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Antecedents of Green Purchase Intentions: Evidence from Customers of Electronics Products from Multan District

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Abstract

Green marketing is revitalizing to re-establish its mark in emerging economies. Although the consumer response is disastrous and disappointing yet green era isn't over in commercial productions. This study explores the impact of various predictors of green purchase intentions in Pakistani context. From a target population of electronics and information customers from Multan district Punjab, Pakistan, this study adopts convenience approach for sampling from a non-documented population. Self-0administered questionnaire was used to collect data. Regression analysis was run to statistically validate the hypotheses drawn in prior sections of research. Study findings provided insightful inferences. Green trust, green satisfaction and green corporate image appeared as significant predictors of green purchase intentions however green product image failed to receive significant support. Study carries useful managerial implications fo mall managers and marketers of electronics products manufacturers.

Keywords: Green purchase intentions, green satisfaction, green trust, green product image, green corporate image

I. Introduction

Since its advent in 1990s to date, the issue of environment has created enormous awareness amongst masses. The people of present are indebted to next generation for care and purification of environment they have borrowed (Tavana, 2008). Due to massive pollution in environment and its dangerous effects on health, consumers are becoming very much conscious in product selection. They prefer those products that are environment friendly (Chen,

2011). Companies, hence, are becoming aware of this fact and for survival they are eager to provide environment-friendly user products. The products which are not environment friendly are becoming the root cause of many problems like diseases and above all, global warming; an overwhelming issue under consideration at international forum (Peattie, 1995; Lee, 2009). Green marketing is emerging as a strategic tool for competitive advantage and global pressures on economies to reduce emission of greenhouse gasses, which has reshaped the new competitive environment. Ironically, it can be inferred that in the coming era, a significant tilt towards green product choice by the consumer may create a divide between socially responsible and irresponsible behaviors (Ottman, 1992). If the companies will be socially responsible and they adopt the green marketing strategies, they will able to obtain the competitive advantage because customers are expected to prefer the products which are not only safe for themselves but also for environment. Conclusively, the idea that green marketing can be used as a strategic tool to increase value and quality of products is gaining importance. (Chen, 2010).

Green products not only increase the environmental friendly image of the offerings but also the corporate image of the organizations as a contribution towards environmental cause and as a volunteer social care. Green marketing (GM) activities not only help to attain the competitive advantage but also provide differentiation. Brand knowledge can increase breadth and depth of brand awareness and recall and thus, bringing valuable differentiation among green or non-green brands (Ottman, 1992). Companies always have a greater risk from changing consumer's tastes that's why sufficient information is required to shape consumer brand choice decisions (Peattie, 1992).

Organizations adopt green marketing for many reasons. It helps in survival, creates soft brand image in the market as not only the user friendly but also the environment friendly product and helps to create value in the minds of the customers. Profit and non-profit organizations work side by side for the sake of market development. If last decade is observed, many organizations adopted environment friendly strategies. They worked not only for profit but also to create awareness regarding the problems related to environment. Organizations thus, have a great influence on civilization development and environmental awareness (Bradbury and Clair, 1999).

Fairly decent number of works reported in literature account for explaining multiple perspectives of Green Marketing (Bradbury and Clair, 1999; Chatterjee, 2009: Peattie, 1992; Ottman, 1992), still a wide range of issues fall underemphasized. Green marketing and Consumer behavior are two complex areas because their context and meanings vary from person to persons, society to society and according to territorial differences. To support this squabble (Elham and Nabsiah, 2011: Ottman and Peattie, 1992: Bradbury and Clair, 1999) give description that as necessitates and wants of people from various segments are different, as people have different cultures,

customs and traditions, so is the case with green products or environment friendly products image.

By increasing green product value, trust in offering can be increased that is reported as green trust in liter. Green trust is very important for the companies specially those aiming at developing environment friendly image and obeying the environmental laws and regulations. Business processes during last few years, for example, commercial practice in the version of environmental concerns, are becoming popular. It is predictable that till the end of the new millennium the pressure of this evolution will not decrease on corporate sector (Sarkis, 2001). In order to counter this serious problem in context of natural resource fortification and global environment change, corporations established a mutual global protection principle focused on environmental stewardship (Olson, 2002).

This chapter explains in depth the purpose of this research, study objectives, extent of the research and arrangement of theory. In next section, concise summary of the literature will be specified sequentially to create a foundation for the idea.

