

Original Research Article

Will You Purchase Green Products? The Joint Mediating Impact of Environmental Concern and Environmental Responsibility on Consumers' Attitude and Purchase Intention.

ABSTRACT

Aims: This study attempts to test the revised model of Theory of Planned behavior to predict the factors and possible paths in order to encourage customers for green purchasing in home appliances industry.

Study design: All constructs were measured on five-point likert scales anchored by 1 (strongly disagree) and 5 (strongly agree). Besides, all measures for the constructs were borrowed from previous researches, which were carried out from green marketing and green products perspective due to their proved reliability and validity.

Methodology: The researchers distributed 350 questionnaires using a survey methodology based on convenient sampling of the population of eight Universities located in four cities of Pakistani. Consumers who had the purchase experience of electronics products were the focus of this research. The researchers chose Haier Pakistan's electronics products, as Haier is offering eco-friendly home appliances products to customers. In order to collect the required information, this study utilized a survey approach with self administered questionnaires, which were distributed in offices of male and female faculty member as in -drop off and collect- technique

Results: We investigated how a change in the consumers' environmental knowledge about green phenomena can help customers to align attitude with green purchase intention. The findings showed that the customers may get closer towards green buying behavior by effectively enhancing their knowledge about the benefits of green products, the availability of these products and their performance comparatively to conventional products.

Conclusion: The findings suggest that the customers may get closer towards the green buying behavior by effectively enhancing their knowledge about the benefits of green products, the availability of these products and their performance comparatively to conventional products. However, it is important to increase the customers' current level of environmental knowledge through an effective marketing campaign as in future this will possibly develop environmental concerns and environmental responsibility in the mind and hearts of potential targeted customers of green products. This will push customers to form positive attitude about green products and finally help them to align attitude with green purchase intention.

Keywords: Green Products; Purchase Intention; Environmental knowledge; Environmental Concern; Environmental Responsibility; Consumer Attitude.

1.0. INTRODUCTION

During the last few decades, the changing environmental conditions around the globe along with social, economical and political changes are continuously exerting pressures on businesses to become "Green" (Cronin *et al.*, 2011; Lee & Park, 2013; Saffuan *et al.*, 2013). As a result, many companies start offering green products by identifying it an opportunity to take a competitive

advantage in the market place (Gunasekaran & Gallea 2012; Luo & Bhattacharya, 2006; Ottman, 2011; Sarkis *et al.*, 2011). “*Green products are those that have less of an impact on the environment or are less detrimental to human health than traditional equivalents*”. Green products also known as eco-products, environmentally friendly products or sustainable products might, typically, be manufactured in a more energy-conservative way, be formed or part-formed from recycled components, or be supplied to the market with less packaging (Han *et al.*, 2009; Laroche *et al.*, 2001; N.P. October, 15, 2014; Pizam, 2009). Green, eco-friendly or a sustainable business can generally be defined as one that strives to reduce its negative impact on environment, society, community or economy while maintaining a profit. Whereas, designing, manufacturing, marketing, distribution and selling of these products and services are called green marketing (Davis, 1991; Grant, 2008; Jain & Kaur, 2004; Kangis, 1992; Pride & Ferrell, 2008).

These days, environmentally responsible behavior is receiving increasing attention in the academic literature (Onwezen, Bartels & Antonides, 2014; Bockarjova & Steg, 2014; Leonidou, Katsikeas, & Morgan, 2013; Klockner, 2013; Lee & Park, 2013; Peloza *et al.*, 2013; Gleim *et al.*, 2013; Trudel & Argo, 2013; White & Simpson, 2013) that show consumers are more environmental conscious and socially responsible, as they become aware of issues related to the fragile state of the environment (Gleim *et al.*, 2013; Ramayah, *et al.*, 2010; Verma, Agarwal, & Srivastava, 2012). In addition, opinion polls advocate that almost eighty three percent of individuals are concerned about the environment (Nielson, 2011). Ferraro, (2009) reported that according to the estimates, green consumers worldwide in 2008 had an annual buying power of US\$500 billion. The UK Co-operative Bank's annual Ethical Consumerism Report for 2010 confirmed that expenditure on green products as well as services grew by 18% over the previous two years, in spite of the likely impact of the global financial crisis (The Co-operative Bank, 2010).

