

The Relevance of Green Marketing Practices in Consumer Attitudes Toward Sustainable Green Behaviour

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Sustainability has further grown over the past few years, and environmentally friendly practices will be in high demand in the wake of Covid-19. Thus, the need and demand for environmentally sustainable behaviour will increase after the pandemic Covid-19. In the field of consumer behaviour and green marketing, most studies until now have been conducted in developed countries. Like other developing countries, Pakistan is still in the green awakening stage of understanding environmental behaviour. Therefore, this study investigated the relationship of green marketing practices with important predictors of environmental personality traits of individuals towards sustainable green behaviour. This study used a survey method and used a random sampling technique to gather data from respondents through questionnaires via an online survey. Structural Equation Modelling variance-based approach is applied to assess the relationships of the study variables, with the help of Smart PLS3 statistical software. The results show that green marketing practices significantly influence environmental attitude ($\beta = 0.749$; $t = 26.903$), environmental consciousness ($\beta = 0.798$; $t = 21.426$), environmental belief ($\beta = 0.623$; $t = 16.516$), and environmental knowledge ($\beta = 0.660$; $t = 18.420$). This study further extends the sustainable green behaviour research by identifying important personality trait factors that lead to sustainable green behaviour. The study findings also have numerous practical contributions to make by providing objective-oriented scientific evidence for marketers and policy makers in developing effective green marketing strategies. Furthermore, the study findings will also help policymakers, academics and managers to better understand the importance of individual characteristics in the development of a consumer green sustainable environment behaviour.

Key words: *Environmental Knowledge, Environmental Attitude, Environmental Beliefs, Marketing, Consumer Behaviour.*



INTRODUCTION

Recently the term ‘greening’ towards a low-carbon economy is receiving attention from marketers all around the world. However, the green concept displays a broader sense of the understanding and awareness of the economic elements, consumers and businesses to minimise their impact on the green environment (Vilkaite-Vaitone & Skackauskiene, 2019). Becoming green means businesses have to react in a more responsible way to diminish or prevent their business activities impact in up on the environment (Porter & Kramer, 2019). Recently, green marketing awareness has been firmly emerging and the overall population is beginning to consider their consumer behaviour outcomes (Gilal et al., 2020). The purpose of green marketing is mainly based on the assumption that customers will acknowledge their product or service as a benefit and thus will influence the customer buying decision (Reddy, 2018). However, the demand for green products differs across different market segments. This creates a challenging situation for organisations' green product positioning, or for communicating their environmental efforts to the customers who are likely to be more concerned about environmental issues (Gordon-Wilson & Modi, 2015).

One of the primary goals of marketing today is to reach the most influential moments of consumer purchase intentions. However, the consumer shift towards environmentally friendly products has led marketers to embrace the emerging green marketing concept (Moravcikova, Krizanova, Kliestikova, & Rypakova, 2017). Further, the increasing green purchasing behaviour and increasing environmental concern has revealed green marketing as a prominent marketing strategy (Sujith, 2017). However, the increasing likeliness or concerns about green marketing does not guarantee consumer purchase behaviour. However, it can be said that such intent varies across markets. Like other developing countries, Pakistan is still in the green awakening stage of understanding environmental behaviour. Consumers do not know how their purchasing behaviour can contribute to solving sustainability issues. The perception of consumers influences their attitude and purchasing decisions. Moreover, companies are targeting younger consumers as they are becoming an important market in today’s business world. However, green consumption arising from green marketing could be contingent on consumers' willingness to participate in green practices (Gifford & Sussman, 2012). With all these initiatives taking place, it is difficult to understand the trends of green marketing and changes in consumers’ perception of the issue. Moreover, there is limited research conducted in Pakistan. Unfortunately, in Pakistan green practices faces many challenges including; lack of awareness, lack of sufficient training, and a low level of green capability among bank employees. Therefore, this study primarily focuses on green marketing activities' influence on consumer perceptions towards sustainable green behaviour.

Due to the increasing demand and customers changing environmentally friendly purchasing behaviour, businesses are focusing on green marketing strategies to get green consumer attention. Until now, most of the studies related to green marketing have been conducted in

developed countries (Uddin & Khan, 2018). There is a lack of research studies in young developing countries like Pakistan. Therefore, this research aims to fill the gap and to bring the potential research attention to explore it further. This study identified four factors that are predictors of an individual's attitude towards sustainable green behaviour. This research aims to achieve several objectives such as: (a) to analyse different green marketing approach strategies, (b) to explore the various green marketing activities' influence on the consumer to observe environmentally sustainable green behaviour. The study findings will be a revelation for marketers and policymakers, providing objective-oriented scientific evidence for developing effective green marketing strategies. Further, the study findings will also help policymakers, academics and managers to better understand the importance of green marketing practices in the development of a consumer green sustainable environmental behaviour. Moreover, there is no known study available, particularly in the context of green marketing practices in the banking sector of Pakistan. Besides offering many practical implications, this study will also contribute to the literature by providing a solid base for the upcoming research studies in the relevant area.

