

IMPACT OF CAUSE-RELATED-MARKETING ON GREEN PURCHASE INTENTIONS: THE MEDIATING ROLE OF GREEN ATTITUDE

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Abstract

The study analyzed how Cause-related-Marketing and Environmental Consciousness collectively impact on Green-Purchase-Intention towards mediating the effect of Green Attitude. As per the theory of Planned Behaviour, it is mentioned that environmental consciousness and cause-related marketing have a direct influence on green buying intention towards sustainable consumption. The result identified that cause-related marketing was one of the factors of green products consumer's buying intention, but environmental consciousness does not influence the green purchase intentions. According to research the cause-related marketing influence on purchase buying with mediation role of green attitude. Understanding the factors that influence individual choices in which green products buying intention is available can show the gap between the pro-environmental consumer knowledge and their reaction that is being discussed in the consumer behavior domain, contributing towards an important phenomenon. The main objective of this study is therefore to discuss the importance of cause-related marketing and environmental consciousness collectively in analyzing the influence of consumer sustainable consumption with the role of green attitude intention, which was not mentioned in previous consumption behavior studies in the context of Pakistan.

Keywords: Theory of Planned Behavior, Environmental Consciousness, Cause-related-Marketing, Green Attitude, Green Purchase Intentions.

1. Introduction

Industrialization increases massive costs to the unsustainable consumption in the form of environmental deprivation (Sreen, N., Purbey, S., & Sadarangani, P. 2018), is also putting unsustainable stress on the earth. The inappropriate utilization of natural resources is resulting in environmental degradation, global warming, land pollution, air pollution, and water contamination. Resource conservation is ignored more than ever before (Sinthumule & Mashau, 2020). Nonsustainable consumption of consumers results in 35-40% of environmental decline (Chuvienco, Burgui-Burgui, Da Silva, Hussein, & Alkaabi, 2018). There is a need to change consumer behavior to adopt an eco-friendly approach towards buying that is ultimately helpful for Businesses. The environmental problems require close collaboration between firms, government, and consumers to move towards sustainable choices. The transformation from non-environmental to pro-environmental thinking process will change consumer buying behavior towards green product purchase intentions (Wasaya et al.,2021)

Pakistan faced environmental issues because of population outbursts, unsustainable industrial growth, declined per capita, polluted ponds, rivers. (Khalid, Ullah, Ahmad, Ali, & Chishtie, 2018). Resource protection in Pakistan is among the lowermost in Asia and the absence of poor results in productivity (Arlı, Tan, Tjiptono, & Yang, 2018). Without having complete knowledge of consumer objectives to purchase green products, acceptable consumption strategies are one of the biggest challenges. Researchers say Cause-Related-Marketing (CRM) approach can also motivate consumers to buy environmentally friendly products. CRM campaigns should be used in situations where marketers want to strengthen consumers' buying decisions (Natarajan, Balasubramaniam, & Jublee, 2016).To become socially responsible, cause-related marketing (CRM) is an approach of corporate social responsibility (Chatzoglou et al., 2017) based on a win-win situation.

The green product purchase intentions became one of the important perceptives nowadays for the sustainability of the environment (Wasaya et al.,2021). The increasing social pressure of green consumption has created a challenge to balance between consumer's environmental concerns, the profitability of the firm, and the competitive dynamics of their target market, Hence,

the concept of individual responsibility should be equally important that leads people to buy products and services which are environmentally good (Zollo, Yoon, Riatti, Ciappei, 2018).

Many researchers had argued that there is a requirement to know which motivators can increase purchase intentions of green products (Wu, Wei, Tseng, & Cheng, 2018; Hameed et al., 2019). Understanding the motivators that stimulate the decision of buying green would ultimately increase market size and demand for the said products (Ritter et al., 2015). The decision to buy green products is defined as purchasing a product by keeping in mind its environmental benefits (Esmailpour & Bahmiary, 2017). Among various models to understand consumer initial knowledge about environment behavior, the mentioned theory named “Theory of Planned Behavior” (TPB) is considered most appropriate to know consumer buying intentions towards sustainable products that ultimately have a positive impact on the environment (Parkinson et al., 2018). This theory is the most recommended theory used to identify the factors of consumer buying behavior in different studies. The factors in this study for Green Purchase Intentions are Environmental Consciousness (EC), Cause-Related-Marketing (CRM), and Green Attitude (GA).