Despite the fact that most of the previous research is continuously highlighting the growing demand of green products (Choi *et al.*, 2012), evidence from some researchers have pointed out that the impact environmental initiatives on consumer behavior is both contradictory and equivocal (Auger & Devinney, 2007; Borin, Cerf & Krishnan, 2011; Devinney, Auger, & Eckhardt, 2010). Consumers are not ready to prefer green products while making a purchase decision on the point of sale (D'Souza *et al.*, 2007). As a result, the original proportion of green brands in the real market place is far less (Peattie & Crane, 2005; Rex & Baumann, 2007) as compare to projected demands by the consumer highlighted in the most of the research (Cronin *et al.*, 2011). Likewise some studies highlighted that the share of eco-label food products is less than 5% of total sales in Europe (Rex & Baumann, 2007; UNEP, 2005). Anyhow, in reality, the actual green market size has been questioned by some authors (Papaoikonomou, Ryan & Ginieis, 2011).

Nevertheless to address global environmental issues together global and interdisciplinary efforts have to be made. These efforts might include, comprehending the main drivers as well as processes behind un-environmentally friendly behavior and to predict their development based on progress so that we can change this pattern enough to minimize the severity of these issues. In spite of national and international policy making such as the technological development in this context etc, you cannot ignore the contribution of individual behavior and this should not be underestimated. Many of the mentioned environmental problems are caused by human behavior (Gardner & Stern, 2009; Onwezen, Bartels & Antonides, 2014; Winter & Koger, 2004) and for that reason we can determine that by influencing potential consumer behavior, could result in

ways that reduces environmental impacts (Onwezen, Bartels & Antonides, 2014; Steg & Vlek, 2009). More precisely, it is to the outmost important to understand the behavior of humans related to environmental issues, assuming that a shift to alternative behaviors can make a relevant difference (Bockarjova & Steg, 2014; Klockner, 2013).

1.1. BACKGROUND OF THE PROBLEM

Haier has set up a modernized industrial park at Raiwind Road Lahore Pakistan in June 2002 after anticipating the vast potential of Pakistani market. Haier's production facility has the capacity to produce over 1 million pieces per annum. Haier Pakistan (PK) is at the forefront in the home appliances and consumer electronics market of Pakistan. As a result, Haier ranks 2nd in the domestic home appliances market and have the overall share of 17.5 %. No doubt, the brand has the edge, as compare to competitors, that its products are technologically advanced and are more user friendly with competitive prices. In the previous few years Haier PK engaged itself in an more intensive, challenging and bigger competition from local and international brands like PEL, LG, Dawlance, Orient group of companies and Samsung . Therefore, Haier planned to cut the market clutter by exploiting green marketing strategy i.e. offering more energy efficient and environmental friendly products to consumers. In fact, in a short span of time Haier Pakistan takes a new direction towards Eco Life, as of now all Haier products are energy efficient & environmental friendly.

Now the question is, how Haier PK could exploit this move in its favor, to increase its market share, to cut the market clutter, to take benefits on its competitors and to enhance its goodwill among consumers and various stakeholders. As exploring and understanding the drivers of customers purchasing intentions in a specific context such as the home appliances industry can help Haier PK in building industry specific competitive barriers and generating green brand wealth. The researches use these questions to define the problem and meaning for the creation of hypotheses. This is based around the facts that the majority of existing research upon relevant subjects, none of them is likely to support anything or hold any value when it comes to applications on Pakistani market consumer behaviors. There is one thing common in most researchers that there is a lack of knowledge and awareness among the consumers of developing countries about green products, its benefits to them and environment of their countries.

