and it covers the phenomenon as to what people think about themselves and how they think that other people around view them. Most of the times, people try to create their self-image which is acceptable to the reference group, to which they want to associate themselves with (Faust & Smardon, 2001). In addition to that, the image of someone as an environmentally-friendly will portray a good image about him/her in others' eyes. Studies conducted by (Lee, 2008) on Hong Kong adolescents revealed that self-image related to concern for environmental preservation was at the 3rd spot in the list of determinants of intentions to buy eco-friendly products; social influence and environmental concern being at the 1st and 2nd spots respectively (Faust & Smardon, 2001). This finding means that adolescents are really concerned about maintaining their self-image related to buying of eco-friendly products should be synchronized with their reference groups (Hosany & Martin, 2012). Hence, it is supposed that their behaviors were actually symbolic reflections of their self-image. Moreover, purchasing goods with a motive to foster one's self-image can act as a driving force behind purchasing behaviors of people. A research carried out by (Dittmer, 2009) to dig out whether impulsive buying and excessive buying behavior be interpreted as resultant acts of people in an effort to foster their self-image or not. It was revealed that some consumers make a purchase just because they feel that making a certain purchase makes their mood better or they feel being themselves for a moment and to show their uniqueness to others via that purchase. It was found that consumers, who are quite materialistic, had intense driving force behind them to make a purchase as an act to foster their self-image (Hosany & Martin, 2012). Adolescents however not only want to enhance their self-image via their purchases but also want to exhibit a purchasing behavior that is consistent with their social group.

#### **Social Influence:**

There is a great deal of influence of peers, coworker, family and opinion leaders on the consumer consumption behavior. Consumer perceive high social value of the products which evolve during their interaction with friends, co-

workers etc (Deffuant, *et al.* 2005). In other words if a consumer think that the product have high social value they will search for the information regarding the product to see the benefits of purchasing it. Especially in the case of high involvement products, which are usually consider as a symbol of status, other people perception about the use of product significantly affect the purchasing decisions of consumers (Hickie *et al.*, 2005). Therefore studying social value's affect on purchasing behavior is extremely important.

According to (Ewing, 2001) social norms are significant motivator of environmental friendly behavior. The affect of family and social groups (coworkers, peers, neighbors etc) on consumer purchasing behavior depends upon many factors which includes characteristics of product (luxury or necessity etc), the degree of susceptibility of consumers and group's coercive powers to which consumer belongs compared to older people, young people want change and are adoptable and young people greatly influence their family decisions (UNEP and UNESCO, 2001).

Lee (2008) study results showed that social influence is the most important factor affecting green purchase behavior. In addition to that, interpersonal communication was also recommended as an important factor effecting consumer green purchases. One reason for that can be that social group consists of people with similar habits, desires and thinking so social group has the power cultivate an eco-friendly culture.

#### **Man-nature orientation:**

Man-nature orientation can be referred to as the relationship that exists between man and his/her natural environment (Bina & Vaz, 2011). It can be regarded as the most fundamental and integral dimension of. Many studies assert that there are three points that cover the vast topic of man-nature orientation i.e. subjugation to nature, harmony with nature & mastery over nature (Gleim, Smith, Andrews, & Cronin, 2013).

#### **Subjugation-to-Nature:**

Subjugation-to-Nature means that human beings must understand the ways of nature and then act in accordance with them (Ozaki & Sevastyanova, 2011). It means human beings must live in complete submission to the nature and natural or super-natural forces (Polonsky, 2011).

#### **Harmony-with-Nature:**

Harmony-with-Nature means to live in a semi-control or partial-controlling authority over the nature, thus compromising with the nature and natural or super-natural forces (Brécard, Hlaimi, Lucas, Perraudeau, & Salladarré, 2009). Human beings are assumed to be the part of the nature, not the ruler of nature, so he/she must not try to overpower or rule nature (Gilg, Barr, & Ford, 2005). Human beings need to learn the ways to adapt to changes in nature in an attempt to reach harmony instead of ruling or mastering it. Man should try his/her level best to maintain the naturally ecological balance inherent in an environment (Kang, Stein, Heo, & Lee, 2012). He/she must try to save and preserve the planet Earth and all the natural systems and resources, it contains in itself (Chairy, 2012). This involves taking initiatives by every individual based on his capacity to curb the impact of activities over the environment and thus bringing down the levels of carbon footprint, which otherwise may lead to inhabitation of our planet (Birgelen, Semeijn, & Behrens, 2011).