The remaining part of the paper is structured as follows: the upcoming section provides the conceptual framework and research hypothesis development, followed by the research methodology design and empirical strategy used to examine the research variables relationship. Results are revealed in the next section. Finally, in the last section, the study concludes and reports recommendations for future research.

Conceptual framework and Hypothesis development

Green marketing can be called environmental or sustainable marketing by large and small businesses, putting efforts toward designing and promoting eco-friendly products (Ottman, 2011). Certain environmental guidelines followed by the manufactured products are re-marketing, which is the main idea of green marketing (Singh & Pandey, 2012). The idea of green marketing emerged in the 1970s by the American Marketing Association (AMA) and describes ecological marketing. As a result, during the 1990s, green goods became increasingly popular. Consumers, too, are increasingly concerned about the environment (Choudhary & Gokarn, 2013). Green marketing is becoming more common among businesses and consumers. Today's economy is different from yesterday's in that it is more environmentally friendly (Sima, 2014). Global warming has increased drastically in recent years, and it is an extremely alarming situation so governments have dynamically executed green policies for environmental protection. Therefore, these companies are bound to consider green policies indirectly for the welfare of society and to acquaint themselves ethically with the operations in their marketing principles. The green marketing concept is the promotion of products or services that are presumed to be environmentally friendly (Dangelico & Vocalelli, 2017). However, about the definition, there is the existence of varying environmental, social and retail explanations attached to the green marketing term (Chamorro, Rubio, & Miranda, 2009). For

example, similar terms used in literature are ecological marketing and *environmental marketing* (Peattie & Crane, 2005). These new concepts of marketing approaches challenge traditional marketing approaches and provide substantially different novel perspectives (Chamorro et al., 2009). Green marketing, according to Investopedia, is when businesses go above and beyond conventional marketing by promoting environmental core values, in the hopes of customers associating these values with their business or brand.

Environmental marketing, also known as sustainable marketing, contributes to the creation of a new product line that caters to a new target market by engaging in these sustainable practices (Boztepe, 2012). Consumers may be able to pay more for environmentally friendly goods than for less environmentally friendly products (Sima, 2014). Environmental factors or knowledge are used to market goods and services. Companies that engage in green marketing make decisions about the whole process of producing their goods, including manufacturing, packaging and distribution (Wymer & Polonsky, 2015). However, according to (Dabija, Bejan, & Grant, 2018) the consumer's point of view is largely ignored. In developed countries, this is attributed to productivity and cost-effectiveness, health and safety, success, symbolism, convenience and bundling. From the perspective of developing countries, the most important factor to consider is raising consumer awareness and developing cost-effective technologies, which requires not only the participation of producers and customers but also the participation of the government. Since its inception fifty years ago, green marketing has seen a great deal of success and failure in both academia and the marketplace. It has progressed from eco-friendly product marketing to green product marketing to green marketing. As a company is involved in selling goods, it must ensure that consumers are well informed about the advantages of "green" products. One of the most important tasks of marketers is not only to persuade customers about the product's excellence and to demonstrate the product's performance, as it would be impossible to sell goods solely based on their environmental friendliness. Customers should be included in the green marketing campaign by the marketer and it will create a great sense of attachment for customers with a company and related products. It will also help in resolving problems through understanding the idea and pricing. With time, companies realise that it is not only about selling but also understanding the needs and wants of the target market should be the core function of any organisation, and then satisfying those needs and wants better than their rivals. One of the greatest challenges for marketers is that consumers need to be more mindful of environmental concerns (Tate, Stewart, & Daly, 2014),