Therefore, the current study tests the ability of a revised theory of planned behavior (Kalafatis, Pollard, East & Tsogas, 1999) model to account for consumer positive attitude and purchase intentions of green products in developing countries. As, consumer positive attitude is seen as the proximal determinant of consumer intention: the more one has positive attitude about a green product, the more likely one intends to buy it. Now, to form consumers' attitude, current research has start focusing on the enhancement of consumers' environmental knowledge to reduce the gap between projected and real sales of green products in developing countries. However, the researchers proposed here that the mentioned gap can't be overcome until or unless a real state of environmental concern and environmental responsibility is not induced in the mind of potential consumers. Therefore, it is important to identify consumers' current level of environmental knowledge, so that in future these potential consumers can be targeted through an effective marketing campaign that contains the factors of environmental concern and environmental responsibility to form positive attitude towards green products.

2. LITERATURE REVIEW

2.1. *Relationship of Environmental Knowledge and Environmental Concern*

Chan, (1999) defined environmental knowledge as the state of one's knowledge about environmental issue. The marketing researchers treated environmental knowledge variable as a factor that influences every phase of the buying decision process. The importance of knowledge have been demonstrated in numerous studies (Coad *et al.*, 2009; Laroche *et al.*, 2001; Oskamp *et al.*, 1991; Verdugo, 1996) as it affects the way in which consumers gather and organize information and determines how they evaluate products and services. Stern, (1992) argued that when a person who is more devotedly involved in issues related to the environment was compared with less devotedly involved person, a sole aspect which most clearly differentiated between the two was knowledge about environmental problems as well as how to act to most effectively deal with it.

Similarly, a significant part of environmental conscious consumer behavior is to increase the environmental knowledge in addition to knowledge about sustainable products (Bazoche *et al.*, 2008; Loureiro, 2003). As if people become more knowledgeable about the sustainability issue, then it is believe that they will promote the wise use of natural resources and act toward the environment in more responsible ways (Fahlquist, 2009).

According to Day and Monroe (2000) several research studies mentioned that environmental education as a tool helps individuals in order to understand and solve the current ecological problems. To strengthen this argument, Sia Su (2008) argued that Filipino college students consider it more important to protect the environment than economic development of their country. They mentioned that it is possible to have a green environment with strong economy, but Filipino general public should show their concerns about the real and significant environmental issues facing the country. So, the researchers proposed the following hypothesis:

Hypothesis# 1. Consumers' Environmental Knowledge positively influences the Consumers' Environmental Concern.

2.2. *Relationship of Environmental Knowledge and Environmental Responsibility*

In fact, a topic of green product and green business studies rigorously in "Euro-American" context (Chapple & Moon, 2005; Karna *et al.*, 2003; Schlegelmilch *et al.*, 1996; Wustenhagen & Bilharz, 2006) but relatively little focuses on Asia. In particular, Chapple and Moon, (2005) argued that consumer's awareness along with purchase behavior related to social responsibility or ethical behavior are barely discussed in Asia assuming that it is Western phenomenon. However, now environmental awareness in developed as well as developing nations is on the rise.

In short, today, the disrupting ecosystem concerns have challenged the world about how to utilize natural and environmental resource for accelerating industries with "green" engine. Due to this, now consumers become more socially responsible to the environment, which leads to socially responsible consumption, for instance sorting waste or recycling, saving energy and buying eco-labeled products (Haanpää, 2007; Hartmann & Apaolaza-Ibáñez, 2009). Consumers who are more aware about environment related issues will have a greater preference for green products, green services and green businesses. A greater awareness has led the consumers to develop positive intentions to buy green products/ services and to participate in greening the earth (Papadopoulos *et al.*, 2009). Similarly, Paco and Raposo (2009) reported the same findings in which they found that those consumers who have increased level of environmental awareness,

they felt that they have responsible to purchase green products as well as services. So, the researchers offer the following hypothesis:

Hypothesis# 2. Environmental Knowledge positively influences the Consumers' Environmental Responsibility.

2.3. Relationship of Environmental knowledge and Consumers Attitude

Bradley (2006) did a research that examined the vehicles ownership and found positive relationship between the environmental knowledge and environmental attitude. This means that with the widespread of consumers' knowledge and awareness about environmental related issue, it is rational to suppose that the consumers are ready to purchase the green automobile. In addition, several researchers mentioned that environmentally concerned consumers are more willing to purchase green products than those who are less concerned (Bang *et al.*, 2000; Kim & Choi, 2005; Rashid, 2009; Schwepker & Cornwell, 1991).

