

An Advance Prototype for Investigating Eco-Friendly Behavior

Abdunrohman Mukem^a, Arifeen Yama^b, *Kittisak Jermstittiparsert^c,
^{a,b}Institute of Asian Studies, Chulalongkorn University, Bangkok, Thailand,
^cSocial Research Institute, Chulalongkorn University, Bangkok, Thailand,
Email: ^aAbdunrohman.M@chula.ac.th, ^barifeen.y@chula.ac.th,
*Corresponding Author Email: kittisak.j@chula.ac.th

Researchers over the years have tried to elaborate the connection between individual attitude and behavior which is translated in pro environmental consumption through different models. These prototypes are based on conventional theories which lack general consensus and do not portray the ideal balance between the variables. The aim of this paper is to test the relationship among a set of concepts which allow us to recommend a prototype for pro environmental customer behavior (green behavior) established on a diverse group of consumer buying behavior precedent; pro-social behavior of customer, the importance they give to ecofriendly product and communication. Data was gathered through self-structured questionnaire which was further analyzed by applying Structural Equation Modeling (SEM). Findings from the survey reveal that pro-social behavior directly affects the value consumers put on ecofriendly consumption, and the value consumers put on green products stimulates specific buying behavior and acceptance to green marketing. Nevertheless green marketing has a very feeble effect on buying behavior with respect to green products. The significance and thorough understanding of the connection among these notions is critical in designing a comprehensive marketing strategy for a green product in order to foster desired buying behavior.

Key words: *Pro-environmental behavior, Ecofriendly products, Eco-friendly consumption values, Pro-social behavior, Ecofriendly communication, Purchasing Behavior.*

Introduction

In order to achieve viable growth, researchers have been trying to comprehend the elements which transform into ecofriendly behavior on the consumer's part. There has been constant incentive to explore the field of green buying behavior. Although many theories have been presented to test the correlation between viability and ecofriendly consumption, still the many puzzles have not been resolved. Repeatedly consumers voice their concern for the environment, but this not translated into purchasing green products; intention exists but is not transformed from intention into meaningful action. We are living in an environment where excessive consumption can lead to factors which have adverse effects on the planet, while purchasing green product could play a major role in abating this environmental effect (Liobikiene and Bernatoniene, 2017). Many researchers have reached conclusions which are very much contradictory, so understanding the pro-environment consumer is an imperative for organizations and their marketing teams. Liu (2016) has defined environmental effect as 'the impact of human controlled system of development and consumption on world structure as a consequence of reorganized biophysical resort'.

The focal point of the research in hand will be to explore the factors which effect mindfulness, information processing and devotion and the part these play on consumer purchase of ecofriendly products. Conversely, the missing part of this equation is whether these factors or indicators affect the overall equilibrium of the equation and similarly how they intermingle in the course of the decision making process. (Maniatis, 2016; Wang & Hu, 2017; Nawaz et al, 2016). Maniatis (2016) also stresses the importance of collaborated abstract with respect to ecofriendly and non-ecofriendly consumption, which is very much a novelty in this current age. Different researchers recommend theory of Customer Choice which is connected to microeconomics and validates that due to budget constraints, customers assume certain consumption behaviors with respect to green or non-green products. So the budget a consumer has is critical in defining the preferences which ultimately result in specific consumer choice. Sheth, Newman & Gross (1991) came up with a Model of Consumption Values which proposes three fundamental principles: different consumption values drive customer preferences; the effect of every value can vary according to the given situation and; each consumption value is autonomous. This model is valid for customer choices including all product type and range.

Different theories have been used to explain the prototype associated with green buying behavior. These prototypes are driven by enlightening the attitude and behavioral aspect of an individual and have been constructed by using notions from different theories. For example Theory of Reasoned action has been used which focuses on elucidating the connection between human attitude and behavior and also Theory of Planned Behavior which connects an individual's belief with behavior. The research in hand aims to elucidate and elaborate the emotional as well as intellectual parts which facilitate consumer relative decision making while

at the same time realizing the willingness a consumer has towards ecofriendly products or embracing related practices (Paul et al., 2016).