#### **Mastery-over-Nature:**

Mastery-over-Nature means to live in a complete control over nature and natural or super-natural forces. Man is not entitled to deploy any of the natural resources, being the master of the nature; as they wish (Bina & Vaz, 2011). As the concerns of society for nature and environment have increased, companies are now modifying their attitudes and behaviors in an effort to solve these contemporary concerns of society. Many businesses have swiftly adapted to the EMS (Environmental Management Systems), waste recycling and disposal management and minimization of waste materials hazardous and fatal for both man and environment (Attfield, 2011). They have well-integrated these environmental aspects into their overall business functions (Gärling, Fujii, Gärling, & Jakobsson, 2003).

Mankind has very scarce resources available on this Earth, through which it needs to cater for the world's unlimited wants and desires (Alwitt & Pitts, 1996). Value orientations about social and natural universe are the most comprehensive and fundamental patterns of behavior in time and space (Arvola, *et al.*, 2008). They can be defined as the intricate but involving highly sophisticated patterns in principles; coming out as a product of transactional combination of three elements that belong to the cognitive, affective behavioral elements (Hansla, Gamble, Juliusson, & Gärling, 2008).

Values refer to the basic principles, which direct the formulation of attitudes and acts (Han, Hsu, Lee, & Sheu, 2011). It means that the attitudes of the people will have an effect over their thinking patterns and also their feelings & emotions; which ultimately will determine their behaviors, say buying behaviors of consumers (Groot & Steg, 2010). Values refer to the inherent underlying beliefs about something that a specific behavior is desirable or not and whether it involves giving value to the environment or not (McCarty & Shrum, 1994). These environmental values

play a basic part in pro-environmental behavior because value shape an effect over beliefs which in turn have an effect on the personal norms ultimately leading to consumers' pro-environmental behavior (Farcy & Devillez, 2005). American and European cultures are highly pragmatic knowledge base cultures and they follow mastery over nature, whereas the Indian, Japanese, Chinese, South African and South Korean cultures are moderately pragmatic and compromise with the nature (Feigenbaum, 2012). In addition to that, the people belonging to the Muslim cultures and tribes believe in myths and aesthetic knowledge system, so they entirely are subjugate to the nature (Cartmel, Loescher, & Villar-Werstler, 1992). One research finding stated that Hispanics are more subjugated to nature (Räthzel & Uzzell, 2009).

As we achieve more sophistication and maturity psychometrically, we are able to measure attitudes with more accuracy using Likert scale tool, however it is a learned lesson that attitudes are quite intricate and complicated to grapple, beyond our imagination sometimes (Bina & Vaz, 2011).

This is because everyone possesses some attitudes but change them in a blink of an eye and time passage also cause changes in inherent attitudes. Hence, social psychologists began to look for much more comprehensive and reliable predictors of human behavior (Hartmann & Apaolaza-Ibañez, 2012). The Value Orientation Theory comprises of five basic aspects pertinent to human actions (Watkins & Gnoth, 2011).

Man-nature orientation is one of the several domains value orientations. It is basically concerned with the inter-relationship that exists between a man and his nature and environment surrounding him/her. The people belonging to the Western cultures think themselves as totally separate from nature. Contrasting to it, the people belonging to Asian culture tend to think themselves as living in harmony with the nature and environment (Mayer & Frantz, 2004).

People belonging to the collectivist cultures were more eco-friendly in their behavior as compared to those who belong to individualistic cultures (Hinds & Sparks, 2008). Chan (2000) found out in his study that the effect of man-nature orientation on emotions related to eco-system, environment and environment related knowledge provides valuable and rigorous insights into the manner in which cultural values actually determine consumers' pro-environmental behavior (Chan & Lau, 2000). This eco-friendly behavior is exhibited through consumers' emotional responses towards environmental issues unconsciously rather than cognitively grappling environmental issues.

Culture is a powerful influencer and is so automatic & spontaneous that the influence it exerts is perceived as for-granted (Kongsompong, Green, & Patterson, 2009). This leads to the point that businesses today must well grapple the cultural values, beliefs and norms inherent in their target market before actually striving to bring a change in attitudes of their potential consumers. Only in this way, chances are highly probable that they can shape or change the purchase intentions and buying behaviors of their prospective consumers, in ways they want (Kilbourne & Polonsky, 2005).