One of the factors named Attitude is predicted pro-environmental purpose and actions. Consumers with a positive attitude lead to making green buying (Pham et al., 2019). Studies have discussed that many consumers have satisfactory approaches towards organic food and buying of these products that have a constructive impact on the atmosphere (Pham et al., 2019). Attitude is an interpreter of purchase goals and has an impression on the decision-making and purchasing behavior of an individual. Therefore, in this research, we will study the impact of Green Attitude as a mediator between green-buying intentions and the antecedents of purchase intentions. The environmental consciousness contributes toward a direct impact on customer perceived value based on social wellbeing (Gadeikiene, A., & Svarcaite, A. (2021). Environmental consciousness involves all the elements to an individual personality to involve in eco-friendly behavior (Lima et al.2019). Green knowledge is an important factor for environmental consciousness which further leads to consumer awareness about environmental sustainability (Lin, Lobo, & Leckie, 2019). The Environmental consciousness reflects individual contribution in society and environment that help them to improve social contribution. Researchers say Cause-Related-Marketing (CRM) approach can also motivate consumers to buy environmentally friendly products. CRM campaigns should

be used in situations where marketers want to strengthen consumers' buying decisions (Natarajan, Balasubramaniam, & Jublee, 2016). To become socially responsible, CRM is an approach to corporate social responsibility. (Chatzoglou et al., 2017) based on a win-win situation. In this way, the Environmental Consciousness and Cause-Related-Marketing can be significant variables to well understand defensible consumption leads to Green-Purchase-intentions.

The Environmental Consciousness and Cause-Related-Marketing approach collectively work as main variables to understand green-buying-intentions could be a new subject for researchers as it is not done before collectively in developing countries especially in Pakistan. The target population of this research was undergraduate and graduate universities students of Pakistan. The young target population can give better responses towards environmental issues due to having better awareness and the knowledge they are getting from universities. (Brochado et al., 2017; Cristiane et al.,2021). Hence, their responses can assist in better prediction and understanding related to sustainable consumption by consumers. The study will answer the research question: How do Environmental Consciousness and Cause-related-Marketing collectively impact on Green-Purchase-Intentions through a Green attitude? This paper consists of the following sections: literature review, presenting the previous studies being conducted related to green purchase intentions, CRM, EC, and GA, their relations and hypotheses; research method; results; and conclusion.

2. Literature Review

Environmental studies have dominated marketing literature for decades, which is attributed to increased awareness about the environmental issue. From Intentions to Action-the Planned Behavior Theory (TPB) positively forecast the behavior of consumer purchase intentions (Hui-Rang Lim, Soyoung An, 2021). All constructs including Environmental Consciousness, Cause-Related-Marketing, Green Attitude, and Green Purchase intentions being measured according to the TPB theory with supported hypothesis discussed further:

2.1 Green Purchase Intentions:

For marketers, green product purchase purposes become one of the important perceptive nowadays for the sustainability of the environment (Wasaya, A., Saleem, M. A. et al.,2021). A

study by Gao et al. (2020) discussed an important role amid environmental degradation and intention to engage in green product purchases to protect the environment. Environmental problems such as Global warming and pollution have driven bigger considerations to environmental defense and sustainable consumption (Wang, D., Weisstein, F. L. et al., 2021). Environmental problems also lead to depression and an increasing trend of green product purchases to tackle the environmental issue (Lu et al., 2020). The understanding of the green consumption drivers is most important for environmental sustainability. The study showed that almost 70% of customers feel that this is the customer's initial responsibility to engage in green buying behavior (Young 2018) that ultimately leads to an increase in green product purchases. Green products mean such products consist of one or many environmentally friendly components that have no bad impact on the environment (Gershof and Frels, 2015). The results revealed that perceived green product leads to optimistic feelings that lead to green purchase intention (N Spielmann, 2021). The marketer needs to create a value-oriented brand image in the mind of the customer to increase green product purchase intentions. The element of the set price of the green product can also lead to increase purchase intentions (Zhang, Zhao, and Zhao, 2020).

2.2 Environmental Consciousness:

The environmental problems faced by mankind today, require close collaboration between firms, government, and consumers to move towards sustainable choices. Environmental consciousness plays a vital role in customer perceived value based on social wellbeing (Gadeikiene, A., & Svarcaite, A. (2021). Environmental consciousness involves all the elements to an individual personality to involve in eco-friendly behavior (Lima et al. 2019). Green knowledge is an important factor for environmental consciousness which further leads to consumer awareness about environmental sustainability (Lin, Lobo, & Leckie, 2019). The Environmental consciousness reflects individual contribution in society and environment that help them to improve social contribution. Individuals with high Environmental Concessions are more responsive towards environmental sustainability as compared with an individual with low environmental consciousness (Zhou, Z et al., 2020). However, having environmental concerns may lead to differences in consumer behavior towards environmental issues (ElHaffar et al., 2020). The advertisement also play important role in the education of consumers related to environmental

issues mentioned by (Nguyen and Johnson 2020). Environment consciousness considers one of the variables of green product purchase intentions so it is logical to mention that individuals' green purchase intention depends on environmental awareness. (Cerri et al.,2018) which leads to the below-mentioned hypothesis:

H1. *Environmental Consciousness leads to Green Purchase Intention.*

2.3 Cause-Related-Marketing:

Cause-related marketing is a procedure of formulation and applying marketing activities that are considered by a suggestion from the firm to donate a specific amount to a chosen cause when customers are involved in interactions that fulfill organizational and individual objectives. CRM campaigns can be used where marketers want to enhance consumers' buying decisions (Natarajan, Balasubramaniam, & Jublee, 2016). This study has also contributed to the marketing literature by studying the impact of CRM as a solution to the green attitude-behavior gap or green gap. Secondly, it would help the marketing managers to understand the effectiveness of CRM in increasing green products sales. This research is also useful for the companies working on environmental quality as to how CRM campaigns can shape people's green products purchase decisions. Natarajan et al (2016), in their research, have found that CRM-based studies are done in developed nations so there is a need to study CRM in developing nations under various cultural backgrounds for the sustainability of the environment. Moreover, another study was done by Paul., at al. (2016) on the topic of forecasting green product purchase objectives has used the planned behavior theory to recognize aspects that lead to green products purchase decisions. There is no significant evidence of using CRM strategy to encourage people to pay for green products. This creates an opportunity and motivation to conduct this research. There is a need for cooperation between companies and governments to introduce alternatives that have a fewer bad impression on the environment and need to promote green products purchase (Costa et al., 2020). One way to promote green products is through societal marketing programs. It is because, few researchers suggest that the interaction effect of consumers' emotional reaction towards CRM campaigns will help in understanding consumers' purchase intentions in terms of green products (He, Zhu, Gouran, & Kolo, 2016; Natarajan et al., 2016). The Cause-related marketing effect on consumer

purchasing intentions is based on various factors that need to identify by the company (Ferraris, A., Giudice, M. D., Grandhi, B., & Cillo, V. (2019) that leads following hypothesis:

H2: Cause-Related-Marketing leads to Green Purchase Intention.

2.4 Green Attitude:

Attitude can be labeled as a positive feeling towards a green product or green marketing to defend the environment. (Zaremozhzabie et al., 2021). Green attitude is measured as an important factor towards green product purchase objectives, especially for marketing areas. The consumer response is more positive if they believe their choices make differences in the environment (Cerri et al.,2018). More exposure to consumer green behavior motivates consumers towards green product purchase intentions (Arli et al., 2018). The study is completed in India (Sreen et al., 2018) established an optimistic relationship between consumer attitudes towards green buying. Attitude has positively forecast initial knowledge about environmental intention and behavior towards sustainable consumption. Consumers who have an optimistic attitude lead to making green purchases (Pham et al., 2019). Previous studies have exposed that many consumers have promising approaches towards organic food and products that have a constructive impression on the environment (Pham et al., 2019). Attitude is a forecaster of purchase intention and influences purchasing conduct. To know environmental complications that may be produced by the use of extreme energy and natural resources, an extreme supply of food and products, environmentally disapproving manufacturing processes, and environmental tragedies, more individuals are with knowing environmental problems. Such environmental consciousness inspires optimistic attitudes towards society and environmentally friendly actions and inspires people to increase green attitudes toward green product purchase intentions. The observations of the seriousness of such environmental complications are more in developing countries (Wang et al., 2018). Guidance of green attitude towards green product purchase intention plays a role in the development of a green way of life (Moon, M. A et al., 2019). An optimistic attitude toward green goods can affect green buying and consumption conducts as a positive attitude is a good forecaster of appealing in positive conduct (He et al., 2019) that leads following hypothesis:

H3. Environmental Consciousness is more inclined to Consumer Green Attitude.

A rising number of researchers put consideration on how cause-related marketing is practically helpful to find out the aspects that are most successful towards these initiatives. Many businesses are currently appealing in CRM activities to develop some marketing movements, which recommend that in actual CRM may achieve optimistic consequences regarding green purchase intention. A study done by Khan and Mohsin (2017), which is based on emotional value, have found that emotional and functional values both have a strong and positive relationship with green product purchase decisions. Using emotional values can modify consumers' attitudes towards sustainable choices. Nelson and Vilela (2017) also recommended that; modify the relation between cause-related-marketing and consumers PI after interaction with the CRM movement, there is an important upsurge in Purchase Intentions leads below-mentioned hypothesis:

H4: Cause-Related-Marketing is more inclined to Consumer Green Attitude.