Despite its overwhelming importance in market place and global canvas, predictions related to green product purchase still lack certainty. This research thus, focuses on impact of number of factors on green purchase intention to make it substantial enough for marketers focusing on this domain and expecting premiums as return.

Previously, researchers have explored the indirect effects of green satisfaction, green trust, green product image and green corporate image on green purchase intention but this study entails an exploration of underlying processes that govern the predicting effect of green satisfaction, green trust, green product image and green corporate image on green purchase intention.

II. Literature Review

Green purchase intention is viewed as the possibility and motivation of a human being to provide first choice to goods having environmental facial appearance above further conventional goods in their buying considerations. Green purchase intention is an important forecaster of green purchase behavior according to Jain and Kaur, (2004) research studies which tells that the purpose of purchase affect the possibility of customer decisions to buy a green product. According to several studies conducted in different countries by (Lee and Green, 1991) on the consumer of different countries has suggested that the purpose of greener purchase needs more attention on green purchase decisions.

A good arrangement provides the chance for the purchaser to get together with business showing green job. Environmental friendly business firms create image in the mind of the customer and give environmental messages to consumers about the products through presentations. Marketing tools are adopted to achieve the organizational objectives and goals such as advertising campaigns, promotion, public relations etc. (Jain and Kaur, 2004).

a. Green Satisfaction and Green Purchase Intentions

For last few decades the theory of satisfaction has been the most discussed issue. The reason is that there are many controversial views about the topic.Aurier and Evrard, (1998) defines satisfaction as the process which is not directly apparent. It is a psychological state through which a person feels a behavioral penalty. It evaluates and judges from the perspective of emotions which integrates affective essentials as a comprehensive judgment of a consumer experience with relative characters. The results can be found by comparing and evaluating the consumer's subjective experience with an initial reference base.

A purchase intention frequently engages threat particularly once the post-purchase results are unsure (Rao et al., 2007). Purchase intentions would produce consequences which a customer may not anticipate with any approximate certainty (Sweeney et al., 1999). There is a considerable bond between risk and unconstructive utilization sentiments which has a straight consequence on satisfaction (Chaudhuri, 1997).This research applies green purchase intention as a dependent variable and its importance in the background of ecological managemen. To summarize, the green satisfaction is a congenial stage of utilization-relayed accomplishment to convince a consumer's atmospheric green needs, wants and sustainable expectation (Chen, 2010).

Customers are deeply obliged by the fact that their necessity is properly and immensely fulfilled. Customer satisfaction is considered as a fundamental element of a extended-term customer association (Prybutok and Zhang, 2005). Green satisfaction is a contentment one feels when one has fulfilled a desire, need or expectation about friendly environment necessity. A state of gratification provides a sense of fulfillment. So, this research suggests that green satisfaction will positively influence green purchase intention and suggests the subsequent hypothesis:

Hypothesis 1 (H1): Green satisfaction is positively related with green purchase intentions.

b. Green Product Image and Green Purchase Intentions

Green products are those products which are produced by greener knowledge and that cause no ecological harms. For protection of natural resources and sustainable development, the endorsement of green knowledge and green goods is obligatory.

Product image presents the basis of building up company strategy of communication (Kaur and Jain, 2004), making possible knowledge of the product, associations with different tangible and intangible features and positioning.

Keller, (1993) describes product image as a set of insights that are obvious by different associations and that they are kept in the memory of the consumer.

Many authors (Lewis and Weigert, 1985; Chen and Chang, 2008) alert that product image is a strategic aspect of business management that can be crafted, maintained and concentrated by means of the strengthening of each one of its aspects.

Product image affects the judgment of purchase not only in the characteristic of behavior, but even at the sentimental level, cresting optimistic approach toward the product that results in the purchase of that product and to gain major section of users for the company (Aaker, 1991).

Environmentally friendly, or green, products are designed to minimize the environmental impact when they are consumed. Green products are interesting to firms because green issuesand social responsibility are becoming important to consumers. Generally, a company's efforts toward social responsibility, including environmental sustainability, will lead consumers to give their products more favorable evaluations than products from less responsible organizations (Brown and Dacin, 1997). This leads us to hypothesize that:

Hypothesis 2 (H2): Green product image is positively related with the green purchase intentions.

c. Green Corporate Image and Green Purchase Intentions

In green corporate image, credibility plays a vital role. Credibility is a computation of the corporation's ability to meet customer demands, including product quality and service, professional expertise and trustworthiness in both ethical and service reliability. Credibility is the factor that plays its role to the overall image of the corporation (Keller, 1998).

