Factors Affecting Purchase Intention and Social Media Publicity of Green Products: The Mediating Role of Concern for Consequences

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ABSTRACT

The emerging concern for the environment, particularly in consumer products, has grabbed the attention of both practitioners and academics equally. With the aid of new communication tools such as social media, the concern for the environment has been widely shared. The motivation behind consumer behaviour towards environmentally friendly green products is different compared to general non-green products. The present study explored the factors that determine the purchase intention of green products and publicity on social media. The mediating role of concern for consequences and the moderating role of economic factors was also analysed. A total of 347 consumers were sampled in the present study by means of systematic sampling from cosmetic stores. Structural equation modelling using SmartPLS 3 software was employed to analyse the data of the present study. Notably, the mediating role of concern for consequences and economic factor are supported. Copyright © 2017 John Wiley & Sons, Ltd and ERP Environment

Introduction

MARKETING HAS DEVELOPED OVER THE YEARS. MORE RECENTLY, NEW PRODUCTS EXIST BY MEANS OF EMPLOYING IDEAS AND concepts, which are related to individuals' and consumers' social lives. Environmental concern and eco friendliness are among those ideas that have gained significant attention from both academics and practitioners. Notably, the environmental movement has by and large changed consumer

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behavioural patterns, product purchases, and environment consciousness (Alwitt & Pitts, 1996). The 'Green Revolution' is the term used to refer to the changes in the thought processes and buying behaviour, which resulted following these environmental concerns. Green products are products manufactured with 'toxic-free ingredients and environmental-friendly procedures' (Carrigan *et al.,* 2005). It should be noted that the marketing mix elements are modified in the form of advertisements, which are aimed at environmental safety and restoration. Also, eco labelling and other obligatory regulations are of utmost importance in changing the perceptions of green products. Hence, these tools serve as guidelines for consumers in buying environmentally friendly products and avoiding imitation products, which are made of ingredients that are harmful for the environment.

Traditional marketing deals with the effort of influencing the product image and placement in the customer's mind. The struggle to grasp customer's attention psychologically is becoming a daunting task with widespread social media, which is a major participant in channelling information from the company to the customers and by extension, to other customers. The Internet came into the business industry as an information-access tool in the early 1990s, which was when the marketers' breadth of functions increased by a large margin, as Web 1.0 was created. The Web provided opportunities for marketers to publish their marketing messages by means of the Internet, which was considerably harder to handle than traditional marketing techniques. When Web 2.0 was launched, the Internet became a two-way communication platform for companies and customers.

Apart from that, word of mouth has always been of interest to the marketers because of the psychological and social structure, in which humans have the tendency to trust and wish to communicate. Therefore, word of mouth, especially on social media, is the single most important non-paid promotion that marketers always wish to increase. Consequently, it is for this reason that marketers have started spending a lot on digital marketing and shifting from a traditional marketing dominated budget to a digital marketing one. Considering the inclination towards and awareness of green products, this research is deemed a laudable effort to establish the relationship of the antecedents of green product purchase intentions and publicity on social media with the mediation of concern for consequences in a Pakistani context.

Literature Review and Hypotheses

Green marketing has been a subject of study for scholars, especially in relation to consumer behaviour (Dennis *et al.,* 2005). Upon reviewing the literature, it was found that there are two eras in the green marketing concept. One relates to the origin and basic development of the concept in the 1970s, whereas the second era deals with the growth of this concept in the 1990s. The first era is generally referred to as 'environmental marketing' (Kassarjian, 1971). Notably, the initial reception of this concept was accepted positively due to its novelty and significance. However, only in the later period of the 1990s was it of utmost importance in the industrial, which by extension, has led to sustainable industrial growth.

'Green products' was used as a term in the year of 1992 by the American Marketing Association, to refer to products which are friendly to the environment and safe to be used (Ottman, 1992). Subsequently, this industrial practice was defined in an ecological meaning by Polonsky (1994), who named the practice as 'green marketing'. Scholars have debated the influence of green products in which consumers perceive the notion of environmental concerns. Practitioners, especially marketers', concern for green products was amplified when consumers started to expect environmentally friendly products.