## Methodology

### Introduction

Methodology means the selection of correct model out of various choices for planning and implementing for our research. As research had to undergo various activities like preparing appropriate models, case to study, data gathering techniques, format of data analysis selection of correct methodology is most essential step (Silverman, 2006). This chapter explains which research methodology is adopted, the developing research design as well as the methods adopted that are enclosed with the research problem i.e. how varied independent variables sway the green purchase intention.

The selection had to be made from qualitative and quantitative research in general. The research was conducted on qualitative method with particular discussion on the survey research method. It also explains procedure of data collection and analysis at different phases. Further it delineates the stratagem for ascertaining firmness, trust and fidelity of the research.

We can describe knowledge philosophically into following; in ontology knowledge is what people say about knowledge; in epistemology how people know about knowledge; axiology is what values go into knowledge; rhetoric is how people write about knowledge; and methodology is the procedure to study knowledge (Creswell, 2003: 6).

In literature different terms are used such as, approach, strategy, mode of enquiry, method, technique, and paradigm. In order to establish relationship between these terms philosophers have incorporated research methodologies (qualitative, quantitative), paradigms (positivist, interpretivist,) research methods (survey, case study, experimental research, ethnography, action research, historical research) research techniques (interview, questionnaire, experiment,) with the help of using research instrument (human, pencil and paper etc) (Pickard ,2007), (Walliman,2005). (Kumar, 1999) states that the study can be classified into quantitative, qualitative and mixed approaches. Different theoretical perspectives on this strategy of inquiry e.g. ethnomethodology, ethnography, discourse analysis, grounded theory, narrative analysis, hermeneutics, frame analysis and conversation analysis, phenomenology. The work of (Maione&Chenail, 1999), (Trochim, 2005) and (Denscombe, 2003) avows that qualitative research is a term used for description and interpretation of social phenomenon. They all jointly divide qualitative research approaches into following main approaches phenomenology, ethnography, grounded theory surveys, field research case studies, experiment, internet research, action research.

Quantitative research approach involves deduction i.e. formulation of hypotheses, identification of variables which could measure the objectives and such measurement then used for enquiry. Data collected then used for testing of hypotheses and really describe reality. Finally the results of enquiry are matched with original hypotheses to modify or confirm the theory from which original hypotheses was taken. The main objective of or research conducted through qualitative approach was that our research could be generalized, to be objective and theories could be tested. There are many strategies associated with the quantitative approach. It can be experimental in which researcher act as an active agent involved in manipulation of independent variable and observing effect on dependent variable. In survey strategy cross-sectional and longitudinal studies are conducted by employing questionnaire or structured interviews for data collection from a selected sample of population. This research is carried with the help of survey on cross-sectional and longitudinal method by using questionnaire as data instrument to collect data from students selected as sample population of students of Punjab University.

### Research Design

Our research design was based on the following dimensions; that research could express causal connection between variables both between independent variables and dependent variables and also expressed causal connection between independent variables as well. Research design's other dimension was also kept mind in this research that there must be large number of participants should become the part of investigation. Therefore our research has covered seven major departments in Punjab University and investigating 180 participants, so that our research can be generalized.

Five different research designs are discussed in literature i.e. quasi-experiments, cross-sectional or social survey design, case study design and comparative design (Creswell, 2003). For our research cross-sectional or social survey design is selected.

Following steps were taken for research design. First of all a sampling plan was developed. In this methodology sample was selected from population. Purpose of sampling plan was to depict procedure by selecting sample, fixing the size of sample and medley of media by which survey will be organized. In our research survey was conducted with the method of distributing questionnaire to the respondents.

Secondly, procedures were adopted for estimation of reliability of population from which the sample data and estimates were obtained. Reliability was a prime issue while conducting research, as our concern whether a measure is stable or not.

Thirdly, inputs acquired from the people and participants through survey by measuring identified variables. Validity was concerned with the veracity of conclusions that were produced from research. Measurement validity is also known with the name of construct validity. This concept means that the questions asked from the participant are bringing the same concept which is required to ask by the researcher. If measurement validity is not stable then the results become unreliable. The concept of internal validity is also kept in focus in this research. Internal validity relates the issue of casualty i.e. the conclusion derived from the research incorporates causal relationship among the variables is authentic and not formed by anything else.

The issue of external validity is although more important for qualitative research but it is equally significant for quantitative research as well while maximizing opportunity for generating a representative sample. The external validity means that the results can be generalized. It is only possible if careful selection of participants is selected to participate in the research. Regarding ecological validity arises whether or not the findings can be applied to people or not is important for both qualitative and quantitative research.