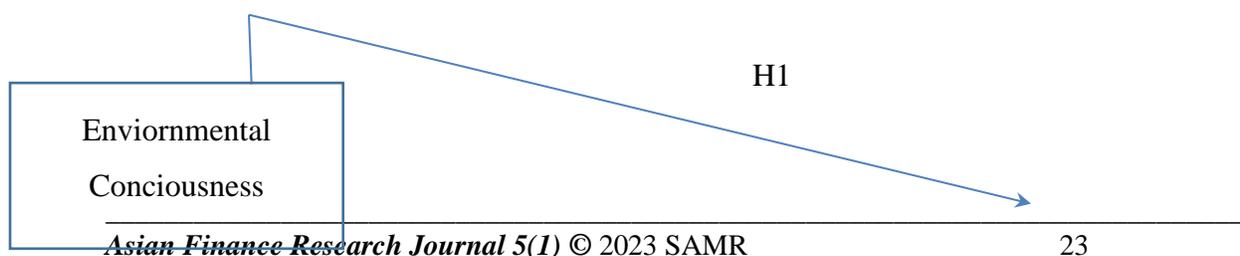
An optimistic attitude towards green products can affect green buying and consumption conducts, given that a positive attitude is a good forecaster of appealing in certain conduct (Park & Lin, 2020). The consumer's preferences by utilizing the product and from the preference resulting from contributing to a cause (Altıntas et al., 2017). According to Taufique et al. (2017) green environmental knowledge positively influences consumers' attitudes towards the environment and pro-environmental consumer behavior. The existence of Eco-labels can also positively impact consumers' ecological attitudes. (song et al., 2019) that leads below-mentioned hypothesis:

H5: Consumer Green Attitude is more inclined towards Green Purchase Intention.

H6: Green Attitude rmediates the relationship of Environmental Consciousness and Green Purchase Intentions.

H7: Green Attitude mediates the relationship of Cause-Related Marketing and Green Purchase Intentions.

2.5 Theoretical Frame Work



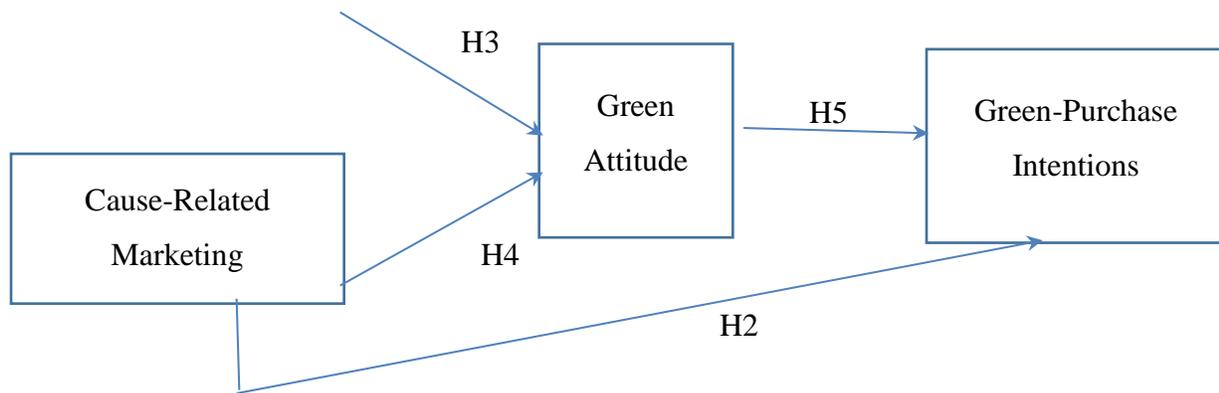


Fig.1.

3. Methodology

The current research is a cross-sectional correlational study in which a survey technique was used. The data gathering process involved the completion of the questionnaire by young consumers from private universities in Lahore, Pakistan. The instrument for collecting the data was passed out to the respondents with appropriate direction on filling the forms.

3.1 Sampling Design and Sample Population

The sample population is comprised of undergraduate and graduate students (young generation) as they are most reliable for these types of correlational consumer behavior studies (Policarpo and Aguiar, 2020). The size of the sample was 180 i.e. 10 times the item number used to measure the scale (Kline, 1998). However, we had received 264 responses.