Businesses nowadays are concentrating on product creation and ways to match it with sustainability (Papadas, Avlonitis, & Carrigan, 2017). Actions in the manufacturing, distribution, use and recycling processes must have a minimum environmental impact. The role of businesses in society is expanding, and as a result, their active involvement is becoming more important. They feel that their policies and practices have a moral responsibility to have a positive effect on the climate in their policies and activities. As a result, businesses that use environmentally friendly marketing strategies achieve a strategic advantage over those that do

not. This new pattern evolves to better meet the needs of customers. Also, different studies believe that attitudes are learned, the relevance of this statement to purchasing behaviour is that attitudes are a direct experience with, and exposure to, different platforms of media. Attitudes either repel or propel consumers towards a good or service. Examples of such attitudes are usually noticed in individuals who discuss topics such as politics, sex, religion and social affinities. Such subjects tend to be affectively based because they mostly come from an individual's values and belief system. However, the behavioural component is the tendency that an individual will behave in a particular way. This tendency can be long-term or short-term. This can be a logical consequence sometimes, where the behaviour is followed by effect or a reflection of circumstances, for example, although a consumer does not like a fast food place, he or she will go because his or her friends want to go. On the other hand, rising emissions and the effects of global warming are only a few examples of human devastation that are wreaking havoc on the ecosystem. As a result, we are seeing how social responsibility has become increasingly relevant in today's society. As a result, not only marketers but also consumers are taking action and becoming more conscious about it, resulting in behavioural changes. This definition looks at consumers' mindsets and how they feel about environmental problems, intending to make it a "central core value" rather than something over, and therefore influencing, consumption and marketing decisions.

Sustainable green behaviour

The behaviour that minimises harm to or benefits the environment is referred to as green behaviour. According to (Rehman et al., 2021), it is the sum of household or individual behaviour that has a positive impact on the environment. For example, reducing waste and minimising the use of energy. However, sociological theories explain that people are bound to patterns of economic, physical and social conditions such as: the quality of transport, economic conditions and the availability of recycling facilities. A recent study by (Cherdymova et al., 2018) indicates consumer knowledge and attitude have a positive significant impact on their green behaviour. The cognitive component refers to the attributes, thoughts and beliefs related to the general knowledge of a person related to one opinion. Attitudes that require logical thinking, factual reactions, or fact-based attitudes, such as computer speed, are cognitively based. However, engagement in pro-environmental behaviour can be influenced by a consumer's attitude and vice versa. Furthermore, consumers also choose the kind of information they want to process and put into practice, therefore the cognitive dimension is influenced by personal attitudes (dispositional dimension) and affective dimension (general beliefs/values) and vice versa. Examination of consumer's beliefs helps companies to identify important variables to consider in their marketing strategies. However, if the beliefs of consumers about their ability to make a difference towards environmental sustainability are insignificant, it is unlikely they will act in accordance with such attitudes. Green consumerism as a marketing process that involves promoting and protecting consumer interest in environmentally friendly products or services through the mutual interactions of both

producers and customers (Boztepe, 2012). However, buying occasionally or being cognisant of the availability of green products does not make them consumers by default. A green consumer can be concerned more about their purchasing behaviour consequences on the environment surrounding them. Further, (Musgrove, Choi, & Chris Cox, 2018) argued that the green consumer is more careful in considering those alternatives products with heavy packaging which result in increased waste. This means they look for innovation in the production process. Similarly, (Corraliza & Berenguer, 2000) added that environmental awareness also results in increased green buying behaviour. This concept later on grew to become selling under which companies undertake huge promotional efforts, because it was believed that consumers tend to favour only those products which undertake huge promotional efforts. Under the concept of selling, companies provide incentives, discounts and cash coupons, etcetera. With time, companies realise that it is not only about selling but understanding the needs and wants of the target market should be the core function of any organisation, and then satisfying those needs and wants better than their rivals. Today we are in an era where consumers are highly informed and understand the role of companies in terms of social responsibility. Consumers are not only favouring those companies that provide high-quality products conveniently but will tend to favour those products and organisation that keep the welfare of society intact. Consumers are more inclined towards those companies' products that do not cause any harm to society or our ecosystem. Climate change is the utmost complex issue faced by society. However, due to global warming, people are more concerned about the outcome for human life. As it is, it is one of the most challenging phenomena to be tackled by this generation.

Environmental Knowledge

Environmental knowledge mainly can be divided into two forms. First it is regarding the understanding of the impact of the green product consumed, and second, consumer knowledge being produced the by-product itself when they consume it. Therefore, lack of environmental consciousness is perceived to be a barrier towards consumer sustainable green behaviour. However, an increase in environmental knowledge results in more awareness and a positive attitude towards green behaviour. The lack of environmental knowledge has been demonstrated by previous numerous studies, consumers who are aware of the environmental outcomes of the products they buy will make the best decision when making the purchasing process (afridi, Ayaz, & Irfan, 2021). Environmental knowledge influences green purchase behaviour greatly. Having environmental knowledge is considered to be the most important stage when making a green purchasing decision. Therefore, marketers need to educate consumers about sustainability and participation in green initiatives. The first factor that influences the green purchase is general values and knowledge of green products, followed by green criteria for purchase where consumers search for alternatives based on the particular criterion they have set for themselves. The next factor is various barriers that the consumer may face and is based on the green criteria set by product knowledge through influences of

friends, family, or past experiences. Environmental awareness represents the difference between consumers' actual belief and how they behave. Taking into consideration green marketing, often consumers are aware of the environmental issues around them, however, they still don't buy environmentally safe products.