Theory of Planned Behavior is an enhanced version of Theory of Reasoned action which adds the notion of perceived behavioral control to the overall model which improve the overall efficiency of the model and resulting in better estimation of customer green purchase behavior (Paul et al., 2016; Wonyra, 2018). In spite of these improvements, establishing an ideal and universal prototype in order to accurately estimate the green buying behavior of customers is still a challenge. Past research has highlighted a gap between green consumer attitude and viable consumption behavior. Biswas (2017) suggested that there is great need to further study the related area in order to establish a better comprehension of the elements effecting behavior and enduring connection between the individual variables.

All the theories which have been used to enlighten consumer green behavior have mainly concentrated on economic aspect, consumption values of customer, emotional and intellectual effects and lastly the effect of human beliefs on behavior. There is more to green behavior which can be explained by establishing a prototype which is capable of assimilating social issues, attitudes and external factors.

As different researchers have suggested that there is need for further studies, this research paper attempts to contemplate the social issues, specifically pro social behavior (which is categorized by solicitude for other people rights, wellbeing and feelings). It also comprises of significance customer input regarding green consumption which is defined here as the inclination of an individual to value the environment by portraying a consumption pattern which is very much ecofriendly and at the same time showcasing positive response towards green communications. While pro-social behavior narrates individual personality, it also articulates how an individual regards others and society as a whole. It exemplifies that pro-social behavior can be considered an integral part in establishing a prototype which demonstrates ecofriendly consumption behavior. What other prototypes lack are the external factors which influence pro-social behavior, one of the main external factors which effects consumers is pro-environment communication which has been the missing link in most of the established models.

Literature Review:

Pro-environmental Behavior:

Scientist and Researchers are very much inclined to protecting the environment we live in, this environmental movement began in 1960's and 1970's and the core of the movement was to protect the environment from pollution and establish measures for preservation of clean air and water. Subsequently, intensity with respect to environmental concern has grown over the past decades. It has become an important consideration for working government, public in general

and scientists and market analysts who have been studying and experimenting in order to establish a range of standards concerning the environment. Companies have been trying to use this concept of pro-environmental behavior in establishing competitive edge. It has been a growing concern that the planet has been decaying because of different environmental issues; this has led to progression in ecology movements across the globe, opening up a new market for companies that comprise a green market where a consumer is likely to emulate an ecofriendly consumption pattern (Paco & Raposo, 2010; Widiastuti et al., 2017).

Pro-environmental behavior can now be considered a significant factor in achieving long term viability. Pro-environmental behavior is usually associated with consuming green products. These products generally do not raise any hazardous effect which can threaten the environment, similarly their purchase portrays mindfulness and socially responsible behaviour by the consumer. This also showcases that an individual's social concern is a contributing factor to future sustainability and that by consuming products that can be reprocessed with high level quality and durability is pro-environment purchasing. Pro-environment purchasing means sourcing produce with efficient utilization of resources and energy while eluding unnecessary consumption (He et al., 2016; Huttunen and Autio, 2010; Shi, 2002; Tripathi and Singh, 2016).

Despite the benefits realized by the pro-environmental movement, the overall results are less than satisfactory with little or no influence in varied fields. For example evidence suggests that products with green stickers have a fairly low market share in proportion to the overall market, excluding a narrow range of products. Tagging products with a green sticker is an effective way of nurturing green attitude which can be considered an alternative cost consideration (Yang, et al., 2017; Cerri, 2018). Similarly large sections of society are still unaware of potential benefits of preserving energy or using energy efficiently. On the contrary Kuo (2018) suggested that females and young adults are more than willing to emulate energy preservation behavior. Herbes (2018) indicated that customers primarily focus on the expiry date and give less importance to whether a product can be recycled or not, which also indicates that consumers might not have sufficient knowledge with respect to reprocessing.

The notion of environmental issues has been presented in many studies which facilitate understanding of pro-environmental behavior. Paul (2015) in his research paper first identified this factor as leading to environmental concern, followed by the influence of independent variables which include population characteristics, personality traits, awareness, etc. and lastly the connection among environmental issues and behavioral habits. However, research also reveals that even customers who show real concern for the environment do not always translate this into green buying behavior. There are studies which also reveal that there are individuals who portray concern for the environment and consciously buy green products. While other research papers have shared evidence with respect to customers who act only when showing specific behavior if it does not mean sacrificing standard of living or comprise any personal

expense. Additionally some research has revealed feeble connection between customer attitude and behavior; on the contrary others have validated durable relationship among the variables. The significant point to consider is that most of this research is related to customer behaviorism theory which elucidates internal and external factors that influence customer choice.