Further, as mentioned in literature three key elements were kept in mind while developing our research methodology to ensure correctness of our study i.e. sample selection, sample size and survey media. Sample selection was based on population size and similarity index with respect to its characteristic. The participants were selected at random but belong to the required requirements for survey. The population as narrowed down as much as possible to keep the study at level where approximate effect is achieved.

If null hypothesis is mistakenly accepted Type II error exists. To avoid this situation reasonable size of sample is selected. Sample of this research was selected which possessed its mean and variance. Literature states that a good sample must have capability of narrowing the means there by decreasing variance, resultantly reducing the overlap of distributions and providing better statistical results. As far units of analysis were concerned in the research individual students were participants in the survey. The researcher's resources allowed using the choice of questionnaire for survey as it required minimum resources in terms of cost, time and manpower required. Further written survey was adopted to get more pace and prompt response of participants. Other methods like verbal and mixed mode survey methods were not used.

Some disadvantages or problems or errors were seen in the process of written surveys. Written survey was subject to coverage error where population was quite vast and distinctly situated. Written survey also had error of non response. Also it was observed that in written survey the participants referred to others respondents during the filling the questionnaire. Further, item non response error is also observed in the survey method when some or many questions were skipped intentionally or by mistake.

#### **Population/Sample**

In this study probability sampling specifically Stratified Random Sampling technique was used. It is used when the population comprises into homogeneous sub-sets. Also when these sub-sets don't overlap each other and called "strata". Generally in strata based sampling subjects can be classified on natural basis with respect to age, education and gender etc. In such setting all groups got equal chance of participation and vigilant selection helps to concluded rationale research findings applicable generally.

Further cautious selection was made for compilation of data from medley of students belonging to varied colleges and universities engaged in different programs. For this purpose students were selected on gender basis with respect to their years of study i.e. Bachelors, Masters and PH.D.

Seven major Departments of Punjab University were selected. They are:

1. Institute of Administrative sciences
2. Mass Communication
3. Institute of Business and technology
4. Agriculture Department
5. Chemistry Department
6. Institute of Business Administration
7. Hailey College of Commerce

#### **Strategy of Inquiry**

While developing the instrument for survey, the study focused on clear objectives of translating the variables in to measureable factors. The researcher ensured that at any point the spirit of the topic is not neglected. Consistency in

administering the survey was also focused. The instrument developed has all qualities of a good instrument like, help full in quality data collection, helpful in data processing and afterwards conducive for data analysis.

It was made sure that such questions must be designed that it could produce answers something reliable and valid. The wording used was easily understood by participants according to the educational level. Also the response given by the respondents must be clear. Unclear and ambiguous statements were not included in the instrument which could create any problem of understanding for the participants. The instrument developed fulfilled all civil and ethical requirements and included such questions which the respondents should be willing to answer with no hesitation. Biased wording, acronyms, abbreviations etc were not used. Precaution were taken while drafting the instrument that similar questions were not used in the beginning and same at the end this could lead to difficult situation because respondent might answer differently. No personal, objectionable and difficult analogies were included in the instrument. While drafting the questionnaire length was also considered that it should not look a time consuming activity for the respondents. For data collection a variety of instruments can be employed like questionnaires, interviews and focus groups. For this particular research questionnaire was used to collect data containing questions easily understandable for the participants. Few minutes were required by the respondents and any ambiguity or confusion arisen at the time of filling the questionnaire was discussed and clarified on spot.

Close-ended questions were used so that respondents could answer the questions quickly after examining individual responses with available choices. To facilitate this process Five point Likert scale was used. This tool is useful when researcher wants rank items in order of preference.

In third type of closed-ended question in which the respondent is asked to compare possible responses and select one, or write in other.

#### **Measurement of Questions**

Literature suggests Evaluative continua and Agreement continua used in closed ended questions regarding describing and evaluating people, place and events. The problem might arise if respondent misinterpreted numerical scales. Then the whole research could fail. For this research Agreement continua was used. In this, respondents were simply required to respond to questions with agree or disagree to given statements. These scales were easy for respondents to understand and answer.

To measure knowledge, question is often used to evaluate respondents' acquaintance with a topic, to measure respondents' capability to provide informed responses about a said knowledge already available with the respondent. This method is to identify these responses with the help of "true" and "false" or "yes" and "no" format. Some times researcher mix or intentionally add some possible or incorrect answers to check the correct knowledge with responses.