So, it is established that corporate image had a noteworthy influence on customer loyalty and fulfillment and on green marketing (Mitchell, 1992 and Chaudari, 1997; Lewis and Weigert, 1985; Chen and Chang, 2008).

With the existing environmental awareness of customers and stringent international rules and regulation associated with environmental protection, corporations have to perform green marketing actions to ascertain customers green behaviors and attitudes, to recognize the souk of green goods, and distribute the green souk into diverse fragments anchored in customer wants (Kaur and Jain, 2004).

A green corporation is an organization that gets participation in green or environmental responsive actions to build promise that all the developing actions, processes and manufactured goods effectively address current environmental issues, making sure that they make suitable profits. In additional terms, it is a trade that "meets the needs of the present world without compromising the ability of the future generations to meet their own needs" (Anderson. 2006).

Green corporate image be an image with aims to hold accountability for the corporation's activities and promote a helpful contact throughout its action on the atmosphere, end users, the public, workers, stakeholders and all further elements of the community areas that may also be considered as stakeholders. So, following hypothesis is proposed:

Hypothesis 3 (H3): Green corporate image has a significant impact on green purchase intentions.

d. Green Trust and Green Purchase Intentions

Trust is described as "the extent of expectation held by one party that can have faith on the word, promise or statement of another party" (Rotter, 1971). The trust symbolizes an essential supremacy structure that moderates threat-captivating behavior. Trust is positioned in minds of people (Mayer et al., 1995) by developing positive hope. Hence, trust is expressed as "psychological state comprising the purpose to accept exposure based on positive expectations of the intention or behavior of another" (Rousseau et al., 1998).

Another description of trust is "a supplier and customer company relationship that exists during exchange is called relational trust." (Rotter, 1971). By communicating with the practice of dealing with an exchange partner, confidence and optimistic hope about an extra's behavior are building up. Interpersonal contact between managers consists of several short-term episodes (Lewis and Weigert, 1985; Chen and Chang, 2008; Mitchell, 1992 and Chaudari, 1997).

The level of trust between parties developed by experience of continual encounter with trade associates and the intensity of fulfillment with the outcomes. In these encounters executives will make use of cognition and influence-based trial of trust (Anderson, 1990; Lewis and Weigert, 1985; Chen and Chang, 2008; Mitchell, 1992 and Chaudari, 1997).

> "There are some reasons of trust that whom we trust, in which perspective we trust, under what conditions, and we base the choice on what we take to be 'good reasons', constituting confirmation of credibility supposed credibility and goodwill of a target of trust are the factors through which Cognition-based trust is measured" (Lewis and Weigert, 1985).

There is a meliorate affiliation between green marketing purchase intention and green trust because emotions have an undeviating effect on consumer trust (Chaudhuri, 1997). Consequently, endangered emotions such as worry and anxiety would unconstructively affect trust (Chen and Chang, 2008). Customer trust encouragingly affects the purchase intention of the customer (Lewis and Weigert, 1985). Because of the distrust of unconstructive uncertainty and consequence, the evaluation of the risk perceived would impinge on green purchase decision (Aaker, 1996; Mayer et al., 1995; Chen and Chang, 2008). The anomaly of product information creates more

complications for end users to ascertain the authentic goods significance ahead of buying (Mishra et al., 1998) and this will decrease trust. This situation would present an inducement for the corporation to perform dishonestly (Mishra et al., 1998). Previous literature depicts that risk and distrust would influence green purchase intentions and behaviors (Mitchell, 1992 and Chaudari, 1997).

Ultimately, the consumers are reluctant to buy goods as of their mistrust of the corporation due to the dishonesty and knowledge lop-sidedness among the end users and the business (Mishra et al., 1998). If customers think that there is distrust and dishonesty and risk is involved, they will be tentative to trust the corporation or product (Mitchell, 1999).