Urine & Kilbourne (2011) identified that when a customer developed a sense of realization that his buying behavior has certain effect on the environment, more often than not he will make a conscious effort to bring about a change in his buying pattern which will serve the generations to come. Paul (2016) highlighted that personal desire is very much the significant factor for the customer; in recent times preserving the environment and being socially aware has become a chief consideration for caution. In order to better understand the concept of pro-environmental consumption, understanding pro-social behavior needs special consideration.

Pro-Social Behaviour:

Weinstein & Ryan (2010) have defined Pro-social behavior as commitment towards benefiting others through actions that safeguard and improve the welfare of society and require involvement of great value, which includes actions motivated toward betterment of the environment. Zabkar & Hosta (2013) identify pro-social attitude as a controlling variable, where the chance of a consumer being likely to engage in green consumption grows proportionate with increase in consumer perceiving pro-social behavior as status symbol. The society we live in has certain social values which drive individuals, these social boundaries are so strong that individuals may have to disturb their own goals in order to follow the rules and regulations set by society which means ultimately affecting the decision making process of a consumer and inducing him to act in a certain way. So social perspective and dogmas that define how certain behaviors will be perceived by others, establish a significant urge in consumers for pro-environment behavior. Again, status perception associated with acting pro-socially is very beneficial in minimizing the hiatus between tendency to act pro-environmentally and actually engaging in those acts (Zabkar & Hosta, 2013; Yaya, 2018). Belonging to certain social groups also influences individuals to act in a certain way, if other group members are involved in pro-social behavior, it is more likely that the individual will also act in the same way.

Generally people who have greater inclination toward behaving pro-socially have personality traits which can be categorized by aspiration to act selflessly. This compassion and unselfish behavior is very much apparent and established in childhood. Snippe (2018) identified that being optimistic and elated generates positive feelings in individual which stimulates pro-environmental behavior and implies supportive demeanor. However, compassion does require certain composure, as conflict of interest can arise in an individual where he needs to adopt a balanced approach between wanting to help others and the closeness associated with being

egocentric. Obviously certain cost is also connected with being pro-social, which makes an individual stressed if he finds it difficult to decide whether he should meet his personal needs or work for pro-social concern. Individuals need willpower to control the effects of egocentric desires in order to indulge in pro-social behavior. Therefore, any procedure due to which, individual capacity of self-discipline lessens, will likely result in negatively for pro-social attitude. Osgood & Muravne (2015) highlight that non-supportive behavior may not necessarily be due to lack of interest but rather because of incompetence on individual's part for not acting humanly.

Osgood & Murvane (2015) further stress that social value and related reasoning are very much inadequate in bringing about positive change in individual behavior, as these influences and opinions may lack consistency with equivalent behavior. They add that energies focused to bring positive change in individuals should not only emphasize the importance of pro-social behavior but also lessen the apparent cost associated with these behaviors.

Pro-environmental Consumption Standards:

Haw's (2014) has defined Pro-environmental consumption value as 'the inclination to discover the value associated with preservation of environment by engaging in purchasing as well as consuming behavior'. He establishes and explores a procedure in order to enlighten the variance between the customer who does and who doesn't value protecting and preserving the environment inside the structure of their consumption pattern. Value linked with pro-environmental consumption can be summarized as the inclination to be univocal for safeguarding the environmental by engaging in related purchase and consumption behavior. Consequently a customer who has high value for pro-environmental consumption is usually more concerned with preserving the resources by purchasing responsibly. Moreover, researchers have confirmed the idea of prognostic capacity linked with customer decision process with respect to pro-environmental purchase by validating approbation characteristic assessment which is coherent with inspired cognitive procedures in conventional customer choices not associated with the pro-social framework (Kamarudin et al., 2019).

The important point to note when we talk about preserving the environment is the number of research papers that have highlighted that preservation can be achieved by both buying and non-buying behavior. Omer & Magali (2016), while studying the consequences of preserving consumers, proposed a scale in order to measure preservation activities including wide ranging items: reprocessing non-durable products and their packing, conserving the resources, perception regarding packaging and pre-disposition acts. A person who is less responsive to these activities will not be affected by pollution or greenhouse gases; overall he will be less concerned about the environment. Haws (2014) suggested that consumers who value ecofriendly products and through their consumption pattern want to preserve the resources, also give significant importance to preserving their own resources (Fatula, 2018).