Clear and unambiguous questions are developed by carefully presenting one idea at a time by using contents like "strongly agree", "agree", "neutral", "disagree" and "strongly disagree". However work of (Flower, 1995) suggests that emotional contents like "strongly" should be replaced by "completely", "generally", or "mostly" instead. In this research five point Likert scale is used to collect the responses.

#### **Important Tasks by Respondents**

There were some important tasks required to be performed by respondents during survey while answering a survey question. The first question is that the respondent must get what the researcher is asking.

The second is response formulation that respondents have a propensity to make new verdict as that is previous judgments need some adjustment while answering the question.

The third task of the respondent was corresponding ability to the researcher.

#### **Problems and Error in Survey**

The literature as well as our research identified some problems of biases related with the respondent. Many participants felt themselves important and behaved differently as observed in study of Hawthorne Works of the Western Electric Company 1927. Respondents, simply being aware of importance of study, answer differently as per normal routine. Secondly, sometimes respondents eagerly approved and go with positively-worded questions. Further it was observed that respondents' answer high or low rating this disturbs validity of the results.

#### **Method**

The data was collected with lot of effort and hard work. The researcher had to visit seven different departments. It took almost three weeks to collect data. 180 questionnaires were distributed among 180 students. In many cases, questionnaires were delivered to the participants in first meeting and collected in next meeting. Sometimes researcher had to visit twice. Another difficulty faced in data collection process, many students did not show any interest in research. Some students were observed filling without paying proper attention or returning questionnaire

incomplete. The researcher had wait for many hours to receive completed instruments. To get valid and reliable results this effort was mandatory. Two out of ten students accepted to participate in the research process.

On contrary many interested participants showed keen interest and asked for brief introduction about the aims and objectives of study. For many students green purchase intention was a new concept. Due to awareness about importance of research these students became a good source of data collection. With little instructions researcher managed to obtain data. The research was completed by using both primary and secondary resources to conduct research. Primary data means data which is gathered by approaching the students visiting their respective colleges and universities for filling of questionnaire.

For examination of the data collected SPSS 16 soft ware as used by running the findings of questionnaires through Descriptive Statistics, Histogram, Scatter plots, Pearson Correlation, Regression with regression equations and One Sample Test. This helped researcher to scrutinize the impact of independent variables like social influence, environmental concern, and man nature orientation, self image, on green purchase intention as dependent variable. Pearson Correlation is used on the research data to see that variables are related in a linear straight line, to find out and indicate the associations among all the pairs of three or more variables. Pearson Correlation and Spearman rho were two options. We selected Pearson Correlation as our variables are scale, where as Spearman is used when variables are ordinal Further Bivariate regression is used to predict scores on dependent variable from other independent/predictor variables. To measure complex associational statistic, multiple regression is run to predict a scale/dependent variable from two or more independent variables.

#### Validity and Reliability

For the rationale of data collection, a questionnaire was so premeditated by the researcher in which close-ended questions were prepared. Five-point Likert Scale was employed in questionnaire. The questionnaire consisted of 24 items representing with the following detail. Green Purchase Intention as dependent variable (19, 20, 21, 22, 23, 24)

19.I intend to buy environmentally friendly products because they are less polluting
20.I intend to switch to other brand for ecological reasons
21. When I want to buy a product, I look at the ingredient label to see if it contains things that are environmentally damaging
22.I prefer green products ( environmentally friendly) over non - green products when their product qualities are similar
23.I choose to buy products that are environmentally friendly
24.I buy green products ( environmentally friendly products) even if they are more expensive than the non - green ones

#### Environmental Concern (1, 2, 3, 4)

1. I am worried about the worsening of the quality of Pakistan's environment
2. Pakistan's environment is my major concern
3. I am emotionally involved in environmentally protection issues in Pakistan
4. I often think about how the environmental quality of Pakistan can be improved

#### Social Influence (5, 6, 7, 8, 9, 10)

5.I learn a lot about environmentally friendly products from my friends
6.I learn about environmental issues from my friends
7.I discuss with my friends about environmentally friendly products
8.I discuss with my friends about environmental issues
9.I always buy environmentally friendly products with my friends
10.I always share information regarding environmentally friendly products with my friends.