Most affluent consumers, especially from developed countries, were more aware and conscious of green products due to the novelty and added cost of manufacturing the green products. However, the idea of green marketing has gradually spread to other countries and consumers in the world. Developing countries started to notice the environmental hazards associated with non-green produce. Nevertheless, general consumers' response to and acceptance of green products were relatively slower (Dennis *et al.,* 2005). In developed countries, the notion of green marketing serves as an important strategy in achieving marketing and organisational goals. Organisational goals range from developing brand images to market expansions for attaining financial goals (Lee, 2009). On the contrary, markets in developing countries face insufficient resources and research is needed to attain such objectives, in general.

Factors Affecting Purchase Intention and Social Media Publicity

Eco consumerism originated from the consumers' moral principles, which are practiced and believed by them in their lives. Uusitalo and Oksanen (2004) defined eco consumerism as an expression of environmental friendliness, in which consumers contribute to the formation of attitudes and thought processes regarding environmental hazards and safe use of products. This behaviour has gained traction in the twenty-first century, which was not well-endorsed earlier (Chen, 2012).

The Global Environmental Survey (GOES) reflected on the deviation of behaviour from post-materialist priorities (Bennulf & Holmberg, 1990; Inglehart, 1990; Hoffmann-Martinot, 1991; Pickett-Baker & Ozaki, 2008; Bieak & Joseph-Mathews, 2009) to positive consumer behaviour towards green products, which was deemed a difficult job. According to Bieak and Joseph-Mathews (2009), this argument is further endorsed by the notion that it is a general perception among consumers that green products cost more than normal products and therefore, they have the tendency to limit their purchase of green products from a cost perspective. A study by Chen and Chang (2008) suggests that although consumers have different perceptions on costs, green products may be used to influence and build their purchase intention. It should be noted that this is subject to the effectiveness of marketing in achieving consumer trust and developing and enhancing product value.

Consumer Concern for Consequences (CC)

Consumer behaviour towards green product purchase is influenced by a set of factors other than the non-green products. This behaviour is motivated by consumer awareness of the consequences in a bigger picture. Ramayah et al. (2010) explain that the consumer behaviour towards green product purchase is influenced by their perception of environmental and individual consequences. Environmental concern for consequences refers to the consumers' interest in and consciousness of environment-related issues, which includes pollution, recycling, energy consumption, resource conservation, and others. It should be noted that concern for the environment has an established relationship with the consumers' attitudes towards purchasing (Gurtoo & Antony, 2007). Moreover, concern for individual consequences refers to personal or individual efforts, which they make as a result of environmental concerns. This is in relation to the environmentally driven attitudes which drive individuals towards specific behaviours that are considered to be environmentally conscious or responsible (Saphores et al., 2006; Thøgersen & Grunert-Beckmann, 1997).

There are several factors (i.e., intrinsic and extrinsic), which influence consumers' green product purchase intentions. Drawing on the literature and a study by Kumar and Ghodeswar (2015), the present study aims to test the relationship of supporting environmental protection, drive for environmental responsibility, green product experience, environmental friendliness towards the environment, and social appeal.

Environment Friendliness of Companies (EFC)

Papadopoulos (2010) reported that companies engage in various activities and tend to follow strategies revolving around environmental consciousness. These activities include using a special product design to minimise damage to the surrounding environment and converting manufacturing practices and methods to environmentally friendly ones, which are ethical and in accordance to set standards. It should be noted that there are products involving one or more components that are injurious to the environment. Hence, companies may either try to minimise that specific ingredient and convert to safer products, that are environmentally friendlier and greener, or in other cases, those ingredients may altogether be replaced by safer ones.

This is deemed an important consideration when it comes to green consumers' behaviour and information search processes, where they consider reviewing the product labels before purchasing as a result of their commitment to not causing harm to the environment by their preferred products usage (Laroche et al., 2001). The purchase decisions of consumers who are environmentally conscious indicate the recognition, gratitude, and promotion of environmentally friendly companies, which manufacture harmless products. Usually, consumers do not buy products from companies, that pollute, do not follow environmental regulations and take advantage of not following regulations, in the shape of reduced production cost to increase sales (Laroche et al., 2001).