Environmental consciousness

Environmental consciousness can be defined as an indication of people's awareness about environmental issues and the extent to which they are willing to solve them (Frick, Kaiser, & Wilson, 2004). Over the past few years, consumers have shown their environmental concerns by adjusting their consumption behaviour, however, even at that, consumers due to products' poor external appeal occasionally reject some organic products brought to marketplaces. Decision-making is a process of selecting an option base on the problem at hand, the positive and negative outcomes of such an option; furthermore, to make good decisions people often compare the positives and negatives of the options versus their alternatives (Business Dictionary, 2017). In the decision-making process, there has to be a problem at hand that needs to be solved or overcome, therefore the decision-maker defines the best ways to solve it. Furthermore, when deciding on buying something, consumers tend to be cognitive about their selections (Arcury, 1990).

Environmental Beliefs

Environmental attitude according to (Corraliza & Berenguer, 2000), is a consistent learned manner of the individual. However, it can be favourable or unfavourable towards the environment. Similarly, (McCarty & Shrum, 2001) added further that individual attitude is a result of antecedents, processing and consequences of one's beliefs with a certain activity. However, the understanding of consumer attitude helps organisations better assess how consumers consider and view green / environmental phenomena and their willingness to purchase that product. However, an individual's attitude is also based on the knowledge acquired through social, cultural, or other factors related to globalisation (Said, Paim, & Masud, 2003).

Environmental Attitude

An attitude is commonly referred to as a stimulus in a predictable manner, that is, a propensity to behave in a predictable manner. Various studies have stressed the importance of attitude influence on an individual's actions. Furthermore, studies have shown that it is impossible to specifically analyse an individual's attitude; rather, attitude can only be deduced from their actions toward an entity (Bradley, Waliczek, & Zajicek, 1999; Corraliza & Berenguer, 2000; Grob, 1995). Several scholars have suggested different interpretations of attitudes, but the spectrum that remains is positive and negative (McCarty & Shrum, 2001). Regardless of how

broad or rigorous the meanings are, an attitude can ultimately be either positive or negative. The cognitive aspect refers to the thoughts, qualities and beliefs that one identifies with an entity, as well as the opinion or belief portion of an attitude to the general knowledge of a person. Different studies believe that attitudes are learned, and are a result of direct experience with the good, information, family and colleagues, and exposure to different platforms of media (Gadanne, Sharma, Kerr, & Smith, 2011). Attitudes either repel or propel consumers towards a good or service. This attitude aspect deals with an individual's emotional reaction to an attitude entity. More specifically, an attitude that is formed as a result of emotion is called an affectively based attitude. Figure 1 shows the study's conceptual model variables and their relationship. To test the relationship among the conceptualised variables, the following two main hypothesis were developed and tested.

Hypothesis 1: Green marketing practices positively impact consumers' environmental knowledge (H1a), environmental consciousness (H1b), environmental belief (H1c) and environmental attitude (H1d).

Hypothesis 2: Sustainable green behaviour has significant relationship with Environmental knowledge (H2a), Environmental consciousness (H2b), Environmental beliefs (H2c) and Environmental attitudes (H2d).

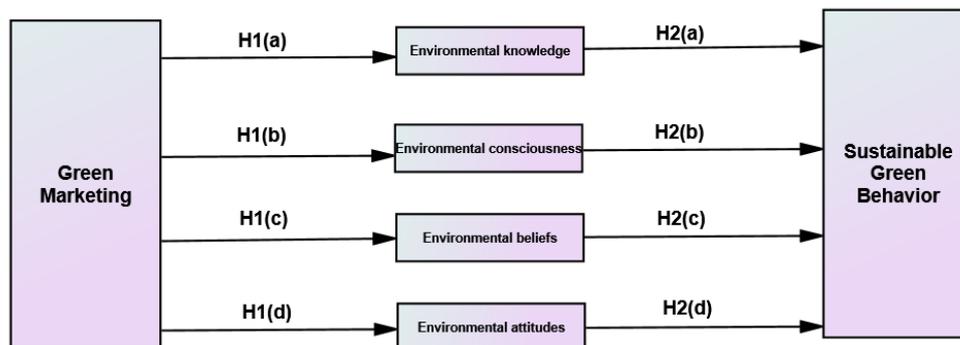


Fig 1: Conceptual model of the study

MATERIALS AND METHODS

Survey design and data collection

This study used a survey method to gather data from respondents through questionnaires via an online survey. The online self-administrated questionnaire survey was chosen to avoid social distancing due to the pandemic outbreak, as well as to reach a wider range of survey respondents. Moreover, it helped the researcher to collect responses on the spot in a short period of time. This study used a convenience sampling technique because many researchers recommend this sampling technique for use in the research area, which is relatively new and emerging.