#### Self Image (11, 12, 13)

11.Supporting environmental protection makes me more socially attractive
12.Supporting environmental protection makes me special
13.I will be perceived by others as 'out dated' if I don't support environmental protection

#### Man Nature Orientation (14, 15, 16, 17, 18)

14.Human beings need to understand the way of nature and act accordingly
15.We should maintain harmony with nature
16.Being the master of world, humans are not entitled deploy any of the natural resources as the like

17.Human beings are only part of nature
---

18.We should adapt instead of mastering the environment
---

**Table.1****Reliability Statistics**

Cronbach's Alpha	N of Items
.767	5

The Reliability Statistics table provides the Cronbach's Alpha (.76) which is positive and alpha based on standardizing the items (.70). The results of this data are acceptable because it is more than (.70). Therefore we can say that internal consistency reliability of the items provides good support for research literature.

**Analysis Procedure**

220 questionnaires were distributed to the target participants of seven selected departments. Mixed response was observed from the student's many enthusiastically participated in the research process and answered the questionnaire with keen interest and diligence and a few showed little interest in the research. Out of 220 questionnaires 180 were received complete in all respect and were used for the research. It can be observed from the table below that, 77 male students' 42.8 % and 103 female students which constitute 57.2 % participated in the study which returned questionnaire completely. Interestingly female students seem to be shy or reluctant in responding the research.

**Measurement****Table.2****Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	77	42.8	42.8	42.8
Female	103	57.2	57.2	100.0
Total	180	100.0	100.0	

**Table.3****Qualification of the students**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bachelors	147	81.7	81.7	81.7
Masters	32	17.8	17.8	99.4
Phd	1	.6	.6	100.0
Total	180	100.0	100.0	

It is interesting to note from the table that 147 students belonged to the group of students having bachelors. Further the combined response of students in bachelors which is 81.7 %. This interesting fact strengthens the importance that students realize the significance of research problem.

## Analysis and Results

Table.4

## Descriptive Statistics

## Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Green Purchase	180	1.50	4.83	3.4593	.64936
Environmental Concern	180	1.50	5.00	3.6847	.77106
Social Influence	180	1.17	4.83	3.2315	.75042
Self Image	180	1.33	5.00	3.2907	.72640
Man nature	180	1.60	5.00	3.5933	.65601
Valid N (listwise)	180				

Tables 4 provides the mean and standard deviation scores of independent variables and dependent variables adopted in this study. To answer the questions, the respondents were asked to rate each of the four dimensions on a five-point scale ranging from strongly disagree (1) to strongly agree (5). Overall, the mean scores for the six scales which consist of total twenty four items shows the positive high mean values which ranged from 1.17 to 5.00.

## Pearson Correlation

Table.5

## Correlations

		Green Purchase	Environmental Concern	Social Influence	Self image	Mannature	
Green Purchase	Pearson Correlation	1	.381**	.406**	.377**	.429**	
	Sig. (2-tailed)		.000	.000	.000	.000	
	N	180	180	180	180	180	
Environmental Concern	Pearson Correlation	.381**	1	.474**	.368**	.442**	.38;
	Sig. (2-tailed)	.000		.000	.000	.000	level
	N	180	180	180	180	180	.000
Social Influence	Pearson Correlation	.406**	.474**	1	.433**	.307**	
	Sig. (2-tailed)	.000	.000		.000	.000	of both
	N	180	180	180	180	180	(green
Self Image	Pearson Correlation	.377**	.368**	.433**	1	.365**	
	Sig. (2-tailed)	.000	.000	.000		.000	
	N	180	180	180	180	180	
Man nature	Pearson Correlation	.429**	.442**	.307**	.365**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	180	180	180	180	180	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

environmental concern) is 180. The correlation between (green intention and environmental concern)

Is statistically significant because the “sig” is less than .05. Thus, we can reject the null hypothesis of no relationship and state that there is an association between (green intention and environmental concern).

The Pearson Correlation coefficient is .406; the significance level (sig) or  $p$  is .000 and the number of participants of both variables (green purchase and social influence) is 180. The correlation between (green purchase and social influence) is statistically significant because the “sig” is less than .05. Thus, we can reject the null hypothesis of no association and state that there is an association between (green purchase and social influence). As the correlation is positive this means that higher the social influence higher will be the green purchase intention and vice versa.

The Pearson Correlation coefficient is .377; the significance level (sig) or  $p$  is .000 and the number of participants of both variables (green purchase and self image) is 180. The correlation between (green purchase and self image) is statistically significant because the “sig” is less than .05. Thus, we can reject the null hypothesis of no association and state that there is an association between (green purchase and self image). As the correlation is positive this means that higher the self image higher will be the green purchase intention and vice versa. In this case the correlation is .37.

