Pakistan Languages and Humanities Review
www.plhr.org.pk

RESEARCH PAPER

Impact of Functional, Social and Emotional Values for Consumption Values on Green Purchase Behavior among Youth: Empirical Study of Cosmetic Sector of Quetta-Pakistan

Rodain Khan*[1] Mir Saadat Baloch[2] Muhammad Danish[3]

1. MS Scholar, Institute of Management Sciences, University of Balochistan, Quetta, Balochistan, Pakistan, rodainbaloch@gmail.com
2. Assistant Professor, Institute of Management Sciences, University of Balochistan, Quetta, Balochistan, Pakistan
3. Assistant Professor, Institute of Management Sciences, University of Balochistan, Quetta, Balochistan, Pakistan

DOI	http://doi.org/10.47205/plhr.2022(6-III)19

ABSTRACT

The theory of consumption values is used in this study to identify the variables that affect consumer behaviour while purchasing green products. And the Impact of Functional, Social and Emotional Values for Consumption Values on Green Purchase Behavior Among Youth of Quetta city. When analyzing the data from a questionnaire survey, one-way analysis of variance and multiple regression are used. The data was analyzed through SPSS. Descriptive Statistics was used to explain the data and regression analysis was used to check the effect of independent variables on dependent variable. Pearson correlation test was used to check the relationship among variables. We concluded that there is a positive relationship between green purchase behavior, functional value, social value and emotional value.

Keywords	Emotional Values, Functional Values, Green Purchase Behavior, Social Values

Introduction

All over the planet, there is an established composition of green consumerism and environmental promotion. Despite knowing that it is common in Western nations. Asian nations are beginning to show up in the latest times. (Pant and Rastogi ,2018) clarify that objective of natural evolution is the combination of incorporating environmental issues into the presentation of endeavors. It declared that the green news show is the latest gigantic interest that may allow businesses to enter a world that is constantly changing the globe (Chase & Smith, 1992). Polonsky and Rosenberger (2001) stated that the act of environmental protection will provide the businesses with a three-for-one opportunity, The advantage is made up entirely of techniques for separating and an approach scheme based on low-voltage technology. While tree lovers depict their behaviors from the perspective of buyers, for example, more beneficial utilization of the rebuilding's endurance, and the consumers choose to purchase goods beneficial to the environment (Laroche, Bergeron, & Barbaro-Forleo, 2001). Green marketing is a collection of marketing activities aimed at replicating customers' attitudes toward organic products (Young, Hwang, McDonald, & Oates, 2010). Furthermore, the Green Marketing principle is crucial in enforcing differentiation strategies to meet consumer needs (Chen & Chai, 2010).

According to previous research, companies would implement green marketing strategies in response to green customer demands, offer green products, divide the green market into multiple categories, choose one or more categories, develop a green targeting strategy, and include a strategy for scaling organic products (Akehurst, Afonso, & Gonçalves, 2012; Carrete, Castaño, Felix, Centeno, & González, 2012; Tanner & Wölfing Kast, 2003) from a social perspective. In those communities where people are more concerned about environmental degradation, Organic products are more appealing to such people. (Akehurst, Afonso, & Gonçalves, 2012)

Literature Review

Green Marketing

Due to the prevailing situation of environmental degradation, marketing is a practical approach to addressing land security and the global atmosphere because of the gap between output and so fundamental patterns of consumption have been incorporated into the current business (Pant & Rastogi, 2018; Polonsky, 2011). First and foremost, the role of marketing in climate change safeguarding was investigated. In 1975, an ecological conference was conducted in Texas, United States. However, the conference was not successful to develop a distinct role of marketing, It provided guidelines for green marketing. (Polonsky & Rosenberger III, 2001).