Drive for Environmental Responsibility (DER)

Lee (2009) opined that the urge for environmental obligation is associated with users' personal commitment to issues regarding environmental protection. By understanding the environment's unfavourable effects on human beings and other living things, users can recognise their individual accountabilities towards environmental protection (Gadenne *et al.*, 2011). Users may feel emotionally involved with the issues related to environmental protection (Lee, 2009) and believe that they can participate in protecting the environment by following the environmentally advantageous activities at a personal level. They may feel motivated by an ingrained care about the protection and prosperity of the planet and its occupants. Hence, they are found to be involved in environmental preservation (Griskevicius *et al.*, 2010).

Green Product Experience (GPE)

This variable deals with the experience and curiosity attached to the various stages of the buying process. Purchasing green products is similar to purchasing any other products, in which consumers are involved in an information-seeking process to gain product knowledge, information on the ingredients, as well as their effects on the environment (Laroche et al., 2001). This further influences their purchase decisions, enabling them to make the right choices, and develops their willingness to pay more for green products (Barber *et al.*, 2009; Zhao *et al.*, 2014). Consumers' experience regarding green products is another key factor that affects their purchase decisions. This is associated with consumers' willingness to acquire knowledge about the green product's environmental features. For this reason, consumers make an effort to learn about the green products, their ingredients, their impact on the environment, and their functionality (Laroche *et al.*, 2001). Apart from that, consumers also share the knowledge they have about the products with their friends and thus, they learn more (Khare, 2014; Cheah *et al.*, 2015). As a result of this learning process, consumers are able to understand the environmental benefits of green products, which results in developing a predilection towards these products (Cegarra-Navarro & Martinez, 2010). Furthermore, this also impacts their purchase decisions and enables them to make the right choices in their purchase decisions and thus, they are willing to pay more for such products (Barber *et al.*, 2009; Zhao *et al.*, 2014).

Social Appeal (SA) and Supporting Environmental Protection (SEP)

Consumer behaviour regarding products choices and usage is greatly influenced by the opinions of others (Bearden & Rose, 1990). Consumers have the tendency to develop and realise the importance of products when they interact with others and gather related information (Oliver & Lee, 2010). This complies with the changing behaviour within a generation (Pickett-Baker & Ozaki, 2008) and may form a contributing factor towards preference for green products (Banerjee, 1992).

In relation to purchase decisions, supporting environmental protection is among the key causes for behaving in an environmentally friendly way (Gadenne *et al.*, 2011). Consumers tend to search for environmentally helpful qualities in relation to product design and consumption, which have a lesser effect on the environment and further create a significant difference in environmental protection. Therefore, consumers know how green products can improve the quality of the environment and thus, they show support for environmental protection by buying, owning, and using green products. Consumers are also able to relate the pertinence of the high costs of green products to the environmental benefits they offer. This is how green products add importance to the consumers' environmentally friendly lifestyles (Pickett-Baker & Ozaki, 2008) and grow positive inclination in their minds. Evidently, users prefer green products over non-green products and convert their fondness to real purchases of environmentally beneficial products (Lim *et al.*, 2010).

Green Product Purchase Intention (GPI)

Fishbein and Ajzen (1975) defined intention as 'the subjective probability to perform a specific behaviour'. Intention plays an important role in the consumers' entire buying process and marks the relationship between attitudes and

the resultant behaviours. Apart from that, it also functions as a consumer's commitment and effort, which are practiced or invested to show certain behaviour such as product purchase.

In relation to the present study, green consumers are potential buyers, who take the environmental impact of the products they use into consideration with the intention of changing their purchase and consumption behaviour to reduce their impact on the environment. Green consumers' purchase decisions are considered as the main element of research on behaviour of green consumers at this stage. They are described in terms of support for companies, purchases of green products, and supportive consumption practices.

Compared to initial word of mouth, later word of mouth has greater impact on consumers' purchase intention because all the opinions are cumulated and consumers can analyse them and decide on the products and services to buy. Typically, satisfied customers will engage in positive word of mouth and dissatisfied customers will communicate a negative message about the products and services. Avoiding negative word of mouth may prove a big challenge for the company. Hence, this service quality perception is very important to purchase intention. First, positive word of mouth is generated prior to purchase or usage, and then it will affect the buying decision of a consumer and finally, service quality and purchase intention may be affected by word of mouth.