A study made by Paco and Raposo (2009) in Portugal exposed that consumers understand the environmental challenges, support policies to improve environment, even though their concerns do not transform into action. The reason for non-reflection of environmental concerns in to purchasing behavior is lack of awareness about greening concept in newly industrialized countries as those in developed countries (Yam-Tang & Chan, 1998). Whereas contrary to this, Fraj, and Martinez (2006) argued that although people have enough knowledge and are very much concerned about environmental problems, but still less involved in terms of their shopping habits and daily customs. However, through an educational program, marketers and government agencies can increase people awareness of environmental problems, and possible solutions to these problems i.e. publicize and use of available alternatives, sharing benefits of green products. Since increased awareness of any problem can change people attitudes, behaviors and finally their purchase decisions (Alwitt, 1996; Hussain, 2003; Rashid, 2009; Schwepker, & Cornwell, 1991).

In this regard, the role of the teachers is very important for spreading awareness among students about environmental concerns because often teachers are the role models for their students. There is a need that teachers provide sufficient knowledge and share their experiences so that students can develop positive attitude, adopt suitable spending behavior and way of life (Said *et al.*, 2003). Therefore, the researchers offer the following hypothesis:

Hypothesis# 3. Environmental Knowledge positively influences the Consumers' Attitude towards the green products.

2.4. Relationship of Environmental Concern and Consumers Attitude

According to various researchers, a consumer purchasing decision-making in general depends on his/her attitude about environment (Schwepker & Cornwell, 1991). In actual fact, increasingly consumers are concerned about environment related issues and hold themselves responsible for the current environmental conditions, therefore want to purchase products and services that have less impact on the natural environment (Vandermerwe & Oliff, 1990; Young *et al.*, 2010). Laskova (2007) mentioned in a research study that people with high environmental concerns shows more positive attitude towards environment than people who think themselves powerless to help the environment are less likely to participate in pro-environmental activities.

This above argument is further substantiated by the study of Kim and Choi (2005), where environmental concerns has a direct and positive influence on the customer purchasing intention of green products. This suggested that customer with strong environmental concern may be interested in consumption of products that reflect that concern. While, in one of research study, Mostafa (2009) highlighted the importance of environmental concern along with other variables for the prediction of consumers' green purchase behavior. He further added that on the basis of environmental concerns one can differentiate between green consumers and non-consumers.

According to Tang *et al.*, (2004), a wealth of literature shows that there is a troublesome gap between what consumers says, they will do and how they actually behave. Most of the consumers say that they choose a product because of its environmentally friendly nature, but they do not make actual allocations of dollars in purchases. Besides, there are also a number of research studies showing that while environmental problems, consequently environmental concerns have hit the public agenda behavioral changes have not-or not to the same extent (Inglehart, 1995; Oliver, 1999; Tarrant & Cordell, 1997). In short, the researchers offer the following hypotheses:

Hypothesis# 4. Environmental Concern positively influences the Consumers' Attitude towards the green products.

Hypothesis# 5. Environmental Concern mediates the relationship between Environmental Knowledge and Consumers' Attitude towards the green products.

2.5. Relationship of Environmental Responsibility and Consumers Attitude

Due to the environmental deterioration, mostly western consumers and many from the developing countries belong to middle classes have expressed their concern about environmental issues (Ali & Ahmad, 2012; Ali *et al.*, 2011; Fraj & Martinez, 2006; Han *et al.*, 2010; Han & Kim, 2010; Kim & Han, 2010). However, a good thing is that now many consumers buy green products, not only because it is a better choice but also as it assists to sustain the environment for upcoming generation. In addition, lots of consumers are ready to switch and stop buying products from companies for ecological reasons (Fraj & Martinez, 2006).