Green marketing is a collection of marketing activities aimed at replicating customers' attitudes toward organic products (Young, Hwang, McDonald, & Oates, 2010). Furthermore, the Green Marketing principle is crucial in enforcing differentiation strategies to meet consumer needs (Chen & Chai, 2010). According to previous research, companies would implement green marketing strategies in response to green customer demands, offer green products, divide the green market into multiple categories, choose one or more categories, develop a green targeting strategy, and include a strategy for scaling orchenic products (Akehurst, Afonso, & Gonçalves, 2012; Carrete et al., 2012; Tanner & Wölfing Kast, 2003) from a social perspective. In those communities where people are more concerned about environmental degradation, Organic products are more appealing to such people. (Akehurst, Afonso, & Gonçalves, 2012). These citizens can be categorized according to their purchasing power and their style of living (Verma & Chandra, 2018). However, it specifies that Consumer-driven sales would ensure the future of green energy efficiency in the United States (Rakhmawati, Puspaningrum, & Hadiwidjojo, 2019). Correspond Businesses must update their marketing campaigns to satisfy people who are concerned about environmental problems (Lim, Perumal, & Ahmad, 2019). According to previous research, businesses can achieve a competitive advantage by promising to protect the environment (Papadas et al., 2019). As a result, businesses provide various features in their products that include functional benefits, sustainable ingredients, and environmental benefits (Rahardjo, 2015). These alleged work best in a variety of market conditions, especially when businesses are more involved and responsive to ecological concerns. They have a greater chance of developing competitive conditions (Rakhmawati et al., 2019).

Green Purchase Behavior

Green purchase behavior is defined as purchased and consuming products that have minimal impacts on the environment. Further, it is considered a pro-environmental behavior. McCarty and Shrum (2001) suggested that green purchase behavior differs from general purchase-related behaviors. Green purchase behavior is the environmentally friendly buying behavior concerning the consumption of

products that benefit the environment and doesn't harm the human being as well (Razmi & Harun, 2019). The decision to engage in general purchasing behavior is based on a consideration of the benefits. And costs that are only relevant to the specific customer who is engaging in the behavior (Suki & Suki, 2019). Green purchasing, on the other hand, is unlikely to result in immediate personal benefit or does not provide immediate gratification, but rather indicates a future-oriented outcome, such as a cleaner environment. It is often beneficial to society as a whole Which frequently benefits the entire society (Young et al., 2010).

The Theory of Consumption Values

When consumers consume goods three fundamental propositions are unquestionable. The first choice of consumer values is a function of numerous values. Second is when in any given consumer circumstance, consumer decision makes various benefaction. Third, the value of consumers is sovereign. the theory has been tested and applied in more than two hundred approaches and It's been tested in a variety of aspects and has constantly shown good predictive validity (Sheth et al., 1991). Moreover, the case has been applied to buying decisions, product decisions (filtered or cigarette with no filter), and smokers or nonsmokers outcome of these tests showed that the most essential feature in identifying smokers and nonsmokers, according to research, is an emotional value (Faulkner, Dean, Ghahremani, & London, 2020). The distinction between smokers who choose filtered cigarettes is based on functional value (Kegler et al., 1999) and social value is most important in separating who wants to smoke.

One research was conducted on smokers who use Malboro found that it is applicable to understand motivation and behavior, the theory segments customers and finds that Relationships with service providers and values are necessary (Long and Schiffman, 2000). In another research, scholars acquired functional value, social value, and emotional value to establish a widely accepted value scale (Sweeney and Soutar, 2001). Neither the epistemic nor the conditional value of knowledge were evaluated When purchasing less durable products, there are potentially less important factors to consider, and the aim was to create a general value measure.