Publicity on Social Media

Sweeney *et al.* (2012) posited that word of mouth refers to the informal communication between different parties about evaluating goods and services. Notably, many organisations consider word of mouth as a powerful tool for marketing and therefore organisations cut their budgets for other traditional marketing approaches. Finsterwalder *et al.* (2011) discovered that with word of mouth, satisfaction and service quality are interrelated. However, it depends on what type of service is encountered. For instance, satisfied customers share their experiences with five other customers, while customers who are dissatisfied share with 15 other customers. Consequently, marketers have the tendency to emphasise customer feedback when it comes to service quality because word of mouth has better returns without investing and potential customers will use word of mouth to spread news about their products and services.

Fong and Burton (2006) found that peer opinion and recommendations about any product or service are of utmost importance. It should be noted that digital media enables consumers to have several peers across borders. Andreassen and Streukens (2009) posited that electronic word of mouth may be more persuasive when the sender of information has non-commercial objectives while communicating with the receiver.

Mediating and Moderating Effects

Research on environment-related behaviour of consumers has broadly been based on two theoretical perspectives. First, the social dilemma approach, which discusses the contradictory motives of egoistic and altruistic natures (Hardin, 2009). Second, the expectancy-value approach which is based on the magnitude of the associated value and its expectation to actually occur (Corraliza & Berenguer, 2000). Dominant expectancy-value theories include the theory of reasoned action (Fishbein & Ajzen, 1975) and the theory of planned behaviour (Ajzen, 1985). This research is based on the theory of planned behaviour, which incorporates the external factors leading towards the behaviour with a mediating role of attitude.

Kumar and Ghodeswar (2015) studied the role of external factors on the environmental behaviours of the consumer. The theory of planned behaviour suggests that the behaviour of consumers is preceded by their attitude. Ramayah *et al.* (2010) studied the role of concern for consequences (as attitude) leading towards a green product purchase intention. Thus, it is argued that the external factors are not likely to directly influence the behavioural outcome of the green product purchase intention, but these will be mediated by the concern for consequences.

Additionally, considering the impact of concern for consequences on the purchase intention and publicity on social media, it is argued that this impact varies across different types of green products customers, based on their economic factor. Customers with higher disposable income are expected to patronise green products even when the products are relatively more expensive than non-green products. Moreover, the willingness to publicise on social media is varied across customers from different economic backgrounds as a reflection of their social class (North *et al.*, 2008). The mediating and moderating effects in the framework are depicted in the Figure 1.
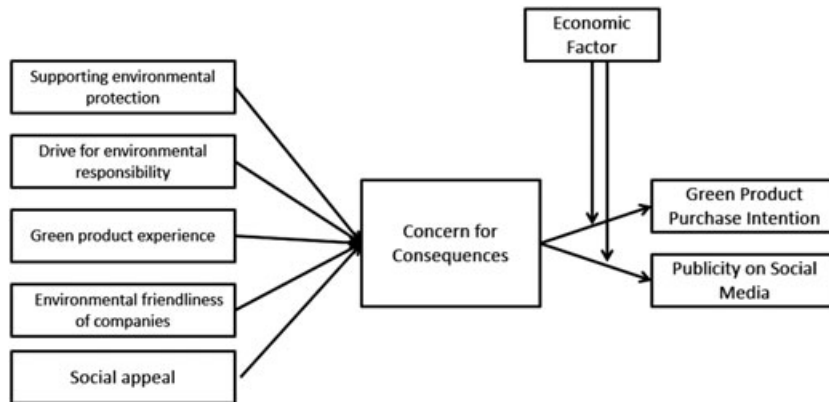
Figure 1. Research model

Hypotheses

H1: *Concern for consequences mediates the relationship between supporting environmental protection and consumers' green product purchase intention.*

H2: *Concern for consequences mediates the relationship between the drive for environmental responsibility and consumers' green product purchase intention.*

H3: *Concern for consequences mediates the relationship between green products experience and consumers' green product purchase intention.*

H4: *Concern for consequences mediates the relationship between the environmental friendliness of companies and consumers' green product purchase intention.*

H5: *Concern for consequences mediates the relationship between social appeal and consumers' green product purchase intention.*

H6: *Concern for consequences mediates the relationship between supporting environmental protection and publicity on social media created by consumers.*

H7: *Concern for consequences mediates the relationship between drive for environmental responsibility and publicity on social media created by consumers.*

H8: *Concern for consequences mediates the relationship between green product experience and publicity on social media created by consumers.*