Pro-environmental consumption standards carefully interconnect with the suitable utilization of both personal as well as environmental resources. Therefore the inclination of an individual to use his financial assets cautiously (mindfulness of value of the product as well as price, implementing self-discipline) and the inclination of an individual to use tangible items cautiously (showing creativity, using durable products, propensity to use same product) all lead to ecofriendly consumption patterns (Haws, 2014). Sheth (2011) highlighted that an ecofriendly consumer not only exhibits concern for the environment but also gives equal importance to the use of his personal resources efficiently, which demonstrates that emphasis must also be given to the economic and personal viability of an individual (Olkiewicz, 2018).

The cautious purchase and consumption of product, with the focus of controlling the financial part as well as efficient use of personal resources is called frugality. Haws (2014) has linked this Frugality with pro-environmental values, the reason being the significance the consumer has put on the cautious use of his financial assets in acquiring a product and similarly the apprehension he has for tangible resources during consumption of the product. This examination of the consumer showcasing self-discipline is pertinent because it was predicted that ecofriendly customers are very much measured in their spending patterns (Haws, 2012; Zhu, et al., 2017). As the important factor is using financial resources efficiently and the price associated with product, a customer consciously looks for the price and accordingly measures it with value potentially derived from the product (Sanchez, 2018).

This measured approach of using tangible assets cautiously can be associated with the inclination to keep or relinquish the goods and shows mindfulness in the use or reuse of the product. Haws (2014) again highlighted that ecofriendly customers are very unwilling to capitulate their tangible assets due to their desire to avail maximum benefit from their possessions before they abdicate them. Moreover, these ecofriendly customers are considered to be very creative in the use of their tangible resources, finding new ways to use and reuse the product or using the same product for multi-purposes.

Realizing the effect of pro-environmental values on consumption behavior is very important as many companies look for improvement in structure and processes in order to curtail the environmental hazards. This theory is critical for both researchers as well as marketers who want to find out how these patterns and influences will shape consumer response toward pro-environment marketing initiatives (Haws, 2014) and reactions against ecofriendly marketing messages (Bailey, 2016).

Ecofriendly Communication:

Organizations have been using the conventional way of advertising to communicate information with respect to their ecofriendly behaviors and products. Due to this mode of communication, a major section of knowledgeable consumers compel companies to respond to their feedback on the kind of message conveyed (Maniatis, 2016). Nevertheless, this specific section is very negligible in comparison to the volume of customers who requires persuading in terms of embracing ecofriendly behavior and consequently the existence of a possible market. There are customers, who may exhibit little curiosity in certain types of product or may be unwilling to embrace certain endorsed conduct and from a marketing perspective it becomes imperative to adopt precise tactics in order to deliver the desired message to this section of customers. This raises one vital issue in that some consumers more easily comprehend the pro-environmental message than others; defining this understanding of pro-environment communication is evidently imperative for message transfer (Bailey, 2016) and an indication of valuable mean for organizations who are looking to aim their communication endeavors towards those individual who are possibly more inclined to ecofriendly advertising. Though Zabkar & Hosta (2013) highlighted that ecofriendly advertising is very beneficial when the targeted audience is those customers who are more sensitive to the environment, there is still need for added understanding as to how to engage those customers who have doubts about ecological assertions.

Every customer has a different comprehension level and accordingly they respond to diverse messages. This is the case where consumers respond in different ways to the green message which is according to their comprehension level as well as to the openness they show with the idea of pro-environment communication (Bailey, 2016). This implies that great exertions are required on an organization's part in order to persuade their target audience about their ecofriendly processes and products. This matter has become more important in a situation where the consumer has become pessimistic and doubtful with marketing as a whole and specifically with green advertising.