Instrument and Measures

This research used a quantitative method to measure the hypothesised factors with an online self-administrative survey. The survey questionnaire has three main sections: the first section comprises the instructions and confirmation for the researchers to use the data within the scientific framework; the second section consists of demographic information such as age, gender, education level and occupation. The third section presents the survey items that measure six main variables, defined as “green marketing”, “environmental knowledge”, “environmentally-conscious”, “environmental beliefs”, “environmental attitude”, and lastly, “sustainable green behaviour”. All the items were adopted from literature. To quantify independent and dependent variables, a five-point Likert scale was utilised (between 1= strongly disagree and 5= strongly agree). However, the survey questionnaire was pre-tested on a small sample of 35 respondents. A few poorly constructed items were then rectified.

Empirical techniques

Structural equation modelling (SEM) variance-based, is growing in popularity with a plethora of recent developments. Smart PLS application 3 was used because it as a most suitable technique in research aimed at certain predictions when the focus is on confirmatory modelling. Further, in a complex design model, it is one of the best techniques for evaluating hypothesised relationships (Fuller, Simmering, Atinc, Atinc, & Babin, 2016). The surveys were administered via a web survey to participants who responded to the questionnaire. To determine the possible CMV threat, Harman’s one-factor test was conducted. The values obtained from correlation values between constructs were less than 0.9. This implies that no possible CMV threat was detected. The analysis was performed in two steps. In the first step, the measurement model validity was successfully achieved, followed by testing of the hypothesis in the structure model. Data collected was processed via Smart PLS application 3.2.0.

RESULTS

Descriptive statistics

The sample of the study comprises 237 males (75%) and 79 females (25%). The majority of the respondents belonged to the age group 26–35 (39.2%), followed by the age group of 18 to 25 years (37.6%), 46-55 (13%), and 36 to 45 (10.2%). With regard to education level, the majority of the respondents were graduate (41%), and post-graduate (29.4%), 9.7 percent were found to have Ph.D., while 19.9 percent selected option (other) (technical/religious). In the case of working status, the majority of the survey respondents were self-employed (31%), and full-time employees (27.6%), followed by students (17.4%) and the remaining 24 percent selected options (other).

The measurement model

Cronbach's alpha is the traditional criterion for internal consistency, which provides the reliability estimate of the observed indicator variables based on their inter-correlations. The minimum value for Cronbach's alpha in literature is 0.7 and above. However, it is technically more appropriate to apply Composite Reliability (CR) due to Cronbach's alpha's limitations. The CR varies between 0 and 1, with a high-value show a high level of reliability. In the advanced stages of the research a value of 0.70 to 0.94 is acceptable, while values below 0.60 show weak internal consistency. This study reported and considered both criteria. Table 2 reports the obtained Cronbach's alpha and CR. The lower bound Cronbach's alpha 0.882 and the upper bound composite reliability 0.933 indicated that the required level was successfully achieved. The Average Variance Extracted (AVE) is a common measure to establish convergent validity on the construct level. Table 2 reports the AVE values obtained for the study construct with a minimum of 0.681 and a maximum 0.835. Hence the convergent validity for the measurement model was successfully achieved for the current study.

Table 2: Measurement model

	Cronbach's Alpha	rho_A	C R	(AVE)
EA	0.882	0.886	0.918	0.738
EB	0.905	0.908	0.933	0.777
EC	0.890	0.905	0.924	0.752
EK	0.887	0.898	0.917	0.689
GM	0.843	0.844	0.895	0.681
SGB	0.902	0.904	0.938	0.835

For discriminant validity traditionally, the cross-loadings and the Fornell-Larcker criterion are the approaches mostly used in previous studies to assess discriminant validity. Table 3 reports

that the values obtained for every column or row of the construct were below the value to its diagonal. Hence the discriminant validity was established for the study measurement model.