H9: *Concern for consequences mediates the relationship between the environmental friendliness of companies and publicity on social media created by consumers.*

H10: *Concern for consequences mediates the relationship between social appeal and publicity on social media created by consumers.*

H11: *The positive relationship of concern for consequences and green product purchase intention will be stronger for those with higher incomes.*

H12: *The positive relationship of concern for consequences and publicity on social media created by consumers will be stronger for those with higher incomes.*

Methodology

The population of the present study were the customers of cosmetic stores in the twin cities of Rawalpindi and Islamabad. Three stores were randomly selected from a list of stores dealing in the cosmetics and dealing in green products. Questionnaires were distributed to the store managers and were advised to be filled at the billing counters. The data were collected by the store managers from every tenth customer coming to their stores. Researchers' contact information was provided to address any query by the respondents. The questionnaire was adapted from earlier established research. The constructs measures for supporting environmental protection, drive for environmental responsibility, green products experience, environmental friendliness of companies, and social appeal were taken from Kumar and Ghodeswar (2015). Concern for consequences, which includes individual and environmental consequences, was taken from Follows and Jobber (2000) and was revised in accordance with the products relevance. Publicity on social media was conceptualised in two dimensions of opinion giving and opinion passing, which were measured by the scales developed by Flynn *et al.* (1996) and Sun *et al.* (2006), respectively. It should be noted that these conceptualisations and measures have also been used by (Chu & Kim, 2011).

A total of 347 customer responses were used for the analysis, excluding responses with vague and/or missing responses and outliers. About 44% of the respondents were male and 56% females with a majority (i.e., 54%) from the 20–29 age group with over 75% having education of 14 years and above.

Data Analysis and Results

Measurement Model

Method bias was tested through the common method variance using single factor method. This was tested by forcing a single factor loading of all the items through exploratory factor analysis. The variance explained was 21% showing the absence of common method bias (Podsakoff & Organ, 1986; Mattila & Enz, 2002). Additionally, the single factor model was also tested in AMOS which presented the model fitness indicators as χ^2 = 2749.14, DF = 781, CFI = 0.545, NFI = 0.470 and RMSEA = 0.085. These poor indices confirm the earlier finding that the common method bias is not detected in the data (Podsakoff & Organ, 1986; Mattila & Enz, 2002). Non-response bias was tested through t-test (Armstrong & Overton, 1977), where respondents with missing demographic values were considered non-respondents (Kam & Meyer, 2015). All the constructs' data were not found to be significantly different, except the construct of environmental consequences. It was

	Mean	SD	α	CR	AVE	1	2	3	4	5	6	7	8	9
						Correlations								
1. Supporting Environmental Protection	3.08	0.353	0.84	0.88	0.55	**0.74**								
2. Drive for Environmental Responsibility	3.11	0.306	0.68	0.80	0.50	0.30	**0.71**							
3. Green Products Experience	3.19	0.842	0.68	0.82	0.61	0.21	0.06	**0.78**						
4. Environmental Friendliness of Companies	3.40	0.792	0.64	0.80	0.58	0.29	0.20	0.51	**0.76**					
5. Social Appeal	3.28	0.790	0.60	0.78	0.56	0.24	0.18	0.51	0.58	**0.75**				
6. Environmental Consequences	3.31	0.851	0.61	0.79	0.56	0.44	0.29	0.49	0.57	0.63	**0.75**			
7. Individual Consequences	3.38	0.871	0.71	0.82	0.54	0.18	0.11	0.43	0.46	0.43	0.46	**0.73**		
8. Green Products Purchase Intention	3.22	0.778	0.70	0.81	0.52	0.16	0.12	0.49	0.49	0.45	0.50	0.58	**0.72**	
9. Publicity on Social Media	3.15	0.780	0.64	0.80	0.57	0.19	0.09	0.53	0.47	0.49	0.48	0.41	0.60	**0.75**

Table 1. Descriptive, reliability, validity, and correlations results
Note:
Values on the diagonal represent the square root of the AVE while the off-diagonals are correlations.

considered trivial because people interested in green products are concerned about environmental concerns (Straughan & Roberts, 1999).