Past research has revealed that consumers who are genuinely attracted to purchasing ecofriendly products have been cynical with conventional advertising, even females who have been engaged in responsible buying are of the opinion that such advertising sometimes disrespects their acumen. Gradually change has been noticed; nevertheless it has also been highlighted that those customers who are socially responsible do not contemplate pro-environment advertising as a compelling reason due to the perception that they are based on recurrent false assertions mixed with overstatements. Taghian (2015) pinpoints that the authenticity of pro-environment advertising is very moderate due to fuzzy opinions, missing information which verify its truthfulness, fictitious facts or an amalgamation of the above highlighted points. Furlow (2010) has given a very precise justification with respect to

cynicism and the dearth of authenticity associated with green advertising by stating that most of the environmental issues highlighted during the message conveyed need scientific explanation, given the intricacy linked with the issue and linguistics that are used and customers find it difficult to understand.

However other research papers specified that pro-environment advertising and marketing have been successful in exerting a significant impact on customer behavior (Paco & Reis, 2012). Further studies in assessing the impact of environmental assertions in achieving desired results from green advertising, specify through image that individuals embrace against advertising or not based on the perception they have about the brand. Bailey (2016) identified a positive connection between the value drive from ecofriendly consumption and customer reaction towards ecofriendly advertising, that is the pro-environmental values customer hold will have an effect on the customer perception of the trustworthiness of means used to convey the ecofriendly message.

Purchasing Behavior:

The general perception associated with an ecofriendly buying pattern is that the purchase is of a product that is harmless to the environment and is more sustainable which includes avoiding those products that can be damaging to the overall environment. Paco (2013) has defined green behavior as purchasing products that are produced through efficient use of energy, eluding products that are overly packaged, showcasing inclination toward decomposable and reprocessed products, purchasing on fair price and giving confidence to local producers, which plays an important role in establishing impartiality and working for the welfare of the society at the same time as downscaling the impact of pollution and conserving the environment. Kumar & Ghodeswar (2015) suggest that such types of buying choices can translate into backing up pro-environmental organizations, embracing viable consumption patterns and investing in ecofriendly products. Research papers have presented various concepts in order to gauge the pro-environment buying pattern. Some studies have concentrated on more operational features of the product whereas others have used a general approach to gauge the purchasing patterns.

Relating environmental trepidations with behavior is not as straightforward. Moisander(2007) stated that customers are not always inclined to make a decision with respect to buying certain products based on their concern with environment. However there are consumers who are very careful in their buying decisions and have consideration for environmental issues which influences them to inspect the composition, wrapping, ingredients of the product (Hasan, 2012). Individuals who advocate ecofriendly lifestyle are very much important to organization as well as for other customers by exemplifying their attitude towards the environment which can serve for the overall viability of our planet. Cherian & Jacob (2012) highlighted that other

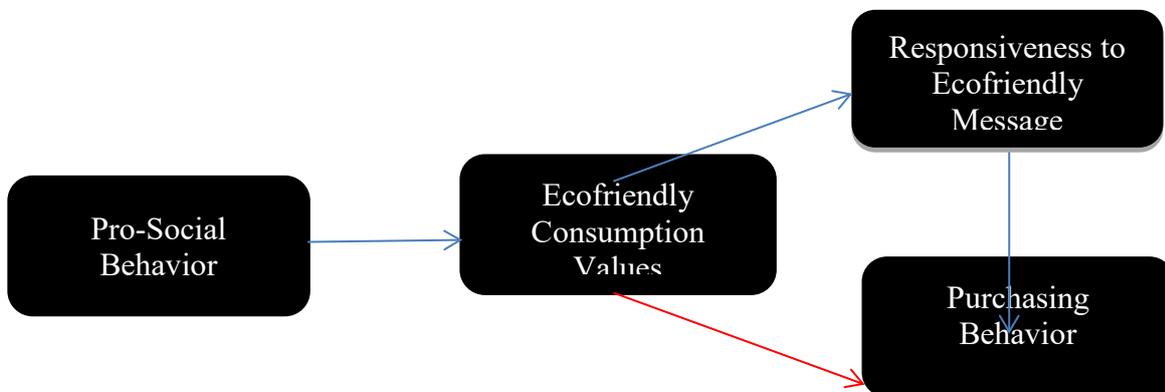
than their internal inspirations there are other pertinent elements which play an important role in convincing customers to demonstrate ecofriendly behavior which include information that is accessible and can be verified, ecofriendly message conveyed and assertions presented by companies and the variety of ecofriendly products offered by the manufacturers.