Functional Value

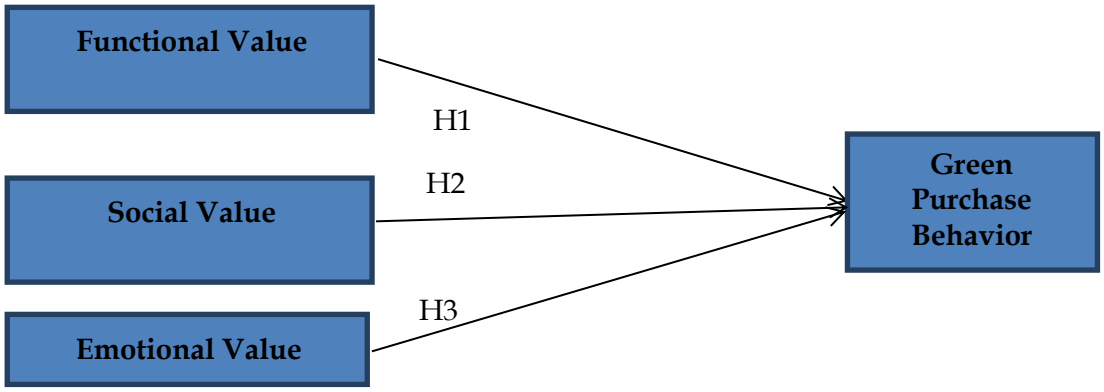
Consumers' choices are primarily influenced by functional values choice (Lee, Lee, & Choi, 2011). This function is concerned with the perceived satisfaction of a product or service to achieve utilitarian goals. Whereas Physical performances are the product attributes such as toughness, reliability, and cost. The research by Lin and Huang (2012) discovered that some consumers are worried about concerning environmental deterioration and it is reflected in their purchase behavior by paying a premium price to goods that protect the environment. Furthermore, a study indicates that when purchasing recycled goods, customers consider price and quality. Thus the purchasing of green products is influenced by the functional values-price (Solaiman et al., 2017).

Social Value

The perceived satisfaction arising from a good or service is referred to as social values participation of one or more social groups such as demographics, socio-economic and cultural (Kenter et al., 2015). The social value associates influence green consumer behavior by influencing support and self-image improvement (Joshi & Rahman, 2015).

Emotional Value

The perceived satisfaction that comes from a product or service that arouses emotions or affective states is referred to as emotional value. states (H. Wang, Han, Kuang, & Hu, 2018). According to research, 89.1% of participants believe They are working to protect the environment when people buy recycled products (H. Wang et al., 2019). Thereby the consumers' approach is affected by an emotional connection to environmental issues (Solaiman et al., 2017).



Hypotheses

H1: Functional value is directly linked with consumer purchase decision for organic products

H2: social values are directly linked with consumer purchase decision towards organic goods.

H3: emotional values are directly linked with the consumer decision process towards organic product

Material and Methods

Quantitative research was chosen to test hypotheses for this study because hypotheses are developed based on earlier theories that are required to test. Within quantitative research, the descriptive and correlation design is followed. The underlying reasons for choosing descriptive and correlation design is that the values are unable to manipulate and could only be described within the social context and the correlational design provide guidelines to check the relational aspects among variables

Data collection and variables of study

The cosmetic sector was chosen to carry out a study. The fundamental reason behind taking the cosmetic sector is that the cosmetic sector is offering both chemical and organic products worldwide out of those, there are specific cosmetics brands that only provide organic products (chemical-free) like Body Shop, Saeed Ghani, Waseem, etc. Within the cosmetic market, the division is valid to trace the values that are only associated with green buying behavior. Further, the study was carried out in Quetta City-Pakistan. As the scale of study is limited, thereby Study was limited to cosmetic organic brands available in Quetta. Within Quetta city, there are several shopping malls where cosmetic organic brands are available like body shop, Saeed Ghani, Waseem, etc. To reach target consumers, the convenience sampling design was

followed. The research was carried out within the shopping mall with prior approval of the shopping mall authority.

Table 1
Instrumentation

S. No	Construct	Items	Scale
1	Green Purchase behavior	3	Lin and Haung (2012)
2	Functional Values	8	Lin and Haung (2012)
3	Social Values	5	Lin and Haung (2012)
4	Emotional values	3	Lin and Haung (2012)

Source: Lin and Haung (212)

Research Analysis Tools

The SPSS software 23 was used for data analysis. The frequency distribution was used to analyze the demographic variables. Further, the cross tab technique was used to classify the demographic variables across the consumption values and green purchase behavior.