The Pearson Correlation coefficient is .429; the significance level (sig) or  $p$  is .000 and the number of participants of both variables (green purchase intention and man nature orientation) is 180. The correlation between (green purchase intention and man nature orientation) is statistically significant because the “sig” is less than .05. Thus, we can reject the null hypothesis of no association and state that there is an association between (green purchase behavior and man nature orientation). In non technical language students who are more nature oriented, will purchase green products more. As the correlation is positive this means that more the students are nature oriented higher will be the green purchase intention and vice versa. In this case the correlation is .42.

#### **Multiple Regressions**

We have used multiple linear regressions which is a generalization of simple linear regression where several predictor variables are allowed on a right hand side. Green purchase intention is taken as response, outcome or dependent variable, whereas environmental concern, social influence, self image, man nature orientation are used as explanatory, predictor or independent variables. The systematic part of our model consists of (green purchase intention) as constant term and rest are other predictor variables mentioned above are regarded as fixed (non-random or exogenous).



Table.6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544 <sup>a</sup>	.296	.280	.55108

a. Predictors: (Constant), Man nature, Social Influence, Self Image, Environmental Concern

In Table 6 The Model Summary table shows that the multiple correlation coefficient (R), using Man nature, Social Influence, Self Image, Environmental Concerns predictors simultaneously, is .54 and Adjusted R<sup>2</sup> is .28, meaning that 28% of the variance in green purchase intention can be predicted from the combination of Man nature, Social Influence, Self Image, Environmental Concern. Note that adjusted R<sup>2</sup> is lower than unadjusted R<sup>2</sup> (.296). This is in part related to the number of variables in the equation. Further Table 8 shows the dependence of green purchase intention (dependent variable) on Man nature, Social Influence, Self Image, Environmental Concern (independent variable). R value of .54 shows the goodness of the model. Regression analysis shows that 29% change in dependent variable is due to the independent variable, while remaining 71% is the unexplained variability.

Table.7

ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.334	4	5.584	18.386	.000 <sup>a</sup>
	Residual	53.145	175	.304		
	Total	75.479	179			

a. Predictors: (Constant), Man nature, Social Influence, Self Image, Environmental Concern

b. Dependent Variable: Green Purchase

In Table 7 of ANOVA table shows that F=18.386 and is statistically significant. This indicates that the predictors combine together to predict green purchase intention. Also model is considered to be good fit if significance value falls between 0% to 5%. In Table 7 shows the sig value of .000 which means that relationship between Independent and dependent variable is highly significant hence the model is good fit.

Table.8

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.160	.274		4.238	.000
	Environmental Concern	.094	.065	.111	1.435	.153
	Social Influence	.180	.066	.208	2.739	.007
	Self Image	.135	.066	.151	2.050	.042
	Man nature	.258	.072	.261	3.574	.000

a. Dependent Variable: Green Purchase

Table 8 signifies Regression coefficients i.e. Beta ( $\beta$ ) of environmental concern with green purchase intention is .094 with significant value .153 which shows no relationship between environmental concern and green purchase intention. Regression coefficients i.e. Beta ( $\beta$ ) of social influence with green intention is .180 with significant value .007 which shows a positive and significant relationship between social influence and green intention. Regression coefficients i.e. Beta ( $\beta$ ) of self image with green purchase intention is .135 with significant value .042 which shows a positive and significant relationship between self image and green purchase intention. Regression coefficients i.e. Beta ( $\beta$ ) of man nature orientation with green intention is .258 with significant value .000 which shows a positive and significant relationship between man nature orientation and green intention.

So:

$$X = \alpha + \beta_1 Y_1 + \beta_2 Y_2 + \beta_3 Y_3 + \beta_4 Y_4$$

Where

X= Green purchase intention

Y<sub>1</sub>=environmental concern

Y<sub>2</sub>= social influence

Y<sub>3</sub>=self image

Y<sub>4</sub>= man nature orientation

$$X = 1.16 + .094 Y_1 + .180 Y_2 + .135 Y_3 + .258 Y_4$$

We see that green purchase intention is expected to increase by .094 if environmental concern increases by 1. Green purchase intention is expected to increase by .180 if social influence increases by 1. Green purchase intention is expected to increase by .135 if self image increases by 1. Green purchase intention is expected to increase by .258 if man nature orientation increases by 1. The standard errors of the regression coefficients are fairly small, indicating that coefficients are have been estimated fairly precisely.