Many previous researchers had also found that consumers would purchase products and services, which protect the natural environment. Besides, these studies mentioned that consumers who have responsibility feeling towards the environmental issue will purchase green products and, in reality, they are even ready to give more in favor of green products (Kim & Damhorst, 1998). Kaiser *et al.*, (1999) also argued that consumers who have feeling toward environmental responsibility issue would have a tendency to have environmental friendly behavioral intention. On the other hand, people's health both on the individual and the community level has been affected through environmental problems (Khwaja, 2008). More importantly, current environmental dreadful conditions are ever more menacing consumer health and wellbeing globally. Therefore, consumers are becoming more sensitive in their environmental attitudes, preferences, and purchases (Sarigöllü, 2009). Therefore, the researchers offer the following hypotheses:

Hypothesis# 6. Environmental responsibility element positively influences the Consumers Attitude towards the green products.

Hypothesis# 7. Environmental Responsibility element mediates the relationship between Environmental Knowledge and Consumers' Attitude towards the green products.

2.6. Relationship of Consumers Attitude and Green Purchase Intention

In the green section of consumer psychology, mostly researchers have been made efforts to explicate the gap between consumers' reported attitudes and their actual buying behavior. In this regard, they often used Ajzen's 'Theory of Planned Behavior' (Kalafatis, Pollard, East & Tsogas, 1999). The TPB has been successfully applied to a wide range of studies focusing on green marketing, consumers' green purchase intentions as well as consumers environment friendly behavior (Ali & Ahmad, 2012; Ali *et al.*, 2011; Bockarjova & Steg, 2014; Han *et al.*, 2010; Han & Kim, 2010; Kim & Han, 2010; Onwezen, Bartels & Antonides, 2014).

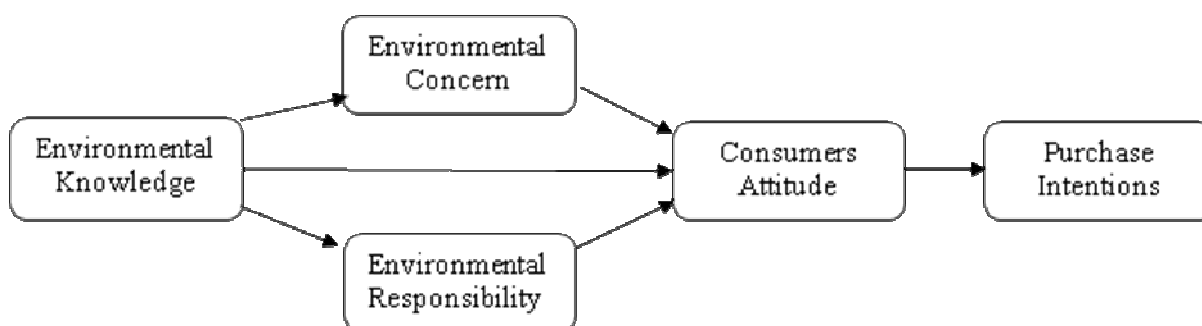
This theory described that intentions towards an act are determined by attitudes, perceived control and subjective norms. Intention, in turn, may lead to actual behavior. Psychologists have examined values, beliefs, motivation and attitudes in order to comprehend this inconsistency and why some people engage in environmentally friendly behavior, while others do not (Allen & Ferrand, 1999; Dunlap, & Mertig, 1995; Nordlund & Garvill, 2002). Even though, there are many factors which interfere in this process, with an impact on whether or not the ecologically conscious attitude will result in actual behavior, which is the purchasing of green products. The researchers in this paper used modified version of TPB, as Ajzen (1991) suggested that the TPB is open to expansion- if further predictors can be identified.

In marketing literature purchase intention has been an important concept. To forecast the adaptation of new products as well as repeat purchases of existing ones, most companies used consumers purchase intentions. As environmentally concerned person who believe that pollution is a problem and also have a favorable attitude toward greening environment are more inclined to purchase green products (Ali *et al.*, 2011). Even, prior studies have exposed that consumer with intentions to buy product exhibit higher actual buying rates than those customers who demonstrate that they have no intention of buying (Brown, 2003). Hence, as people become aware of environmental problems, their attitudes and purchase intentions may in turn change (Bang *et al.*, 2000; Rashid 2009; Schwepker & Cornwell, 1991). Therefore, the researchers offer the following hypothesis:

Hypothesis# 8. Consumers' attitude towards the environment positively influences their Green purchase intentions.