Results and Discussion

Demographics Analysis

To better understand the results, a questionnaire asked about the characteristics of the respondents.

The statistics for different characteristics are as follows:

Gender Distribution

Both male and female respondents contributed up the sample.

According to the data gathered, 64% of respondents were men and 36% were women.

The gender bias is very low and not skewed, so the data can be analysed**.**

Table 2
Gender statistics

		Frequency	**Percent**
Valid	Male	94	31.3
	female	206	68.7
	Total	300	100.0

Education distribution

The respondents were students at various universities, making it essential to distinguish the educational strata.

Of the 300 respondents, 46% were enrolled in a bachelor's degree, 47% in a master's programme, 6% in an MPhil programme, and 1% in a PhD programme.

Thus, the bulk of students were enrolled in bachelor's and master's programmes.

Table 3
Education statistics

	Frequency	Percent
Masters	248	82.7
M.Phil.	43	14.3
PhD	9	3
Total	300	100.0

Reliability Assessment

Reliability refers to the repeatedness of the results of data in study. This term is most commonly employed to confirm the consistency of measures in social sciences.

The reliability for the Scale Functional value Cronbach's Alpha is .703, for social-value the value of Cronbach's Alpha is .873, for emotional-value the value of Cronbach's Alpha is .901, and for green purchase behavior .864, the value of Cronbach's Alpha is .864. All of the scales have acceptable reliability.

. The highly established test to check reliability is Cronbach's alpha whose value should be greater than .60 to show the consistency (Hair et al., 2010).

Table 4 shows that functional value, social value and green purchase behaviour is having good reliabilities and emotional value is having excellent reliabilities. All the variables are consistent across the scale.

Table 4
Reliability Values

Variable	Items	Values	Types
Functional	8	.703	Very good reliability
Social	4	.873	Very good reliability
Emotional value	7	.901	Excellent reliability
Green purchase behaviour	3	.864	Very good reliability

Descriptive Statistics

Mean and standard deviations are two measures that show the cluster of values around the mean values and how observations are scattered around mean. This help to identify the respondents' inclination towards scale for all studied constructs. Table shows that functional value has mean value 3.6529 (agreed) and standard deviation is .46243 which is within the limit of + 1.96 to show normality. The social value has mean value 3.85 (agreed) and standard deviation is .74 which is within the limit of + 1.96 to show normality. The emotional value has mean value 3.6389 (Neutral to agreed) and standard deviation is .61049 which is within the limit of + 1.96 to show normality. The Green Purchase behaviour has mean value 3.3476 (agreed) and standard deviation is .93792 which is within the limit of + 1.96 to show normality. It can be seen from table 5 that the mean values of all variables were clustered around agreeableness scale that improve the consistency of data and able to find the structure equations for hypotheses (Saunders & Lewis, 2012).

Table 5
Descriptive statistics

Descriptive Statistics				
N	**Mean**	**Std. Deviation**	**Skewness**	**Kurtosis**

	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Functional value	300	3.6529	.46243	.843	.141	1.211	.281
Social value	300	3.4873	.52468	.065	.141	.679	.281
Emotional value	300	3.6389	.61049	.502	.141	.247	.281
Buying_behvior	35	3.3476	.93792	.123	.398	1.319	.778
Valid N (listwise)	35						

Normality

According to George & Mallery (2010) and Khan (2015), the acceptable values of skewness and kurtosis lies between -2 to +2. It can be demonstrated from Table 6 that the data is fairly normal as it falls between the acceptable range which is between -2 to +2.

The range of acceptable values of skewness and kurtosis lies between -2 to +2 (George & Mallery, 2010). As it can be seen from table that the values of skewness and kurtosis lie between +2 and -2, so the data is normally distributed.