Findings from different research verify that ecofriendly behavior is very complex. As previously specified, this paper examines a number of factors which can influence buying behavior ranging from inner motivations (values & attitude) and external factors which include social values and different forms of communication. Liobikiene & Bernatoniene (2017) emphasize these intricacies by establishing that anxiety for one dimension does not essentially mean uneasiness for other dimensions.

Prototype for Pro-environment Consumer Behavior:

The prototype associated with pro-environmental behavior has been observed by scholars as a methodical procedure transforming into an intellectual ladder of values, attitude, intents and conduct (Paul, 2016). Furthermore the overall value system does affect the attitude in a certain environment which ultimately affects the behavior patterns. However some studies have failed to established a strong prognostic connection between ecofriendly attitudes and behavior. These contradictory findings are mainly because of dissimilarities in concepts and quantifications which validate the necessity for additional studies concerning value, attitude and behavior ladder. Milfont (2010) suggested that there is need for expansion of the current prototype while examining and equating the numbers of dissimilar countries and perspectives.

The following figure illustrate the suggested theoretical prototype which is derived from the detailed literature review. The figure also demonstrates the hypothesized connection between the variables.



Based on the above prototype, following hypotheses have been assumed:

H1: Overall Pro-social Behavior (OPB) has positive influence on Ecofriendly Consumption Value (EcoCV).

H2: Ecofriendly Consumption Value (EcoCV) has positive influence on responsiveness to Ecofriendly Communication (REcoM).

H3: Ecofriendly Consumption Value (EcoCV) has positive influence on Purchasing Behavior (PB).

H4: Responsiveness to Ecofriendly Communication (REcoM) has positive influence on Purchasing Behavior (PB).

Research Methodology:

Questionnaire:

In order to examine the proposed prototype self-structured questionnaire was developed which mainly consist of closed-ended questions divided into following three parts:

1. First part includes questions where respondents were asked about their views with respect to pro-social behavior, consumption values and responsiveness towards ecofriendly communication.
2. Second part includes questions where respondents were asked about the regularity regarding purchasing behavior.
3. Last part was related to demographics of the respondents.

In order to gauge the Pro-Social Behaviour (OPB), concepts were selected from Osgood & Muravne (2015) due to their effective ability to measure unselfish nature which is very connected with environmental apprehensions. The inclination of an individual to safeguard the environment through his buying and purchasing pattern is measured through the Haws' (2014) (EcoCV) study. The approach envisages customer tendency for Ecofriendly product and specifies that customers with high value for ecofriendly consumption escalate their desire for green products by estimating the pro-environmental qualities associated with that product.

For the purpose of measuring the responsiveness of customers toward ecofriendly advertising (REcoM), ideas were selected from Bailey (2016) who developed a scale which allows comprehension of the degree to which consumers show receptivity towards green communication. Lastly to evaluate the Purchasing Behavior, parameters were selected from Straughan & Roberts (1999) suggested scale which include subjects related to reprocessed products, wrapping, eliminating energy waste and pollution.

Data Analysis:

Data was gathered from two countries, Indonesia and Malaysia; the reason for selecting two different countries was to allow a comprehensive analysis of environmental apprehension regarding two different setting which have different cultural, social and economic aspects.

Malaysia in comparison to Indonesia, is an upper middle income country and relaxed in adopting green measures with respect to environmental issues. Whereas Indonesia has the largest economy in South East Asia and is swiftly taking corrective measures to achieve sustainable development by mitigating environmental concerns.

Respondents from both the countries are of the opinion that safeguarding the environment is very important for long term viability and environmental problems have a direct influence on their everyday life. However, difference was observed between the respondent of two countries concerning behavioral aspects; for example Malaysian people are unlikely to be concerned about the wrapping of a product or with de-escalating waste. Malaysians are also less likely to buy green products if the prices are higher, whereas Indonesian citizens have shown more inclination toward purchasing recycled products.

Demographics Detail:

Measures	Particulars	Malaysia		Indonesia		Total	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Age	18-25	24	12%	28	13%	52	12%
	26-35	63	31%	69	31%	132	31%
	36-45	72	36%	79	35%	151	36%
	45-60	37	18%	37	17%	74	17%
	>60	5	2%	10	4%	15	4%
Gender	Male	106	53%	117	52%	223	53%
	Female	95	47%	106	48%	201	47%
Education Level	Under Graduate	40	20%	46	21%	86	20%
	Bachelor	100	50%	113	51%	213	50%
	Master	61	30%	64	29%	125	29%

The prototype was then examined through diverse analytical tools as suggested by Sarstedt (2011). Initially, the measurement model was evaluated which enabled validation of the measure for each concept as rational and potent to gauge the particular investigated idea which consequently comprises of evaluating:

1. Constructs reliability of the measures
2. Average Variance Extracted
3. Divergent Validity of the reflective model

Findings with the respect to Construct Reliability, Cronbach's Alpha and AVE are presented in Table # 2.