Table 3: The Fornell-Larcker criterion

	EA	EB	EC	EK	GM	SGB
EA	0.859					
EB	0.746	0.882				
EC	0.693	0.574	0.867			
EK	0.568	0.505	0.504	0.830		
GM	0.688	0.680	0.581	0.685	0.825	
SGB	0.748	0.621	0.798	0.660	0.723	0.914

* EA = Environmental Attitude; EB = Environmental beliefs; EC = Environmental Consciousness; EK = Environmental Knowledge; GMKT = Green Marketing; SGB = Sustainable Green Behaviour

Henseler et al. (2015), as a remedy, propose assessing the Heterotrait-Monotrait Ratio (HTMT) of the correlations. A value close to 1 of correlation between two constructs shows a lack of discriminant validity. However, in this study case, as reported in table 4, the Heterotrait–Monotrait correlations (HTMT) ratio value for the measurement model were below the 0.85 critical value as suggested by (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). Therefore, it can be said that the discriminant validity of the measurement model of the current study was successfully achieved.

Table 4: the Heterotrait-Monotrait Ratio (HTMT)

	EA	EB	EC	EK	GM	SGB
EA						
EB	0.821					
EC	0.780	0.628				
EK	0.636	0.558	0.572			
GM	0.794	0.776	0.662	0.779		
SGB	0.836	0.683	0.812	0.730	0.820	

* EA = Environmental Attitude; EB = Environmental beliefs; EC = Environmental Consciousness; EK = Environmental Knowledge; GMKT = Green Marketing; SGB = Sustainable Green Behaviour

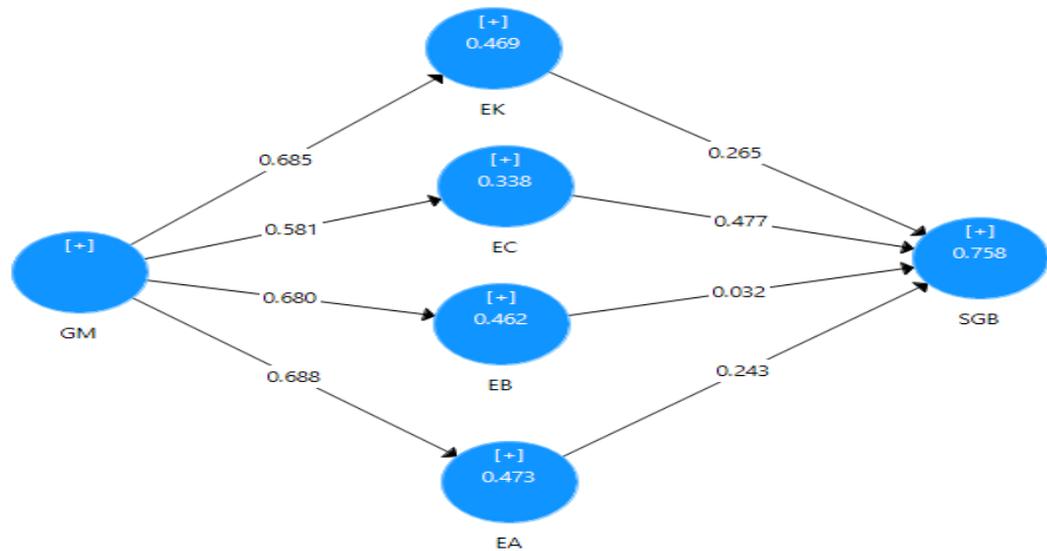


Fig. 2: Measurement model

Structural coefficients were evaluated to understand the relationships between the research variables. Multicollinearity tests were conducted before hypotheses testing. The obtained values of variance inflation factor (VIF) were lower than the recommended criterion therefore no multicollinearity issues were found. The structural model assessment is examined by running the bootstrapping with 2000 samples. This allows the researcher to measure any parameter estimate of interest. However, regarding goodness of fit, no global measure was available in Partial Least Squares (PLS-SEM). However, this study focuses on prediction and this is the main reason (which is often said in the literature) that PLS-SEM preferred statistical technique for the purpose of research is prediction.

Table 5: Hypothesis testing results

	Original Sample	Sample Mean	STDEV	T Statistics	P Values
EA -> SGB	0.243	0.241	0.051	4.808	0.000
EB -> SGB	0.032	0.029	0.055	0.583	0.560
EC -> SGB	0.477	0.482	0.077	6.207	0.000
EK -> SGB	0.265	0.266	0.041	6.456	0.000
GM -> EA	0.688	0.689	0.033	20.681	0.000
GM -> EB	0.680	0.681	0.031	22.007	0.000
GM -> EC	0.581	0.583	0.059	9.914	0.000
GM -> EK	0.685	0.685	0.034	20.379	0.000

Table 5 reports the hypothesis results, showing that green marketing practices significantly influence environmental attitude ($\beta = 0.688$; $t = 20.681$; $p = .000$), environmental consciousness ($\beta = 0.581$; $t = 9.914$; $p = .001$), environmental belief ($\beta = 0.680$; $t = 22.007$; p

= .000), and environmental knowledge ($\beta = 0.685$; $t = 20.379$; $p = .000$). This supported the study hypothesis 1: Green marketing practices positively impact consumers' environmental knowledge (H1a), environmental consciousness (H1b), environmental belief (H1c), and environmental attitude (H1d).