3.2 Data Collection Instrument Design

The survey was developed on Google forms and contained two parts. The first one comprised measurement scales for the main concepts which are used to build hypotheses. The scale adopted to measure Purchase intention was developed by Enoki et al.(2008). . Environmental Consciousness was measured using the scale developed by Roberts (1996) and has four items to measure the construct. Similarly, the Green attitude was measured by a scale developed by Enoki et al.(2008)and used six items to measure the construct. Finally, cause-related marketing was

measured by scales developed by Galan-Ladero, M. Mercedes (2013) using four items. All these items were measured on a 5 Likert scale with 1 as strongly disagree and 5 as strongly agree. The second portion of the survey contained questions regarding the demographic characteristics of the sample populations and documented gender, education level, and age group of the respondents. The tool was pretested to make the questionnaire better comprehensible from the respondent's opinion. To ensure this, a pilot study of 20 participants was carried out to identify any problem with students in understanding the questionnaire. No necessary modification was required as the questionnaire language was very easy to understand for the target population.

3.3 Data Analysis

After collecting, we conducted the cleaning of data for missing values, unengaged responses, and outliers. Initially, 5 respondents out of 264 were having missing data for more than 10% of the total items and their responses were deleted (Scheffer, J. 2002). Secondly, the standard deviation of the responses was carried out to identify unengaged respondents. There were 18 respondents whose data was checked for very low standard deviation and were deleted from the data set. Furthermore, 3 outliers were identified and deleted who have 3 x Interquartile value (IQR) value were deleted and 4 respondents' missing values were replaced by the median method as our data comprised of ordinal values. Finally, 238 responses were used for result analysis. The demographic profile of our sample comprised 76.5% of male respondents and 23.5% of female respondents. 87.6% of our respondents were younger than 25 years of age and 69.4% were having Bachelor's degrees. Complete details of respondents are shown in table 1

Table 1

Demographic characteristics of participants.

| Profile | Category | % |
|------------------|------------------|-----|
| Gender | Male | 76% |
| | Female | 23% |
| Age | Younger than 25 | 89% |
| | 26 – 30 years | 6% |
| | 31 – 35 years | 3% |
| | 36 – 40 years | 2% |
| Education | Below Matric | 0% |
| | Intermediate | 7% |
| | Bachelors | 69% |
| | Masters or Above | 24% |

Assumptions of data normality were checked to ensure normal distribution of the sample population and for conducting parametric tests. Initially, the Skewness and Kurtosis were measured which fall well within the accepted range and their values were between -1 to +1 as shown in table 2

Table 2

| <i>Statistics</i> | | | | | |
|------------------------|---------|--------|--------|--------|--------|
| | | PI | GA | EC | CRM |
| N | Valid | 120 | 120 | 120 | 120 |
| | Missing | 0 | 0 | 0 | 0 |
| Skewness | | -0.891 | -0.503 | -0.632 | -0.483 |
| Std. Error of Skewness | | 0.221 | 0.221 | 0.221 | 0.221 |
| Kurtosis | | 0.179 | -0.178 | -0.504 | -0.756 |
| Std. Error of Kurtosis | | 0.438 | 0.438 | 0.438 | 0.438 |

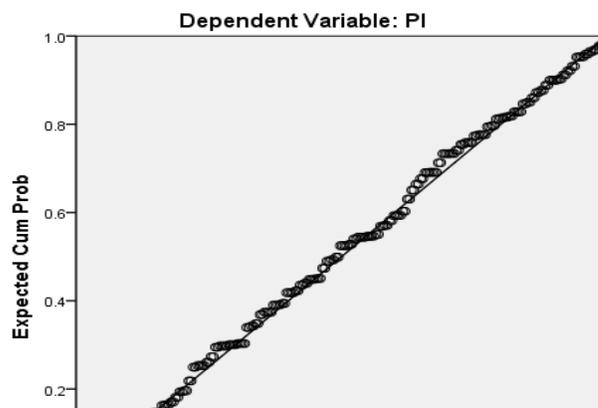
This was followed by checking the multicollinearity of the variables. The value of VIF should be less than 3 for the acceptance of assumptions of normality and the values of both independent variables is 1.408 as shown in table 3

| Table 3 <i>Coefficients^a</i> | | | | | | | | |
|---|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|--|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | | |
| | B | Std. Error | B | | | Tolerance | VIF | |
| (Constant) | 1.317 | 0.244 | | 5.394 | 0.000 | | | |
| EC | 0.162 | 0.063 | 0.159 | 2.591 | 0.010 | 0.710 | 1.408 | |
| CRM | 0.510 | 0.062 | 0.506 | 8.214 | 0.000 | 0.710 | 1.408 | |