Table 2:

Variables	Items	Value	T-stats	p-value	Construct Reliability	Cronbach's Alpha	AVE
Purchasing Behavior	1	0.822	45.091	0.000	0.95	0.91	0.65
	3	0.852	55.671	0.000			
	4	0.835	51.529	0.000			
	5	0.871	56.283	0.000			
	7	0.794	39.471	0.000			
	8	0.854	57.913	0.000			
Overall Pro-social Behavior	1	0.789	20.671	0.000	0.94	0.92	0.72
	2	0.846	31.245	0.000			
	3	0.765	19.095	0.000			
	4	0.838	29.856	0.000			
	5	0.815	27.915	0.000			
	6	0.832	30.641	0.000			
Ecofriendly Consumption Value	1	0.754	39.541	0.000	0.94	0.92	0.74
	2	0.806	41.764	0.000			
	3	0.882	48.813	0.000			
	4	0.854	45.917	0.000			
	5	0.872	50.751	0.000			
Responsiveness to Ecofriendly Communication	1	0.941	60.658	0.000	0.96	0.94	0.71
	2	0.894	58.153	0.000			
	3	0.861	53.108	0.000			
	4	0.795	30.758	0.000			
	5	0.908	59.731	0.000			
	6	0.854	49.081	0.000			
	7	0.863	50.015	0.000			

From table 2 results construct loading is more than 0.7 which falls within the parameters set by Hair (2014). It also amplifies that the measures used to gauge the particular idea are very much appropriate and also adequate enough in their depiction of the intrinsic notion. Similarly values achieved from Construct Reliability Test & Cronbach's Alpha are above 0.7 which confirms uniform reliability. Lastly average extracted variance is also exceeding 0.5 as suggested by Bagozzi (2015) which signifies that all construct acquired in excess of 60% of the variance.

This was followed by investigating the divergent validity to check whether concepts which are not presumed to be related are un-related or not.

Table 3:

Concepts	PB	OPB	EcoCV	REcoM
PB	0.835			
OPB	0.274	0.863		
EcoCV	0.719	0.316	0.852	
REcoM	0.601	0.422	0.651	0.861

Findings reveal that the square root of AVE calculated for all the measures are greater than the connection among the concepts which highlights that manifest variables connect more strongly within their parent notion rather with variables external to their parent notion.

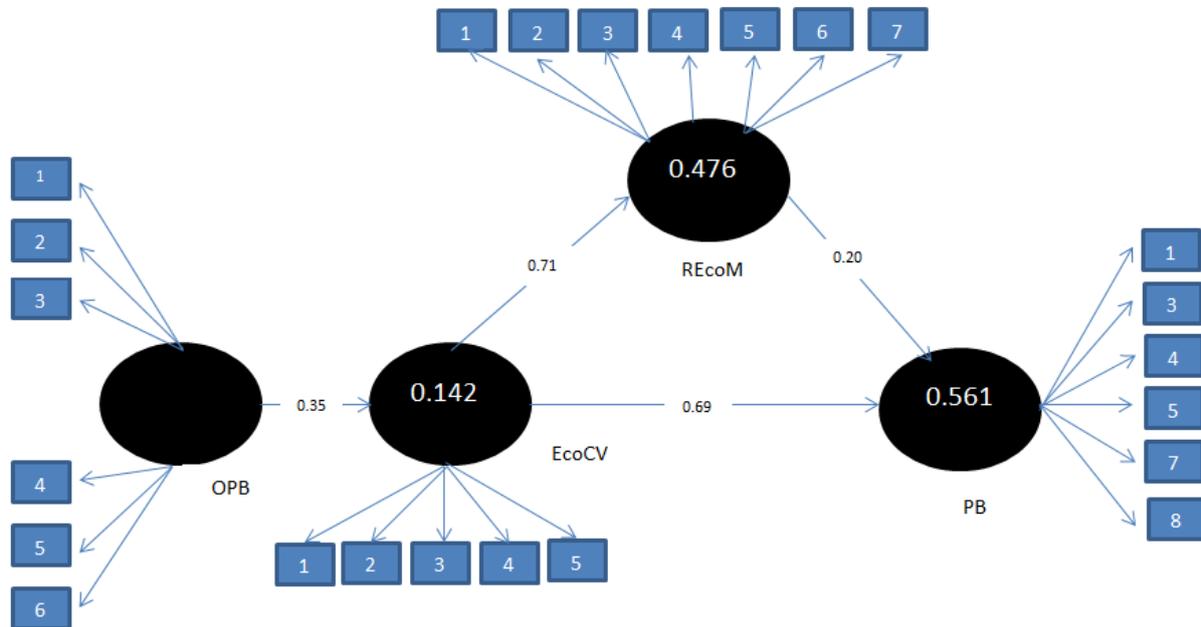
The above analysis has authenticated the measurement model, which is followed by examining the structural model, its coefficient of determination (R square) and statistical significance of the varied structural coefficients. The prototype exhibits R square of 60% which reveals change enlighten by all purchasing behavior. Table 4 summarizes all the results.