The outer model result shows that environmental knowledge ($\beta = 0.265$; $t = 6.456$; $p = .000$), environmental attitude ($\beta = 0.243$; $t = 4.808$; $p = .000$), and environmental consciousness ($\beta = 0.477$; $t = 6.207$; $p = .000$) significantly affect sustainable green behaviour, thus supporting the study hypothesis H2(a), (b) and (d), which state that environmental knowledge, environmental belief and environmental attitude have significant positive impact on sustainable green behaviour. However, with regard of hypothesis H2(c), the result was not significant. The study constructs (environmental knowledge, environmental consciousness, environmental beliefs and environmental concerns) explain 75.8 percent of the variance ($R^2 = 0.758$). Further, the results for the predictive relevance of the model (Q^2) as suggested by Hair (2016) are greater than zero. Therefore, it can be said that the model has good predictive relevance for the endogenous variables.

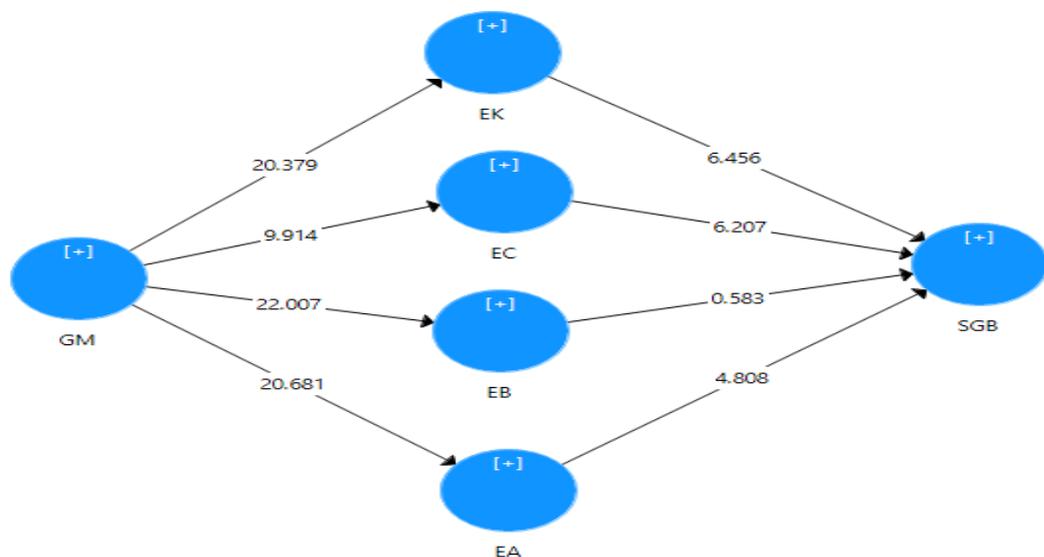


Figure 3: Structure model output

DISCUSSION

As a result of the harmful effects of human behaviour upon the environment over time, a new marketing trend known as green marketing has emerged. Because of its effect on daily purchasing decisions, the green marketing idea has recently been extensively researched. “Green products” are often associated with having certain qualities that were produced using a