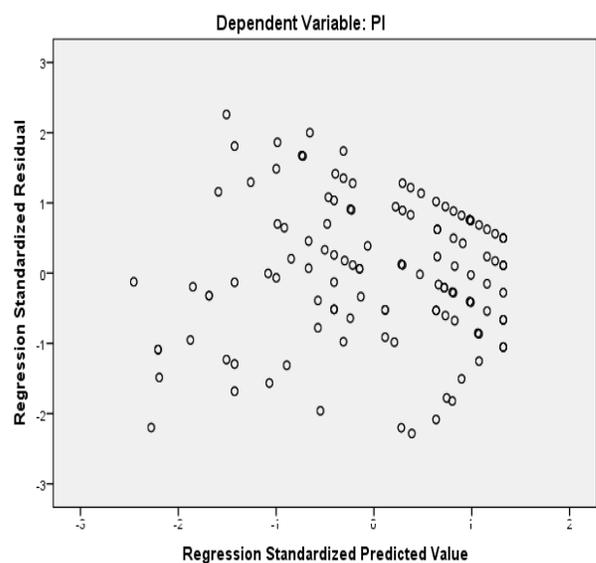
a. Dependent Variable: PI

The P-P plot figure 2 also shows a normal distribution of data whereas, figure 3 demonstrates homoscedasticity of collected data.

Normal P-P Plot of Regression Standardized Residual



Scatterplot



After confirming the normality of data, the reliability of the scale was established. The acceptable value of Cronbach alpha is more than 0.5 if the items for a scale are less than 10. Cronbach alpha value for purchase intentions is 0.762 for 4 items, 0.714 for green attitude with 4 items, 0.658 for environmental consciousness with 4 items, and finally for cause-related marketing value is 0.816 with 4 items.

Table 4
Confirmatory Factor Analysis.

| Construct | Items | SFL |
|---|--|------------|
| Purchase Intentions Cronbach's α = 0.762 AVE = 0.585 CR = 0.849 | I am willing to pay more for a green product, avoiding cheaper ones that harm the environment. | 0.765 |
| | I am motivated to pay more for a green product, as I am aware of its benefits | 0.823 |
| | I have the perception that the green product has greater added value, and therefore I am willing to pay more. | 0.769 |
| | The advertising of the green product at the points of sale influences my purchase decision | 0.696 |
| Green Attitude Cronbach's α = 0.714 AVE = 0.538 CR = 0.823 | I prefer products whose raw material is from renewable natural resources | 0.707 |
| | I try to find out about new green product | 0.757 |
| | I would stop buying a product if I knew that the company does not have a collection, recycling, or reuse channel. | 0.702 |
| | I would stop buying a product if I knew that during its life cycle it caused some damage to the environment. | 0.764 |
| Environmental Consciousness Cronbach's α = 0.658 AVE = 0.491 CR = 0.794 | The balance in nature is very delicate and can be easily disturbed | 0.725 |
| | When human beings interfere with nature, it often has the worst consequences. | 0.637 |
| | Human beings must live in harmony with nature so that they can survive better. | 0.765 |
| | Humanity is seriously abusing the environment. | 0.669 |
| Cause-Related Marketing Cronbach's α = 0.816 AVE = 0.645 CR = 0.879 | I like the idea to buy products which donate part of their profits to a social cause or NGO | 0.781 |
| | I am willing to pay more for a product if the manufacturer is donating part of the profits to charity or social cause. | 0.796 |
| | If a company is donating part of its profits to a charity or social cause, then I am more likely to buy its products. | 0.859 |
| | Companies that advertise that they are donating part of their profits to charity or social cause are good corporate citizens | 0.772 |

Validity of the scale was established using the AVE which requires a value of more than 0.5 for convergent validity (Fornell and Larcker 1981). Purchase intentions, Green Attitude,

Environmental Consciousness and Cause Related Marketing having AVE values as desired (0.585; 0.538; 0.491; 0.645) establishes the validity of the scale. Furthermore, discriminant validity was confirmed through Fornell-Larcker Criterion where the square root of each construct's AVE is higher than its correlation with another construct, and each item loads highest on its associated construct.

Table 5
Fornell-Larcker Criterion

| | CRM | EC | GA | PI |
|------------|------------|-----------|-----------|-----------|
| CRM | 0.803 | | | |
| EC | 0.556 | 0.701 | | |
| GA | 0.588 | 0.481 | 0.733 | |
| PI | 0.598 | 0.451 | 0.577 | 0.765 |

4. Results

The R square value in model summary table 4 is 0.5, which is satisfactory for the purpose of study (chin 1998).