**One Sample Test**  
**Table.9**

**One-Sample Test**

	Test Value = 3					
	t	Df	Sig. tailed)	(2- Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Green Purchase	9.489	179	.000	.45926	.3638	.5548
Environmental Concern	11.914	179	.000	.68472	.5713	.7981
Social Influence	4.139	179	.000	.23148	.1211	.3419
Self Image	5.370	179	.000	.29074	.1839	.3976
Man nature	12.135	179	.000	.59333	.4968	.6898

Table 9 show the level at which different independent factors affecting the process of green purchase intention of students studying in Punjab University. All of these independent variables of the current study were tested at test value of 3 in One-Sample Test.

The results showed that:

T- Value of environmental concern is 11.91 which is positively related to buying behavior with significant value of .000 which shows that considered environmental concern as a significant independent variable important for the green purchase intention.

T- Value of social influence is 4.13 with significant value of .000 which shows that students have declared that social influence is an essential ingredient necessary for green intention. The students have clear perspective that green purchase process could not be completed without the social influence.

T- Value of self image is 5.37 with significant value of .000 which shows that students s strongly believe that self image is one of key elements in green intention. Without such an attribute there is rare possibility of green purchase intention. Therefore self image becomes an essential factor responsible for green purchase intention.

T- Value of green intention is 9.48 with P value of .000 which shows that the respondents have agreed with the literature that green purchase is one of the most successful processes.

T- Value of man nature orientation is 12.13 with P value of .000 which also shows that students support man nature orientation as one of major independent variable without which green purchase intention could not be possible.

### **Conclusion and Recommendations**

#### **Conclusion**

This endeavour is conducted to implore that what predispositions and factors have capacity to sway the green purchase intention in the students studying at university level. Being a qualitative research it was difficult to transform the variables of environmental concern, social influence, self image, man nature orientation and green intention. With the help of carefully designed self-administrated questionnaire the researcher could acquire the required information and extract the results with the help of latest statistical tools and techniques.

There results of research unfolded new realities before the researchers that variable like environmental concern did not turned to be an imperative ingredient in green purchase intention. The marketers can use word of mouth and they can educate this market of young consumers to enhance their perception about purchasing green products. Others like Government should come into play and promote consumer concern about their environment and develop them to prefer what is good for their environment.

#### **Suggestions and Recommendations**

Businesses and government can educate consumers about buying environment friendly process. This is an extensive procedure and will take elongated time to nurture the concern for environment. It was also found that friends and associates had a strong influence on the choice of young buyers. Therefore marketers can use buzz marketing to encourage young people to buy green products. They have confidence in the opinion of their friends. Social networks can be very effective in doing that.

Government should also play its part in encouraging in development and production of environmental friendly products. It can also encourage imports of such products by decreasing duties and taxes so that young consumers as well as general public prefer to buy environment friendly products. But it is not necessary that the intent to buy the green product will definitely direct the consumer to buy it.

#### **imitations and directions for further research**

1. It is suggested that future research should take into account a broader view of consumers rather than just focusing on young consumers. Because of inadequate capital and restriction of time, the research was done on a narrow frame of consumers.
2. The variables taken in this study are not the only variables that affect the intent of the consumers. Many more factors are there that influence their concern to buy environment friendly products. So there is an opportunity to consider other factors as well.
3. Keeping in view the size of the population the sample size can be a question for any researches. The study is conducted in the hub of educational activities i.e. Lahore. While other cities especially remote areas are not included in the research. Further researchers can include the participants of varied cities to reach more accurate findings and recommendations.
4. The study is conducted in a contrived set up with no interference with the respondent with close ended questionnaire. Interview methods can also used to further enhance the validity and reliability of the research. As many hidden sentiments and comments can only possibly be extracted by probing into the problem through direct and indirect questions of interviews.
5. Future researchers in order to increase the more generalized results can collect data from more universities and colleges situated in different cities and villages across the country and compare the results to get more valuable recommendations. The results so achieved will have more valid findings.
6. Another limitation of our research is the questionnaire technique i.e. filling of the questionnaire. This method sometimes unable to provide the true response as many respondents only fill up the questionnaire without knowing the importance of the research and understanding the importance of the question asked. Therefore interview technique has capacity to solve this problem if not completely may be to some extent.

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