Moreover, the researchers assessed the measurement model by means of assessing the convergent validity in accordance to the recommendations of Hair Jr *et al.* (2016) by looking at the loadings (> 0.7), average variance extracted (> 0.5), and composite reliability (> 0.7). As presented in Table 1, all the values exceeded the threshold suggested and thus, the convergent validity was confirmed.

In assessing the discriminant validity, the researchers followed the guidelines from Fornell and Larcker (1981), whereby the square root of the average variance extracted should be higher than the row and column values of the correlations. As shown in Table 1, all the values on the diagonal exceeded the row and column values, thus confirming adequate discriminant validity.

Structural Model

As presented in the Figure 1, To test the mediation hypotheses, the PROCESS macro was utilised by means of a bootstrapping indirect method (Preacher & Hayes, 2004, 2008). The bootstrapping analysis using a re-sampling of 1000 (Ramayah *et al.*, 2016), demonstrated that only 8 out of the 10 indirect effects were significant (Table 2) and, as indicated by Preacher and Hayes (2008), the indirect effect did not straddle a 0 in between, indicating that there is mediation. Thus, the researchers can conclude that the mediation effect is statistically significant, which indicates that H1, H3, H4, H5, H6, H8, H9, and H10 were supported, while H2 and H7 were not supported.

Moving on, the researchers followed the suggestions of Hair *et al.* (2016) to test the moderating effects of income. The orthogonalisation method was employed to create the interaction effect. The results presented in Table 2 show that income only moderated the effect of concern for consequences ➔ PSM ($p < 0.01$), but not the concern for consequences ➔ GPI relationship. Thus, H12 is supported while H11 is not.

To visualise the interaction effect, researchers further drew an interaction plot, as displayed in Figure 2. It can be seen that the positive relationship between environmental consequences and publicity on social media is stronger for those with higher incomes as compared to those with lower incomes. This could also be related

| | | | | | 95% Bootstrap BCI | |
Hypothesis	Relationship	Std. Beta	Std. Error	t-value	LL	UL
H1	SEP EC GPI	0.053	0.020	2.644**	0.014	0.092
H2	DER EC GPI	0.030	0.020	1.492	−0.007	0.065
H3	GPE EC GPI	0.105	0.026	4.111**	0.060	0.159
H4	EFC EC GPI	0.368	0.028	12.966**	0.316	0.426
H5	SA EC GPI	0.091	0.024	3.757**	0.045	0.140
H6	SEP EC PSM	0.048	0.019	2.580**	0.012	0.087
H7	DER EC PSM	0.027	0.018	1.500	−0.006	0.061
H8	GPE EC PSM	0.096	0.024	3.935**	0.048	0.146
H9	EFC EC PSM	0.335	0.031	10.976**	0.271	0.394
H10	SA EC PSM	0.083	0.022	3.850**	0.040	0.121
H11	CC*Income GPI	0.032	0.033	0.984	−0.040	0.088
H12	CC*Income PSM	0.068	0.028	2.462*	0.012	0.119

Table 2. Hypothesis testing results

**p < 0.01; SEP = Supporting Environmental Protection, DER = Drive for Environmental Responsibility, GPE = Green Product Experience, EFC = Environmental Friendliness of Companies, SA = Social Appeal, CC = Concern for Consequences, GPI = Green Product Purchase Intention, PSM = Publicity on Social Media
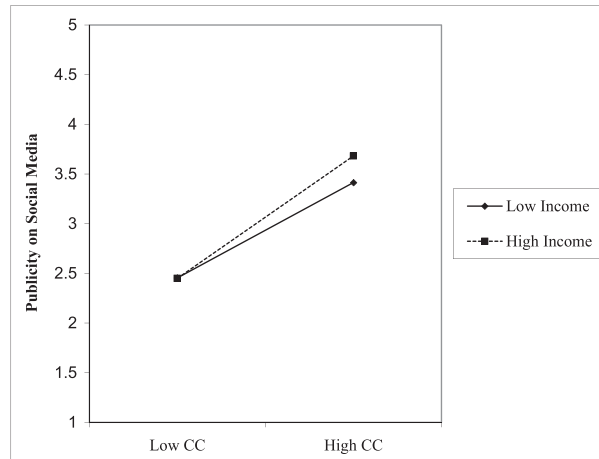
Figure 2. Interaction effect plot. CC = Concern for consequences

to the level of education, as most educated respondents would have higher incomes and by extension, engage in publicity on social media.