Table 6
Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|----------|-------------|------------|----------|------------|------------|----------|
| 0.707 | 0.500 | 0.276 | 117.508 | 2.000 | 235.000 | .000 |

Based on table 7, we can establish a significant relation between consumers' green attitude and cause-related marketing with green purchase intention (coeff = 0.338, p = 0.000; coeff = 0.342, p = 0.000 respectively). However, there is an insignificant relation between environmental consciousness and green purchase intentions as the p value is greater than 0.05 (p = 0.199). Also, Environmental consciousness and cause-related marketing have a significant and positive relation with green attitude (coeff = 0.239, p = 0.000; coeff = 0.495, p = 0.000 respectively). There is a significant total effect of EC and CRM on GPI (coeff = 0.162, p = 0.010). This indicates that with the increase in environmental consciousness there is a 16.2% increase in the green purchase intentions of our target population. The direct effect of EC on GPI is non-significant (p = 0.199) but the indirect effect i.e. through mediator is significant (coeff = 0.080, BootLLCI & BootULCI

0.029 and 0.144 respectively). This shows that GA fully mediates the relation of EC and GPI. Furthermore, there is a significant total effect of CRM on GPI (coeff = 0.510, p = 0.000) which indicates that cause-related marketing has a positive impact on GPI, such that an increase in cause-related marketing will enhance the green purchase intentions by 51.03%. There is a significant direct and indirect effect of CRM on GPI (coeff = 0.342, p = 0.000; coeff = 0.167, Boot ULCI & BootLLCI = 0.086 and 0.252 respectively). There is a partial mediation of GA among the relation of CRM and GPI.

Table 7
Model Estimation

| | Coeff | t | p | LLCI | ULCI |
|----------------|-------|-------|-------|--------|-------|
| EC → GPI | 0.081 | 1.288 | 0.199 | -0.042 | 0.205 |
| GA → GPI | 0.338 | 4.393 | 0.000 | 0.186 | 0.490 |
| CRM → GPI | 0.342 | 4.828 | 0.000 | 0.202 | 0.482 |
| EC → GA | 0.239 | 4.687 | 0.000 | 0.138 | 0.339 |
| CRM → GA | 0.495 | 9.775 | 0.000 | 0.395 | 0.595 |
| EC → GA → GPI | 0.162 | 2.591 | 0.010 | 0.038 | 0.285 |
| CRM → GA → GPI | 0.510 | 8.214 | 0.000 | 0.387 | 0.632 |

Table 8
Hypothesis Results

| Hypothesis | Predictor | Mediator | Outcome | Coeff | p | Status |
|------------|-----------|----------|---------|-------|-------|----------|
| H1 | EC | - | GPI | 0.081 | 0.199 | Rejected |
| H2 | CRM | - | GPI | 0.342 | 0.000 | Accepted |
| H3 | EC | - | GA | 0.239 | 0.000 | Accepted |
| H4 | CRM | - | GA | 0.495 | 0.000 | Accepted |
| H5 | GA | - | GPI | 0.338 | 0.000 | Accepted |
| H6 | EC | GA | GPI | 0.162 | 0.010 | Accepted |
| H7 | CRM | GA | GPI | 0.510 | 0.000 | Accepted |

5. Discussion:

In this study, environmental consciousness was identified as a predecessor of green purchase intention towards the buying of a green product. However, from the confirmation of the hypothesis result, the hypothesis related to environmental consciousness H1 was not confirmed so it is assumed that environmental consciousness is not used as a preliminary point of green buying intentions towards buying green goods. This can be described by looking at the opinions presented by Cristiane Salome Ribeiro Costa et al.,(2021) showing that the role of ecological consciousness still needs further analysis due to inconsistent results involving the variable. Although students having a certain level of environmental knowledge does not necessarily result in green purchase intention or sustainable products as discussed in this research.

Cause-related-Marketing was identified as the second antecedent of green purchase intention to buy a green product because as per researchers CRM campaigns can be used where marketers want to enhance consumers' buying decisions (Natarajan, Balasubramaniam, & Jublee, 2016). The Cause-related marketing effect on consumer purchasing intentions is based on various factors that need to identify by the company (Ferraris, A., et al.,(2019). It is assumed that whenever an individual is in a state to do green buying that leads to sustainable consumption, the cause-related-marketing plays an important role. However, from the confirmation of the hypothesis result, hypothesis related to cause-related-marketing H2 which was confirmed, it is assumed that Cause-related-marketing is more inclined to green-purchase-intention. Corporate social responsibility gestures build a good corporate image that the firm is reliable and honest in its claims which conveys integrity, and trustworthiness. Companies involved in CSR activities try to improve their reputation by winning the heart of the people. By creating a culture of society development, customers can be engaged easily (Peloza, Ye, & Montford, 2015).