Table 4:

<i>Connection between the concepts</i>	<i>Value</i>	<i>T-stats</i>	<i>p-value</i>
OPB → EcoCV	0.352	8.715	0.000
EcoCV → REcoM	0.713	27.195	0.000
EcoCV → PB	0.692	18.904	0.000
REcoM → PB	0.201	4.057	0.019

As noted in above table, all correlation achieves statistical significance, Ecofriendly consumption value has the highest influence on responsiveness to ecofriendly communication, while responsiveness to ecofriendly communication has least impact on purchasing behavior.

Structural Equation Model



As visible in the above prototype, overall pro-social behavior which stimulates the individual to undertake activities for the betterment of the society has shown a positive connection with Ecofriendly values and thus hypothesis # 1 that is overall pro-social behavior has a positive influence on Ecofriendly consumption values is validated. These findings are very much relatable with the findings of Zabkar & Hosta (2013).

Similarly Ecofriendly values incline individuals to show high level of responsiveness towards Ecofriendly advertising which further validate t hypothesis # 2 that Ecofriendly consumption values have a positive influence towards showing responsiveness to Ecofriendly communication. These results are very much in line with the findings of Bailey (2016). The results also reveal that Ecofriendly consumption value has a positive influence towards Purchasing Behavior which confirms hypothesis # 3 and is very much aligned with the results of Haws (2014).

However the outcomes with respect to responsiveness to ecofriendly communication positively influence purchasing behavior are totally unsatisfactory and cannot be considered significant.

Conclusion & Implications:

The aim of this research was to expand the scope as well as develop the argument within the available literature about the different elements effecting Ecofriendly Purchasing Behavior. The findings reveal the significance of including the values associated by customers with the environment as well as the pro-social attitude of customers helps to enlighten the tendency



towards showing responsiveness to ecofriendly advertising and displaying ecofriendly purchasing patterns. The study also adds to the field by giving a detailed understanding of the elements effecting ecofriendly purchasing patterns and signals the importance of pro-social behavior. While the pro-social element has already been examined in various studies, there were conflicting results and this research has revealed that pro-social behavior has direct influence on ecofriendly values. Concurrently, it was further found that an Ecofriendly value has direct effect on responsiveness to ecofriendly advertising and purchasing behavior.

This research is beneficial not only for manufactures and their marketing teams but also people controlling the ecofriendly product market. The former has a bigger share as their customers will display characteristics and behaviors discussed in this research paper and thus it is imperative for marketing teams to take into consideration all the elements effecting buying patterns as this will enable them to target their market effectively and craft their advertising campaign to maximum effect.

There are limitations connected with the research paper as there is always the possibility that the sample used may not be an actual representation of the population. Secondly one thing that stands out is that only two countries were the target of the research which is a significant restraint as different results might have been achieved if the same research was conducted in different settings with different cultural and social values. Therefore it is suggested that oversimplifying the outcomes might be hazardous. Similarly since the main concept used to establish the study may differ from country to country, as well as the fundamental cultural values of potential study countries, an updated version of the scale should be used in order to achieve desired results.

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