2.7. Conceptual Model

Figure- 1: Conceptual model of the relationships between Environmental Knowledge, Environmental Concern, Environmental responsibility, Consumers' Attitude and Purchase Intentions.



3.0. METHODOLOGY

3.1. Sampling Method and Procedure

The researchers distributed 350 questionnaires using a survey methodology based on convenient sampling of the population of eight Universities located in Rawalpindi, Islamabad, Taxila and Wah. Consumers who had the purchase experience of electronics products such as Refrigerator, Freezers, Dishwashers, TVS, Air Conditioners, Washing Machines, Microwave oven etc were the focus of this research. The researchers chose Haier Pakistan's electronics products, as Haier is offering eco-friendly home appliances products to customers.

In order to collect the required information, this study utilized a survey approach with self administered questionnaires, which were distributed in offices of male and female faculty member as in -drop off and collect- technique. International Islamic University Islamabad, Muhammad Ali Jinnah University, FAST National University Islamabad, Riphah University, Preston University Islamabad, Quaid-e-Azam University, COMSATS University Wah, University of Engineering and Technology, Taxila have been selected from four cities.

The researchers also included a screening question in the survey instrument for the respondents to ensure they have knowledge about green products. The researchers also placed a precise concept of green products for those who did have the required knowledge. The respondents were asked for information about their environmental knowledge, environmental concerns, environmental responsibility, attitude about the environment and green purchase intentions. In addition, potential respondents were requested to provide demographic information about them. For a period of over 40 days, three hundred and thirteen filled and usable questionnaires from all respect were collected and included in the actual data analysis.

3.2. Measures

All constructs were measured on five-point likert scales anchored by 1 (strongly disagree) and 5 (strongly agree). Besides, all measures for the constructs were borrowed from previous researches, which were carried out from green marketing and green products perspective due to their proved reliability and validity. Five scales items for environmental knowledge were adapted from Ali & Ahmad (2012) and Mostafa (2007). Our twelve items concern for environment scale was adapted from those used by Abdul-Muhmin (2007) and Ali & Ahmad (2012). To measure the environmental responsibility, seven items were adapted from the study of Lee (2009). Purchase attitude was measured using a three-item scale by Ali *et al.* (2011) and Taylor & Todd (1995). Finally, our three-item consumers purchase intentions was adapted from Ali & Ahmad (2012), Ali *et al.* (2011), Lee (1997) and Taylor & Todd (1995). Coefficient α is used to assess the reliability of each scale (Hair *et al.*, 1998) which was found in acceptable range i.e. greater than 0.7 for each construct.

3.3. Characteristics of Sample

Table- 01 indicates the demographics of final sample after treatment of missing values and outliers of the study.

Table- 01: Demographics of Final Sample

	Frequency	Percentages
Gender		
Male	230	73.5
Female	83	26.5

Age		
less than 36	62	19.8
36 to 40	124	39.6
41 to 45	95	30.4
46 and above	32	10.2
Education		
Master	34	10.8
MS/M.Phil	158	50.5
Ph.D.	113	36.1
Post Ph.D.	8	2.6

Table- 01 indicates the sample demographics. Our sample had a considerable gender skew towards males (73.5%). In terms of age, almost seventy percent of respondents were aged in two categories i.e. between 36 to 40 years old (39.6) and 41 to 45 years old (30.4). The majority of the sample (50.5%) had done MS/M.Phil degree followed by the respondents with Ph.D. degrees (36.1)

The researchers used confirmatory factor analysis (CFA) to establish the reliability of scale used in this study. CFA has been widely used by past researchers (Ahmad & Butt, 2012; Washburn & Plank, 2002; Yoo *et al.*, 2000; Yoo & Donthu, 2001) and is the most appropriate technique when establishing the reliability of a measurement scale. Based on CFA results, the reliability of all five constructs was established using Cronbach's alpha, construct reliability (CR) and average variance extracted (AVE). For all construct, the cronbach's alpha coefficient values were above 0.90, demonstrating strong internal consistency of the scale. Similarly, the resulted values for C.R. as well as AVE were above the minimum threshold of 0.6 and 0.5 respectively indicating the reliability of all construct of the model. Table- 02 summarizes the reliability results for each construct.