In case of H3, which was that environmental consciousness is more inclined to green attitude, was confirmed as it has been discussed in different studies One more antecedent that used in this study is Environmental Consciousness for green product purchase intention because according to the authors, The consumer response is more positive if they believe their choices make differences in the environment (Cerri et al.,2018). More exposure to consumer green

behavior motivates consumers towards green product purchase intentions (Khan & Kirmani, 2018). In case of H4, which was that Cause-related-Marketing is more inclined to Green Attitude, was confirmed as it has been discussed in a way that Khan and Mohsin (2017), have found that emotional and functional values both have a strong and positive relationship with the green product purchase decision. Using emotional values can modify consumers' attitudes towards sustainable choices. For H5, which was that Consumer Attitude is more inclined towards green buying intention, was confirmed. However, it has been seen by diverse studies by (Cristiane Salome Ribeiro Costa et al., 2021) that how green attitude plays an important role in green purchase intention. The attitude considers one of the important elements towards sustainable consumption being discussed in research done by (Policarpo and Aguiar, 2020).

In the case of H6, which was Green Attitude intermediates the relationship between Environmental Consciousness and Green Purchase Intentions is accepted. Individuals who have a positive attitude lead to making green buying (Pham et al., 2019). Previous researchers have exposed that many consumers have promising attitudes towards the purchase of these goods that have an optimistic influence on the environment (Pham et al., 2019). Attitude is a forecaster of buying intention and has an impression on buying behavior. In the case of H7, Green Attitude intermediates the relationship between Cause-Related Marketing and Green Purchase Intentions is accepted. An optimistic attitude towards green goods can affect green purchase and consumption behaviors, assuming that a positive attitude is a good forecaster of engaging in convinced conduct (Park & Lin, 2020). The consumer's preferences from using the product and from the pleasure derived from contributing to a source (Altıntas et al., 2017). The existence of Eco-labels can also absolutely influence consumers' environmental attitudes. (song et al., 2019). The related factor detected in this study is that although environmental consciousness does not have a significant impact on green purchase intentions cause-related marketing has a greater impact on sustainable consumption that ultimately leads to green purchase intention. Further investigation required looking to deepen the knowledge of environmental consciousness for green purchase intention.

6. Conclusion:

The study aimed to investigate the relationship of “How do Environmental Consciousness and Cause-related-Marketing collectively impact on Green-Purchase-Intentions through a Green attitude?” The findings show that Cause-related marketing independently performs a role as an antecedent of buying intention of green goods. The Cause-related marketing effect on consumer purchasing intentions is based on various factors that need to identify by the company (Ferraris, A., et al.,(2019). However, environmental consciousness is not inclined towards green purchase intentions. This can be clarified by observing the opinions presented by Cristiane Salome Ribeiro Costa et al.,(2021) showing that the role of environmental consciousness still needs further inquiry due to inconsistent results involving the variable.

The results showed an important contribution in studies involving consumer behavior and marketing in environmental frameworks. Instead of one hypothesis, all are accepted in this study that can be used for investigating more variables related to sustainable consumption. To summarize, in Pakistan people’s attitude towards green products purchase can be improved by using cause marketing technique. Even though there are many studies done on green products purchase decisions disused by (Esmaeilpour & Bahmiary, 2017) are done outside Pakistan. More research is required to know how sustainability can be achieved through individual actions. Most people perceive climate change and sustainability as important issues. Yet, individual contributions regarding these problems are limited. The sustainability of the planet lies in the hands of people's choices. Encouraging consumers to engage in sustainable behavior is one of the biggest challenges facing our world today. Studying the factors which can influence sustainable behavior is again very important (Lee, Bahl, Black, Duber-Smith & Vowles, 2016).

There are certain limitations to this study. First, the sample size is adequate, it is not diverse and demonstrative. The sample is being used here is more standardized based on young adults with higher education. Second, this research explores consumer behavior in a cross-sectional approach which needs parsimony of making causal inferences. For future investigation, it is suggested to find out more factors related to environmental consciousness based on considering a different aspect of demographic segmentation and target market in Lahore, Pakistan.

7. References

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