Table 6
Skewness and Kurtosis values (Normality)

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Functional value	300	.843	.141	1.211	.281
Social value	300	.065	.141	.679	.281
Emotional value	300	.502	.141	.247	.281
Green purchase behaviour	300	.123	.398	1.319	.778
Valid N (listwise)	300				

Hypotheses Testing

H1: Impact of functional value on green purchase behaviour

To test hypothesis i.e. impact on social value on green purchase behaviour the simple linear regression analysis was used (SLR).

Regression Analysis:

Table 7
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.952	1	3.952	5.025	.032[b]
	Residual	25.957	33	.787		
	Total	29.910	34			

a. Dependent Variable: Green purcahse_behvior
b. Predictors: (Constant), functional value

The value of F is 5.025 (P< 0.05) at the significance level .000 that indicates that the model is fit. As green purchase behavior has a positive and significant relationship with functional value. Table 7 shows that green purchase behavior is affected by functional value $F(1, 33) = 34$, $p < .001$.

Table 8
Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson

1	.364[a]	.132	.106	.88689	1.822

R-square and adjusted R-square are known as coefficients of determination which is also known as goodness of fit. This is used to analyses about how much percent changes in dependent variables are being explained by explanatory variables.

It can be seen from table 8 that the value of adjusted R-square is .106, which means 10.6 % of the change in green purchase behavior is explained by independent variable which is functional value. The remaining 89.4 is not explained so it can be said that some other factors will be affecting the green purchase behavior of customers. Thus functional value has positive and significant effect on green purchase behaviour, thus hypothesis is accepted.

Coefficients

Table 9
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.722	1.181		.611	.004		
	function_value	.718	.320	.364	2.242	.032	1.000	1.000

Dependent variable = Green purchase behavior
Green purchase behavior = .722 + Functional value .718+ u.

The value of beta assesses the significance of regression coefficients. In regression analysis, the larger beta values show the stronger effect of the independent variable on the dependent variable (Salem, 2015). Table shows that the values of social value is (B = .364, t = 2.242, $p<0.05$).

If functional value remains zero, then Green purchase behavior of customers will be **.722** on average. If functional value changes by 1 unit then, on average Green purchase behavior of customers will increase by **(0.718)**. There is statistically significant positive impact of functional value on green purchase behavior.

Furthermore, coefficients can also determine the multicollinearity. The value of Tolerance and VIF is used for this purpose. The scores of VIF must not exceed 10 and the value of tolerance must be above 0.2 (Osborne & Waters, 2003). This can be demonstrated from table 9 that the highest value of tolerance is 1.000 which is above 0.2 and the highest value of VIF is 1.000 which is below 10. Hence, there is no multicollinearity among the variables.

Impact of social value on green purchase behaviour

To test hypothesis i.e. impact on social value on green purchase behaviour the simple linear regression analysis was used (SLR).

Regression Analysis:

Table 10
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.817	1	2.817	3.431	.000[b]
	Residual	27.093	33	.821		
	Total	29.910	34			

a. Dependent Variable: buying_behvior
b. Predictors: (Constant), social_value

The value of F is 3.421 (P< 0.05) at the significance level .000 that indicates that the model is fit. As green purchase behavior has a positive and significant relationship with social value. Table 10 shows that green purchase behavior is affected by social value F(1, 33) = 3.431, p < .001.

Table 11
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.307[a]	.534	.531	.90608	1.963

a. Predictors: (Constant), Social value
b. Dependent Variable: green purchase behavior

It can be seen from table 11 that the value of adjusted R-square is .531, which means 53.1% of the change in green purchase behavior is explained by independent variable which is social value. The remaining 46.9 is not explained so it can be said that some other factors will be affecting the green purchase behavior of customers. Thus social value has positive and significant effect on green purchase behaviour, thus hypothesis is accepted.

Coefficients

Table 12
Coefficients

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.472	1.024		1.437	.016		
Social_value	.536	.290	.307	1.852	.073	1.000	1.000

Dependent variable = green purchase behavior
Green purchase behavior = 1.472 + Social-value .536 + u.