Table- 02: Reliability results

Constructs	Cronbach's alphas	C.R	AVE
Environmental knowledge	0.95	0.97	0.79
Environmental Concern	0.94	0.94	0.96
Environmental Responsibility	0.96	0.85	0.97
Consumers Attitude	0.97	0.98	0.94
Purchase Intentions	0.95	0.96	0.97

3.4. Data Analysis

Indicated in Table- 03 are regression analysis, means, standard deviations and Pearson correlation analysis of each research variable.

Regression Analysis, Means, Standard Deviations and Pearson Correlation

H#	Description	(β)	t-value	Sig.	Constructs	Mean	SD	1	2	3	4
H: 1	E.K → E.C	0.33	3.77	0.01	E.K	3.31	0.93				

→

H: 2	E.K	E.R	0.31	3.51	0.00	E.C	3.45	0.72	.30**		
H: 3	E.K →	C.A	0.29	3.30	0.03	E.R	3.60	0.81	.33**	.31**	
H: 4	E.C →	C.A	0.32	3.50	0.02	C.A	3.34	1.07	.23**	.35*	.34**
H: 6	E.R →	C.A	0.33	4.21	0.00	G.P.I	3.49	0.92	.29**	.25*	.32** .27**
H: 8	C.A →	G.P.I	0.30	3.59	0.00	Notes: n=313, Arrow indicates the direction of impact					

Before assessing mediational hypotheses, the researches followed the conventional procedure testing the model without mediators just for correlation matrix and regression analysis. The fit measures for the structural model were acceptable with $R^2 = 33.0\%$ and Adjusted $R^2 = 32.0\%$ ($F = 33.859$, $P\text{-value} < .000$). In Table- 03 regression analysis described the variation in dependent variable with respect to independent variables separately.

The paths from environmental knowledge to concern for the environment ($B = 0.33$, $t > 3.77$, $P\text{-value} < 0.01$), environmental responsibility ($B = 0.31$, $t > 3.51$, $P\text{-value} < 0.00$) and consumers attitude towards the environment ($B = 0.29$, $t > 3.30$, $P\text{-value} < 0.03$) were strong and significant, thus supporting hypotheses **H1, H2 and H3**. Similarly, the paths from environmental concern ($B = 0.32$, $t > 3.50$, $P\text{-value} < 0.02$) and environmental responsibility ($B = 0.33$, $t > 4.21$, $P\text{-value} < 0.00$) to consumers attitude for the environment were strong and significant, thus supporting hypotheses **H4 and H6**. Finally, the path from consumers attitude for the environment ($B = 0.30$, $t > 3.59$, $P\text{-value} < 0.00$) to consumers' green purchase intention was strong and significant, thus supporting hypothesis **H8**.

Results in Table- 04 indicate that full mediation took place when consumers' attitude (dependent variable) was regressed by both environmental knowledge (independent variable) and environmental concern (mediating variable). In step 04, the impact of environmental knowledge became insignificant ($t = 1.87$, $p > .05$) while environmental concern significantly impact the consumers' attitude ($t = 3.03$, $p < .05$), thus supporting hypothesis **H5**. The value of Durbin Watson indicates that there is no issue of Multicollinearity for further data analysis. Similarly, results in Table- 04 indicate that partial mediation took place when consumers' attitude (dependent variable) was regressed by both environmental knowledge (independent variable) and environmental responsibility (mediator). In step- 04, the impact of environmental knowledge became significant ($t = 2.17$, $p < .05$) but less than it was in step 03 while environmental responsibility also significantly impact the consumers' attitude ($t = 3.21$, $p < .05$), thus supporting hypothesis **H7**.