The benefits of the trust are extraordinary. Organization is the beneficiary of a generous trust set up by the company by showing environmental friendly activities to develop green trust. A trustful relationship is necessary and primary issue to develop a sense of mutual trust between the organization and the customers. Purchase intentions are influenced by the trust gathered and the organization is entrusted by the green responsibility; raising a notion of green trust. So, following hypothesis is proposed:

Hypothesis 4 (H4): Green trust is positively related with green purchase intention

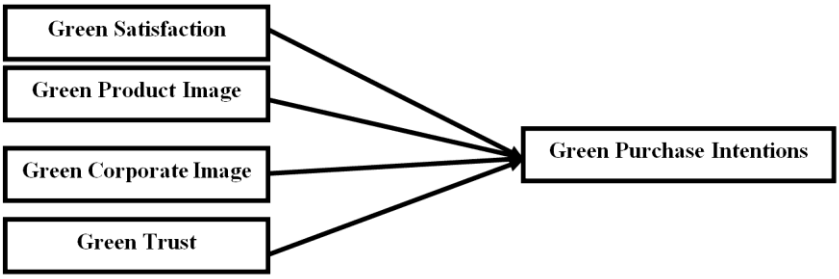

Figure 1: Conceptual framework of the study

(Diagrammatical representation of the relationship between independent and dependent variables)

III. Methods and Material

This research aims to study the relationship between green satisfaction, green product image, green corporate image and green trust on green purchase intentions. This study is unique in its own sense; the effect each variable casts on purchase intentions of greener products, hasn't yet been explored as an integrative framework specifically in Pakistani context.

a. Research Instrument

Self-administered questionnaire was used to collect the data. Questionnaire was based on the measurement of variables as follows.

Green Purchase Intentions

This research offers an original idea "green purchase intentions", adapted from Lee and Green, (1991) who describe it as "the likelihood that a consumer would intend buy a particular product resulting from his or her environmental needs". Besides given definition, the measurement scale of this contract is given by Lee and Green, (1991), measures green purchase intention on four statements thus proposing a uni-dimensional scale for the study. Responses on these items were taken on 5 point likert based scale.

Green satisfaction

Green satisfaction is "a pleasurable level of consumption-related fulfillment to satisfy a customer's environmental desires, sustainable expectations, and green needs" (Chen, 2010). Additionally, this study utilizes scale referred by Chen (2010) to measure green satisfaction. Scale is uni-dimensional 4-item measure with 5-point likert based statements.

Green Product Image

Green product image refers to the phenomenon where organizaitons attempt to make impression of product sustainability attributes on the minds of the customers. Organizations make an effort to do something substantial for the environment to satisfy the customers regarding purchase intentions of the green products. There has to be customer-oriented green product title involved. We refer to measure of green product image given by Chang and Fong (2010) who measured GPI by 4-item scale having 5-point likert based statements.

Green Corporate Image

This study refers to Chang and Fong (2010) and utilizes 4-items scale to measure green corporate image. Responses were measured on 5 point likert scale.

Green Trust

As explained by Chen (2010) green trust is imagined to be "a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance". Chen (2010), proposed 5- item scale to measure green trust. Responses on the items were measured on 5 point liket scale.

b. Target Population and Sample Selection

Target population for the study is the customers of electronics and information products selected on the basis of convenient sampling techinque.

The technique is applied keeping in view that the data of respondents for this study is not present in any formalized record, hence possibly absence of appropriate sampling frame therefore non probability sampling method was used to draw sample from target population. Total of 250 customers of electronic and information products were selected from shopping malls of Multan and Lahore. From Multan, Khan Plaza, Rehma Centre, Hussain Agahi, Khan Centre and United Mall were visited to contact various customers. In Lahore, Hall Road and Hafeez Centre were visited to collect data from customers. Data was collected from customers who purchased any of electronics or information product.

A homogeneous population is one where all individuals can be regarded as the same type. All individual preferences to buy a product are same because they have same need and wants and they all have same mental level to access them. Target population under study comprises of elements purchasing electronics and information products based on homogenous utilitarian needs. There is greater probability that same results can be generalized over bigger population with a little variation. Thus there is a greater probability that generalization will not become an issue in results.

The population of this study is the users of information and electronic products. Consumer's electronics are electronic equipment intended for everyday use, most often in entertainment, communications, and household.