The value of beta assesses the significance of regression coefficients. In regression analysis, the larger beta values show the stronger effect of the independent variable on the dependent variable (Salem, 2015). Table shows that the values of social value is (*B* = .307, *t* = 1.437, *p<0.05).*

If social value remains zero, then Green purchase behavior of customers will be **1.472** on average. If social value changes by 1 unit then, on average Green purchase behavior of customers will increase by **(0.536)**. There is statistically significant positive impact of social value on green purchase behavior.

Furthermore, coefficients can also determine the multicollinearity. The value of Tolerance and VIF is used for this purpose. The scores of VIF must not exceed 10 and the value of tolerance must be above 0.2 (Osborne & Waters, 2003). This can be demonstrated from table 11 that the highest value of tolerance is 1.000 which is above 0.2 and the highest value of VIF is 1.000 which is below 10. Hence, there is no multicollinearity among the variables.

Impact of emotional value on green purchase behaviour

To test hypothesis i.e. impact on emotional value on green purchase behaviour the simple linear regression analysis was used (SLR).

Table 13
Regression Analysis
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.023	1	12.023	22.182	.000[b]
	Residual	17.887	33	.542		
	Total	29.910	34			

a. Dependent Variable: green purchase behavior
b. Predictors: (Constant), emotional_value

The value of F is 22.182 (P< 0.05) at the significance level .000 that indicates that the model is fit. As green purchase behavior has a positive and significant relationship with emotional value. Table 12 shows that green purchase behavior is affected by emotional value $F(1, 33) = 34$, $p < .001$.

Table 14
Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.634[a]	.402	.384	.73622	2.555

Dependent Variable: Green purchase behavior

Table 14 shows that the value of adjusted R-square is .384, which means 38.4% of the change in green purchase behavior is explained by independent variable which is emotional value. The remaining 53.1 is not explained so it can be said that some other factors will be affecting the green purchase behavior of customers. Thus emotional value has positive and significant effect on green purchase behaviour, thus hypothesis is accepted.

Coefficients
Table 15
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.406	.637		.637	.000		
	Emotional _value	.830	.176	.634	4.710	.000	1.000	1.000

Dependent variable = Green purchase behavior
Green purchase behavior = .406 + emotional-value .830 + u.

The value of beta assesses the significance of regression coefficients. In regression analysis, the larger beta values show the stronger effect of the independent variable on the dependent variable (Salem, 2015). Table shows that the values of emotional l value is (B = .634, t = 4.710, $p<0.05$).

If social value remains zero, then Green purchase behavior of customers will be **.406** on average. If social value changes by 1 unit then, on average Green purchase behavior of customers will increase by **(0.830)**. There is statistically significant positive impact of emotional value on green purchase behavior.

Furthermore, coefficients can also determine the multicollinearity. The value of Tolerance and VIF is used for this purpose. The scores of VIF must not exceed 10 and the value of tolerance must be above 0.2 (Osborne & Waters, 2003). This can be demonstrated from table 14 that the highest value of tolerance is 1.000 which is above 0.2 and the highest value of VIF is 1.000 which is below 10. Hence, there is no multicollinearity among the variables.

Correlation Analysis

Table 16
Correlation Analysis

Pearson Correlation		Green purchase behavior	Functional value	Emotional value	Social value
Green purchase behavior	Pearson Correlation	1.000			
	Sig. (2-tailed)	.000			
	N	300			
Functional value	Pearson Correlation	.367**	1.000		
	Sig. (2-tailed)	.000	.000		
	N	300	300		
Emotional value	Pearson Correlation	.314**	.343	1.000	
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	
Social value	Pearson Correlation	.324**	212**	.580**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000
	N	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).
N= 300

From table 16, it can be concluded that there is a positive relationship between green purchase behavior, functional value, social value and emotional value. As per guidelines that was provided for social sciences by Cohen (2002), the effect sizes for correlation's coefficients is large and above r= 0.50, medium r= 0.30 and small r=0.1.