Table- 04. Mediating role of Environmental Concern & Environmental Responsibility

Steps	Description	B	t-value	p-value	Description	B	t-value	p-value
Step 01	E.K → E.C	0.33	3.77	0.01	E.K → E.R	0.31	3.51	0.00
Step 02	E.C → C.A	0.32	3.50	0.02	E.R → C.A	0.33	4.21	0.00
Step 03	E.K → C.A	0.29	3.30	0.03	E.K → C.A	0.29	3.30	0.03
Step 04	E.K } → C.A	0.19	1.87	0.21	E.K } → C.A	0.21	2.17	0.02
	E.C } →	0.23	3.03	0.25	E.R } →	0.25	3.21	0.01

Notes: n =313, Change in R² (at step 04)=.10, F = 30.731 (P<.05), D.Watson= 1.776

Notes: n=313,Change in R² (at step 04) = .04, F = 22.02 (P<.05), D.Watson= 1.776

4.0. CONCLUSION AND POLICY IMPLICATIONS

This study attempts to test the revised model of the Theory of Planned behavior to predict the factors and possible paths in order to encourage customers for green purchasing in home appliances industry. We investigate how a change in the consumers' environmental knowledge about green phenomena can help them to align attitude with green purchase intention. The findings suggest that the customers may get closer towards the green buying behavior by effectively enhancing their knowledge about the benefits of green products, the availability of these products and their performance comparatively to conventional products (Ali & Ahmad, 2012; Rahbar & Wahid, 2011). However, it is important to increase the customers' current level of environmental knowledge through an effective marketing campaign as in future this will possibly develop environmental concerns and environmental responsibility in the mind and hearts of potential targeted customers of green products. This will push customers to form positive attitude about green products and finally help them to align attitude with green purchase intention.

In addition, this might be only possible when a customers would be more conscious and responsible for environmental issues, otherwise the gap between projected and real sales of green products could not be overcome. There is a need to change the customer's behavior in a way that they must think effectiveness of a product rather focusing on new product. The mentioned gap by the researchers can't be overcome until or unless a real state of environmental concern and environmental responsibility chapters are not induced in the mind of potential customers. It is utmost important as there is general perception among the researchers that there is a lack of knowledge and awareness about the greening concept among the customers of developing countries, and this fact implies on Pakistani customers too.

Specifically, this paper was in the context of Haier PK move to become the first green company in home appliance industry. The researchers found that Haier PK can break the market clutter and can take market lead on its competitors by devising a comprehensive strategy as most of the respondents were willing to buy green products to contribute their share to save the natural environment. For this purpose, Haier PK may launch a comprehensive but specific advertising campaign through print, electronic and social media to propagate the benefits of this move to potential customers as well as the natural environment. Finally, this will help customers to form positive attitude and intentions about green product and businesses.

Although, the green technology is very costly and it might not possible for many other organizations just like Haier Pakistan to achieve immediate success in new markets but in long run if these organizations may invest in green products, the acceptance of green products might be enhance by delivering the extra customer defined value at higher price to justify their extra expenditure (Polonsky, 2011). Therefore, it is a suggestion for present as well as potential local and international businesses which are willing to start business in Pakistan that they may start positioning as a green business to take the advantage of green phenomena. Finally, in the long run Haier PK can become a role model for its competitors and new comers even in the

diversified product categories if it will take more lead in the market and will satisfy the customers with the performance of environmental friendly products.

5.0. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This study has some limitations in term of scale variables, sample size, targeted respondents and geographical coverage. First, it should be noted that emphasis of current research was to measure and explain the variables which might influence the consumers' attitude and ultimately their green purchase intentions. Intentions are only considered the proximal of actual behavior and therefore results might be different when customers are provided an opportunity to make a decision in real world. To overcome this gap, longitudinal studies might be helpful to observe the original behaviors of customers.

Second, the sampling frame for this study was limited to 313 faculty members in four cities of Pakistan. Therefore, results of current study might not be generalizable to other cities and must be used with caution. By considering this very limitation, it is recommended that future researches shall utilize broader geographical and demographic profile with big sample size to analyze respondents. Moreover, a larger sample size collected from all the major cities of four provinces would be more representative of Pakistani home appliances customers.

Similarly, researchers chose faculty members of Universities as a sample size, and it is common perception in Pakistan that Universities pay handsome salary to them as compare to people in other professions. As a result, we supposed that faculty members belong to middle class or upper middle class in the Pakistani society. Thus, future researchers can get the sample representations from other profession, income groups and social classes together to cover more potential green customers and get more generalized results.

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