IV. Analysis and Findings

This study utilizes regression analysis to statistically validate various hypotheses generated in earlier chapters. Regression analysis is a statistical technique which is used to see the effect of one variable on others. It includes many techniques for modeling and analyzing several variables, when it is required to see the impact of independent variables on dependant variable. It helps to understand how the dependent variable changes when any one of the predictor variables is changed; even the other predictor variables remain same. One function of the predictor variables is estimation of target that is known as regression function. For forecasting and prediction regression analysis is widely used. To understand which of the predictor variables are related to the dependent variables and which form of relationships they have, the regression analysis is used. The success of this analysis method depends on data generating process and how it is related with the regression approach which is used.

a) Analysis of Multicollinearity

It is a phenomenon in which two or more independent variables are extremely interconnected. The level of multicollinearity can be assessed by looking at the predictor variables. The stronger the relationship between the predictors, higher the degree of multicollinearity (Walker, 2011). Perfect multicollinearity

arises when two (or more) predictors variables have precisely the similar information in them (i.e., they are extremely interconnected) (Walker, 2011)

There must be no multicollinearity existing among the variables. Multicollinearity can be checked by examining correlation matrix and collinearity diagnostics utility in regression models. Correlation higher than 0.90 is an indication of multicollinearity (haier et al., 2010). However statiticians recommend using multiple methods for diagnosing multicollinearity. In this study, besides correlation matrix, VIF and tolerance table is also observed. If the value of VIF is greater than 10, then it indicates the presence of multicollinearity in the data (Kaline 1995). Table 1 documents correlation coeffiecients which evidenced that there is no instances of multicollinearity i.e none of the predictor set is correlated as high as greater than 0.90.

Table 3 shows the value of variance inflation factor (VIF) which are less than 10 and same table also documents that the values of variables in tolerance column are greater than .1, so the data is free from multicollinearity

Table 1: Correlation Matrix

		GPI	GCI	GT	GS	GPdI
GPI	Pearson Correlation	1				
GCI	Pearson Correlation	.555**	1			
GT	Pearson Correlation	.504**	.673**	1		
GS	Pearson Correlation	.470**	.587**	.669**	1	
GPdI	Pearson Correlation	.419**	.621**	.690**	.685**	1

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

Table 2: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.593[a]	.352	.341	.53426	.352	33.279	4	245	.000

a. Predictors: (Constant), green product image, green corporate, green satisfaction, green trust
b. Dependent Variable: green purchase intentions

Table 3: Regression Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.860	.122		7.049	.000		
Green corporate image	.345	.069	.366	4.980	.000	.489	2.043

Green trust	.155	.072	.177	2.148	.033	.390	2.561
Green satisfaction	.145	.066	.168	2.186	.030	.448	2.234
Green product image	-.036	.063	-.046	-.573	.567	.413	2.421

a. Dependent Variable: green purchase intentions

The Tables 2 and 3 report that the model is sufficiently fit i.e. explaining variables create substantial variance in predictand. The R2 (or coefficient of determination) explains approx. 35% variation in the dependent variable that is Green Purchase Intentions. The Table 2 Shows that regression model is significant as $p<0.05$.

b. Testing of Hypotheses

After conducting regression analysis, the results reprted in table 3 provide statistical support for three hypotheses and one hypothesis is rejected. A detailed account is given in subsequent sections.

Hypothesis 1 (H1): Green Satisfaction is positively associated with green purchase intentions receives statistical support ($p<0.05$). Green Satisfaction significantly and positively predicts customer purchase intentions (i.e. $\beta=0.168$).

Hypothesis 2 (H2): Green Product Image is positively related with the Green Purchase Intentions.

Hypothesis 2 could not be accepted at $p<0.05$(i.e. 0.567). Green Product Image significantly and negatively predicts customer purchase intentions ($\beta= -0.046$). One possible reason for the rejection of hypotheses 2 may be that customers in Pakistani culture are more influenced by corporate image than the product image itself therefore organization having green image influence an individual's perception more than the product itself.

Hypothesis 3 (H3): Green Corporate Image has a significant impact on green Purchase Intentions.

Hypothesis 3 cannot be rejected at $p<0.05$ (i.e. = 0.000). Green Corporate Image significantly and positively predicts customer purchase intentions ($\beta=0.366$).

Hypothesis 4 (H4): Green Trust is positively associated with Green Purchase Intentions.

Hypothesis 4 cannot be rejected at $p<0.05$ (i.e. = 0.033). Green Trust significantly and positively predicts customer purchase intentions ($\beta=0.177$).