Positive relationship between green purchase behavior and functional value can be seen from table that is $r(300) = .367$, $p < .001$ with medium effect size of coefficients of correlation. There is positive relationship between social value and green purchase behavior that is $r(300)= .314$, $p < .00$ with medium effect size of coefficients of correlation and The positive relationship between emotional value and green purchase behavior that is $r(300) = .324$, $p < .001$ and the effect size of coefficients of correlation is medium .

Conclusion

The theory of consumption values was used in the study to identify the factors that impact consumer decision-making with regard to green products. Choice behavior was the dependent variable, while independent variables were functional value, social value, and emotional value. We tested the hypothesis **H1 Impact of functional value on green purchase behaviour,** we found out functional value has positive and significant effect on green purchase behaviour, and thus hypothesis is accepted.Lin and Huang(2012) find that functional value (quality) does not have a significant relationship with green product consumer choice behavior, While the relationship between functional values and green purchasing behavior is significantly positive, according to our results. We tested the hypothesis**: H2 Impact of social value on green purchase behaviour,** we found out social value has positive and significant

effect on green purchase behaviour, and thus hypothesis is accepted. As contrary to Lin and Huang, our findings illustrate that social value has a significant and favorable impact on a consumer's choice behaviour in Quetta. We tested the hypothesis **H3Impact of emotional value on green purchase behaviour.** We found out emotional value has positive and significant effect on green purchase behaviour, and thus hypothesis is accepted.Gonçalves et al. (2016) indicate that emotional value, has a positive influence on consumers' decision to purchase green products, we find out that emotional value has positive relationship on Pakistani consumers decision to purchase green products. In Pakistan, the relationship between consumption values and green product purchasing behavior is moderated by emotional value, in contrast to Suki's (2016) results. These results show how Pakistani customers view green products and how these views affect their purchasing decisions. This suggests that marketers and managers should pay attention to how consumer behavior and green products connect and should build their marketing campaigns so that consumers form a strong emotional bond with such products. As a result, their market share would increase.

Limitations and Future Recommendations

The sample used in this research was only one taken from the city of Quetta. It would be possible to gain a more in-depth and comprehensive understanding of consumer choice behavior with regard to green products by extending this to additional cities and provinces as well as rural populations. Future studies could also examine particular product categories within the area of green products and evaluate how they correlate to customers' buying behavior.

References

Carrete, L., Castaño, R., Felix, R., Centeno, E., & González, E. (2012). Green consumer behavior in an emerging economy: confusion, credibility, and compatibility. *Journal of consumer marketing*.

Chase, D., & Smith, T. K. (1992). Consumers keen on green but marketers don't deliver. *Advertising Age, 63*(26), S-2.

Chen, & Chang. (2012). Enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. *Management Decision, 50*(3), 502-520.

Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: Consumers' perspective. *Management science and engineering, 4*(2), 27-39.

Faulkner, P., Dean, A. C., Ghahremani, D. G., & London, E. D. (2020). Neural basis of smoking-related difficulties in emotion regulation. *International Journal of Neuropsychopharmacology, 23*(7), 409-416.

Gonçalves, H. M., Lourenço, T. F., & Silva, G. M. (2016). Green buying behavior and the theory of consumption values: A fuzzy-set approach. *Journal of Business Research, 69*(4), 1484-1491.

Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International journal of hospitality management, 29*(4), 659-668.

Jamison, A. (2003). The making of green knowledge: the contribution from activism. *Futures, 35*(7), 703-716.

Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic management review, 3*(1-2), 128-143.

Kegler, M. C., Kingsley, B., Malcoe, L. H., Cleaver, V., Reid, J., & Solomon, G. (1999). The functional value of smoking and nonsmoking from the perspective of American Indian youth. *Family & community health, 22*(2), 31-42.

Kenter, J. O., O'Brien, L., Hockley, N., Ravenscroft, N., Fazey, I., Irvine, K. N., . . . Bryce, R. (2015). What are shared and social values of ecosystems? *Ecological economics, 111*, 86-99.

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of consumer marketing*.