Discussions and Conclusions

It is noteworthy that social media has fuelled environmental consciousness among consumers, which in turn has resulted in marketing managers of green products to seek information concerning consumers' environmentally friendly purchasing behaviour. Consequently, a gradual development in research focusing on green products in relation to consumer behaviour and communication is evidenced. The present study is an attempt to study consumers' behaviour towards green products and their communication with other consumers. Findings of the present study suggested that consumers express their concern about the environment and its protection, which in turn, reflects in their purchasing behaviour.

In addition, the present study also considered the impact of the relationship of several variables on green products purchase decisions and publicity. The findings reflected that although green products purchase decisions predominantly stem from environmental consciousness, there are other factors deemed vital in determining the consumers' purchase intentions of green products. Social factors surrounding the environmental consciousness and its appreciation in society were found to be the significant contributor to positive behaviour regarding green products. Apart from that, the concern for consequences mediation suggests that the purchase intention of green products is not only dependent on environment-related behaviours, but also on addressing individuals' concern about the product's utility. Hence, this supports the notion that along with other factors, the benefits consumers gain from green products are also important. Accordingly, the researchers believe that marketers should not neglect the individuals' concerns and should highlight the benefits gained from the products, along with environmental concerns for effective marketing of those green products.

It should be noted that consumers' experience of using green products is another contributing factor to the growing concern about the consequences and green products purchase intention, which is marked by consumers' willingness to gather information about environmental concerns and green products. Moreover, the awareness of the environmental friendliness of companies also influences consumers' behaviour towards green products. Consumers expect those companies to show responsibility when performing activities which deal with the environment. Furthermore, social appeal was discovered to be one of the significant contributors as well. In fact, social appeal of green products distinguishes updated (i.e., about the recent development) and 'out-dated' consumers. Thus, marketers should not only focus on promoting the environmental effects of the products, but should also position the firm as environmentally friendly. The environmental friendliness image of companies, combined with the

products' environmental consciousness and social appeal may heighten the process of getting the marketers' message across to the consumers.

An economic factor, i.e., income level, was hypothesized to have a moderating role in the relationship between concern for consequences and GPI and PSM. Interestingly, income level was not found to be a factor regarding the relationship between concern for consequences and GPI. The non-significant moderating role of the economic factor may be attributed to the similar altruistic behaviour across different economic classes (Straughan & Roberts, 1999). Roberts (1996) cautioned against concluding the relationship of economic factor and green consumption. Results are also supported by earlier studies indicating that the green products purchase intention varies across attitudes and behaviours but not across economic factors (Straughan & Roberts, 1999; Laroche *et al.*, 2001; Diamantopoulos *et al.*, 2003).

Above results are reflected because the data were collected from relatively affluent consumers in society, where price may not be a hindrance to their purchase intentions of green products. Consequently, the results suggest that marketers have relatively more room to price green products than non-green products. Although the moderating role of economic factor was found significant on the relationship of concern for consequences and publicity on social media, this suggests that consumers with higher levels of income may reflect a behaviour, which is more environmentally-friendly, and they may have the tendency to spread the message about green products to other consumers on social media. Hence, marketers may use the consumers' inclination to spread the message by means of facilitating these consumers to carry the green products' message to other consumers.

Policy Implications

From a policy implications perspective, it is suggested that consumers are expected to use green products when they are initially concerned about the consequences. These consequences are related to individual and environmental aspects, which also depict the benefits of consuming green products vs non-green products, but without negative consequences to the environment. Thus, the results of the present study propose that awareness of consumers about the impact of consuming green products is vital to gain traction from non-green products to green products. Additionally, consumers with relatively higher incomes are more likely to respond to green product initiatives, which hints towards development of the green products with competitive prices compared to non-green products.

Future Research

The present study was limited in terms of product and consumer categories. Additionally, it undertook a limited set of variables depicting consumer behaviour. Therefore, future research may examine the differences between the behaviour of affluent and not-so-affluent consumers towards green products. This comparison may be conducted across different product categories to note any behavioural differences (Alsmadi, 2007). Moreover, the study of the relationship of green human capital to consumer behaviour towards green products would be an interesting area of research (Chang, 2016). Finally, the researchers deem that it may also be interesting to study the customers' repurchase intentions as an act of loyalty for green products.

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