green method. The related processes aim to reduce emissions, and waste, both of which are harmful to the environment. Today we are in an era where consumers are highly informed and understand the role of companies in terms of social responsibility. The consumer is not only favouring those companies that provide high-quality products conveniently but will tend to favour those products and organisations that keep the welfare of the society intact. Consumers are more inclined towards those companies' products that do not cause any harm to society or our ecosystem. Climate change is the utmost complex issue faced by society. However, due to global warming, people are more concerned about the outcome of human life. As it is, it is one of the most challenging phenomena to be tackled by this generation. Green product manufacturing necessitates changes in manufacturing methods, which necessitates spending. Increased costs result in higher prices for green goods, making consumer acceptance difficult. Consumers may be reluctant or unable to pay this green premium, so the high price may serve as a deterrent. The 'pricing gap' is the difference in price between green and non-green products. The sale of green goods without harming the environment is referred to as a "green spot." This is accomplished by making optimal use of fuel and electricity, as well as planning for logistics that produce the fewest emissions. Transportation costs account for a large portion of a company's expenses, and local manufacturing will save money on shipping. This lowers transportation costs while also lowering the carbon imprint. For example, instead of a physical store, selling on the internet saves time and money. Green goods must be made known to consumers, and then they must be encouraged to buy them. As a result, businesses today spend a significant amount of money and energy on the advertising and promotion of green goods. Green marketing involves raising customer awareness of green goods and promoting them to them in an environmentally friendly way, such as through the use of social networking platforms to share profiles about green marketing. Pricing is an essential part of the marketing mix. Most customers would only pay a higher price if they believe the product is of higher value. This added value may be in the form of improved efficiency, feature, design, aesthetic appeal, or taste. Benefits to the environment will often be the determining factor between goods of similar value or quality. Paid advertisements, public relations, promotional ads, direct marketing and on-site promotions are also used to promote goods and services to target audiences. Green marketers who use sustainable marketing and networking methods and practices would be able to strengthen their environmental credibility. Green marketing's growing success and efficacy were fiercely debated by academics in the twenty-first century. This point, however, is backed up by a growing number of environmentally friendly business practices and their adoption of it as a marketing practice. For example, the Energy Star logo can be found on over 1000 different models in 40 different product categories, ranging from light bulbs to washing machines to homes and businesses. New markets are opening up for recycled materials, paper goods, and energy-efficient lighting, cooling and heating systems in offices and homes. However, green items, are more costly than conventional goods and services.



CONCLUSION

Sustainability has grown over the past few years, environmentally friendly practices will be in high demand in the wake of Covid-19. Thus, the need and demand for environmentally sustainable behaviour will increase after the pandemic Covid-19. Over the past several years sustainability has grown in urgency and strategies of business and leadership have reflected this. This study investigated the relationship of green marketing practices with important predictors of environmental personality traits of individuals towards sustainable green behaviour. This study further extends the sustainable green behaviour research by identifying important personality trait factors that lead to sustainable green behaviour. Among the individual personality environmental traits construct, environmental knowledge was found to have the highest positive significant effect on individual sustainable green behaviour, followed by environmental beliefs and environmental attitudes. Customers all over the world are becoming increasingly interested in green marketing examples of various goods and services. Green marketing examples of diverse goods entice buyers to think about the environment. People are acutely aware of their surroundings and behavioural variations. Green marketing is becoming more common among businesses, but the distinction between doing so for profit and doing so for social responsibility is often blurred. An individual's opinion that an environmental argument is untruthful may have a negative impact on brand perception. If, on the other hand, the customer believes the argument is true, the person will treat the environment with more respect. The issue with applying that reputation to a brand is that customers who are interested in environmentally friendly goods are typically wary of commercial products. This cynicism stems from a variety of reasons, including a lack of vocabulary, a lack of scientific expertise required to interpret advertising context, and, most notably, the falsehoods and exaggeration of certain advertising techniques. To address this issue, independent organisations can choose to rely on environmental labelling legislated to ensure messages about a brand's environmental benefits. This practice aims to reduce perceived biases in environmental information by encouraging information standardisation to increase trust in product evaluations of environmental benefits, all of which can have a positive impact on purchasing intent. Companies that use green marketing tactics today have a strategic advantage over those that do not use such techniques or care about the environment. Market success belongs to companies that produce new goods and services with innovative qualities at reasonable prices. Green marketing is a set of practices aimed at meeting the demands and needs of consumers at a reasonable cost. From the standpoint of environmental protection, marketers must identify and design the 4 Ps of the marketing mix. The main environmental concerns are properly and efficiently addressed by the green marketing mix components.

Theoretical and Practical Implications

The first theoretical contribution of the study is that it replicates current research and extends previous studies on the relationship among green marketing and sustainable green behaviour.



Hence, this study extends previous research work that helps to build scientific information that is reliable and helpful in solving environmental problems. This study contributes further to the theory and practice by identifying important personality trait factors that lead to sustainable green behaviour. The study findings also have numerous practical contributions to make by providing objective-oriented scientific evidence for marketers and policy makers in developing effective green marketing strategies. Further, the study findings will also help policymakers, academics and managers to better understand the importance of individual characteristics in the development of a consumer green sustainable environment behaviour.

Limitation and future research recommendations

Like every piece of research there are limitations in this study. First, the study focused on customer's sustainable green behaviour in the context of Pakistan, which limit its generalisation. Therefore, future studies on large and diverse societies will be required to see how the results may differ. Second, adopting a qualitative method will add more substance to the study and give an in-depth understanding of the concept.

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