The study attempts to classify the marketing concepts with the help of empirical investigations about the relationship between Green Purchase Intentions, Green Trust, Green Satisfaction, Green Product Image and Green Corporate Image. The purpose of this study was to discover the relationship between constructs and to lay basis for new marketing concepts. The study intended to identify the variable having a significant impact on Green

Purchase Intentions. This study provides an opportunity for both academicians of green products marketers to understand the market and consumer needs and for customers to better understand the future needs of green products. The study provides great prospect for making action plans so that marketers are able to identify the gaps left in the market and for manufacturing, promotion and effective post purchase services for greener products to consumers.

In this research, for the purpose of empirical analysis the technique of linear regression has been applied. Regression analysis method is used to find out the relationship between the predictor variables (Green Trust, Green Satisfaction, Green Product Image and Green Corporate Image.) and the dependent variable.

V. Conclusion

Among significant predictors of Green Purchase Intentions, Green Satisfaction was the one. It is proved in this study that Green Satisfaction has a positive relationship with Green Purchase Intention and this is in accordance with the literature which states Customer satisfaction, customer loyalty and repurchase intentions of customers are a very much associated with the performance of good quality products. (Mittal and Walfried, 1998; Eskildsen et al., 2004).

The Green Corporate Image was other significant predicator variable of the Green Purchase Intention. Researchers (Abdullah et al., 2000; Martenson, 2007; Tu and Chang, 2005; Zins, 2001; Part et al., 2004) told us that corporate image has a great impact on green marketing, customers satisfaction and customer loyalty about products and services of that organization thus the results of the study acts in consistent manner with prior literature stating the positive relationship between the Green Corporate Image and Green Purchase Intention.

It is proved from the study that independent variable for example Green Corporate Image has a significant impact on Green Purchase Intentions. When the marketers successfully develop Green Corporate Image among their customers than definitely they will be successful to increase intentions for green products.

According to Hatch and Schultz, (1997) corporate picture is obtained when the individual or a group of people in an organization are incorporated and have clear sense. Bromley (1993) describes that, every person has his own point of view and perceive organization and its product and services separately.

The study has led to advocate that other significant predictors of green purchase intention is green trust and a positive relationship exists between dependent and independent variables constructs so an increase of green trust provides a sound base for purchase of green products. Prior works

also support this phenomenon that purchase intention is highly affected by the customer trust (Lu et al., 2010; Mitchell, 1992; Chaudari, 1997).

According to Chaudhuri (1997), there is a bond that directly exists between the trust and negative emotions of customers and perceived risk, thus this provides another supporting evidence for the results achieved through the study that trust influences the perceptions of a customer by either promoting or inhibiting its image.

Green Product Image is not positively related with the Green Purchase Intentions is proved from the study. So, Hypothesis 2 is not accepted as the results show that Green Product Image is no significant as its value is greater than .05 (i.e. p = .567). One possible reason for the rejection of hypotheses 2 may be that customers in Pakistani culture are more influenced by corporate image than the product image itself therefore organization having green image influence an individual's perception more than the product itself.

a. Managerial Implications

Greenness or sustainability is beneficial as a part of behavioral routines of masses. Pakistan is also one of the major victims of natural disasters caused by environmental imbalances. This thus becomes a national responsibility to preserve natural ecology. Being the part of this society and beneficiary of commercial activity it becomes responsibility of mall managers to promote products distributed by manufactures with established ethical and sustainable corporate image. This would not only count towards corporate social responsibility but will also add to increased sales.

b. Limitations and Future Research Directions

This research is conducted to explore the relationship between Green Purchase Intentions and Green Trust, Green Satisfaction, Green Product Image and Green Corporate Image. Although the study has identified the concepts novel in its contents and dimensionality of marketing discipline but in larger context there are many other variables that may affect the results of the study. This appears as possible limitations of the study:

I. The data has been collected through convenience sampling, thus this leads to issue of generalization.
II. The sample frame of the study was limited to area of Multan and Lahore; if data have been collected from different cities it would have altered the results.

In order to deal with resource scarcity this research is limited to investigate the correlation among green satisfaction, green trust, green product image and green corporate image on green purchase Intention. Although this research study is very original and effective in its processes and findings but still it provides some bases for further future research. Some suggestions are as follows:

I. By considering more effective sampling techniques in future issue of generalizability can be handle in better and true sense.
II. This study is conducted from the customers of electronics and information products only. Customers can be population worth studying.
III. In future studies include the customers of all other products e.g. automobile.
IV. Variables can be included among the present variables like personality, awareness, loyalty, perceived value and purchasing power etc) as intervening issue
V. If the longitudinal data is added with the cross-sectional data, they will provide more authentic results.

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