Lee, J.-S., Lee, C.-K., & Choi, Y. (2011). Examining the role of emotional and functional values in festival evaluation. *Journal of Travel Research, 50*(6), 685-696.

Lim, Y. J., Perumal, S., & Ahmad, N. (2019). The Antecedents of Green Car Purchase Intention among Malaysian Consumers. *European Journal of Business and Management Research, 4*(2).

Lin, P.-C., & Huang, Y.-H. (2012). The influence factors on choice behavior regarding green products based on the theory of consumption values. *Journal of Cleaner production, 22*(1), 11-18.

Long, M. M., & Schiffman, L. G. (2000). Consumption values and relationships: segmenting the market for frequency programs. *Journal of consumer marketing*.

Lu, L.-C., Chang, H.-H., & Chang, A. (2015). Consumer personality and green buying intention: The mediate role of consumer ethical beliefs. *Journal of Business Ethics, 127*(1), 205-219.

McCarty, J. A., & Shrum, L. (2001). The influence of individualism, collectivism, and locus of control on environmental beliefs and behavior. *Journal of Public Policy & Marketing, 20*(1), 93-104.

Pant, L. K., & Rastogi, A. K. (2018). A Study on Green Marketing: its Use and Importance. *Journal of Global Economy, 14*(4), 81-90.

Papadas, K.-K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research, 104*, 632-643.

Polonsky, M. J. (2011). Transformative green marketing: Impediments and opportunities. *Journal of Business Research, 64*(12), 1311-1319.

Polonsky, M. J., & Rosenberger III, P. J. (2001). Reevaluating green marketing: a strategic approach. *Business horizons, 44*(5), 21-30.

Polonsky, M. J., & Rosenberger, P. J. (2001). Reevaluating green marketing: a strategic approach. *Business horizons, 44*(5), 21-30.

Rahardjo, F. A. (2015). The roles of green perceived value, green perceived risk, and green trust towards green purchase intention of inverter air conditioner in Surabaya. *iBuss Management, 3*(2).

Rakhmawati, D., Puspaningrum, A., & Hadiwidjojo, D. (2019). Hubungan green perceived value, green brand image, dan green trust terhadap green purchase intention. *IQTISHODUNA, 1*(1), 1-16.

Razmi, M. F., & Harun, R. (2019). Consumers' Intention to Purchase Green Products in Malacca, Malaysia: Consumers' Intention to Purchase Green Products in Malacca, Malaysia. *MAEH Journal of Environmental Health, 1*(1), 44-49.

Sharma, A., & Foropon, C. (2019). Green product attributes and green purchase behavior. *Management Decision*.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research, 22*(2), 159-170.

Solaiman, M., Halim, M., Manaf, A. H. A., Noor, N. A. M., Noor, I. M., & Rana, S. (2017). Consumption Values and Green Purchase Behaviour an Empirical Study. *International Business Management, 11*(6), 1223-1233.

Suki, N. M., & Suki, N. M. (2019). Examination of peer influence as a moderator and predictor in explaining green purchase behaviour in a developing country. *Journal of Cleaner Production, 228*, 833-844.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing, 77*(2), 203-220.

Tanner, C., & Wölfing Kast, S. (2003). Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. *Psychology & Marketing, 20*(10), 883-902.

Verma, V. K., & Chandra, B. (2018). An application of theory of planned behavior to predict young Indian consumers' green hotel visit intention. *Journal of Cleaner Production, 172*, 1152-1162.

Wang, H., Han, X., Kuang, D., & Hu, Z. (2018). *The Influence Factors on Young Consumers' Green Purchase Behavior: Perspective Based on Theory of Consumption Value.* Paper presented at the 2018 Portland International Conference on Management of Engineering and Technology (PICMET).

Wang, H., Ma, B., & Bai, R. (2019). How Does Green Product Knowledge Effectively Promote Green Purchase Intention? *Sustainability, 11*(4), 1193.

Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption: green consumer behaviour when purchasing products. *Sustainable development, 18*(1), 20-31.