Exploring Demands and Consumption Processes of Green Products: The Case of Pakistani Consumers

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Abstract: Sustainable development and green initiatives continue to receive increased attention in the domain of business and consumer behavior. It is the liability of researchers, practitioner and policymakers to continuously identify factors that can affect the motivation and behavior of people to act in accordance with green behavior patterns. The main purpose of conducting this study is to fill in the gap in the literature by exploring the demand and consumption of green consumer products. In this study, semi-structured interviews were conducted in-depth with the Pakistani green consumers to discuss the prospective crucial factors including key characteristics of green product, reasons to buy environment-friendly products, feelings on the subject of price, confidence in the product, readiness to compromise, environmental awareness, considering alternatives, point of purchase, utilization and discarding. Data were analyzed by using tabular method. This is an exploratory study and to ensure objectivity the established guidelines were followed. The findings of this study are limited to the green consumers of Pakistan therefore; any potential country bias can be removed by its replication in other countries. On average most of the studies conducted in the domain of marketing failed to segment green consumers that resulted in indefinable and conflicting results. Only few studies have adopted qualitative research approaches in exploring the behavior of green consumers. It explores the demands of green consumer products, along with their consumption processes, and provides valuable insight and sound ground for academicians who are interested in green consumption behavior in concerned emerging markets. It also presents an in-depth investigation of consumer purchase and consumption patterns towards green products while providing valuable insight for practitioners and policymakers and it has revealed important theoretical dimensions for in the aforementioned context.

Keywords: Consumer behavior, Green consumer behavior, Green consumption process, Pakistan.

1 Introduction

In recent years products that support positive social and environmental ethical principles have received extensive awareness for the researchers. The concept of "conscious consumers" and terms like "green" and "sustainable" appears regularly in popular press such as Business Week, Time
Magazine (Betts, 2009), and The Wall Street Journal (Johnson, 2009). All kinds of behaviors that save or protect the resources or power from the surroundings are called as pro-environmental behavior. As some researchers like Steg and Vlek (2009) described this behavior as one that is good for the environment and interfere as little as possible. Pro-environmental behaviors include some dimensions that are not limited to the purchase of goods, domestic and personal services such as power for home, travel the use of environment-related such as products heating and cooling in the home, the disposal of household waste and green consumerism like recycled products and organic food purchase. The concept of recycling and green product recycling is to differentiate a consumer collection and denying the consumables for the recovery of materials or energy performance. The retailers and marketers also have contributed by paying their attention toward helping consumers and familiar with sustainable consumption through product or service offerings (Johnson, 2009).

According to Fisk (1973), concerns about the need to consume in a more friendly environment, the way products are not new in marketing described by the researcher in their study. However, these environmental concerns are hardly included in the literature, even though the concept of durability is essential to achieve a market. The definition and extent of the concept of sustainable progress is now a basis of argument among scholars and the deviation headed towards the situation where it started overlapping with the meanings of other concepts. Like the environmental movement in the different studies and as well as for the concept of ecological studies of some researchers argues (Urien & Kilbourne, 2011) for other variables such as ethics (McLaughlin, 2005; Carrington et al, 2010). Finally, the concept of social responsibility has been argued by some authors (Mysen, 2012; Galbreath, 2009; Olson, 2013). This misperception highlights that the literature is still fragmented, which is mainly devoted to catching all the exciting aspects of development (Hart, 1995), the environmental, economic and social objectives for existing and upcoming generations. At this point of discussion, we cannot significantly differentiate current literature established on the terminology. In this study, we have used the terms environmentally friendly and green products that particularly focus on all the work that is related to the positive effects for the "triple-bottom-line" by “saving resources and/or energy; reduce the use of poisonous substances or, to eliminate " pollution and waste (Urien & Kilbourne, 2011). Many theoretical frameworks have been developed to explain the difference between the possession of knowledge about the environment and environmental awareness and pro-environmental behavior. Ali et al. (2011), Dunlap et al. (2000) and Kaplan (2000) have noted in their studies that many people are concerned about the environment that is not always reflected in the pro-environmental behavior. Besides, a small number of studies have noted the behavior of green consumers in developed and developing countries such as research is lacking in the context of Pakistan. Pakistani culture has recently followed a path of rapid urbanization and industrialization and development that significantly influence the attitudes and behavior of Pakistani consumers. Therefore, green consumption in Pakistan is important for both aspects such as politics and academia point of view.

1.1 The Sustainable Consumption

The definitions of sustainable market consumption have been changing since the back period firstly, as “ecological marketing” that was “concerned for all types of marketing activities that have been served to help the environmental problems and may also help to provide the remedies for solving environmental problems”. Over the years, many definitions have been created and the concept has revolutionized in a very structured way. It is cleared from the definition given by Fuller (1999) the concept sustainable marketing as “the process of planning ‘implementing and controlling the development, pricing, promotion and distribution of the products in a manner that satisfies the following three criteria: (1) customers’ needs are fulfilled, (2) goals set by organization
are attained and (3) the process is compatible with the eco-systems”. These definitions highlight how environment-friendly products and green marketing play a central role in cleaner production and corporate sustainability.

Other than the work been done in academia, the business communities, non-profit organizations and governments tend to understand and change the unsustainable tactics and practices by the continuous growth in the global economy (Assadourian, 2010; Trudel, 2019). Furthermore, the area of sustainable consumption is itself a pragmatic issue and an important field of scholarship. According to researcher Peattie and Collins (2009), the critics see the sustainable consumption as an oxymoron due to “consume” something means to use it or “destroy” it, as it is the proper opposite to “sustainability”. A different way to understand the “consumption” is needed. Conventionally, the term consumption is defined as been confine to the contextual lens of the purchasing (Samoggia & Riedel, 2019). This scenario makes the situation problematic because understanding the social, economic and environmentally stable factors of any sort of consumption needs an integrative comprehension of all possible impacts (e.g., social, economic, environmental) that takes place during the whole production and the consumption cycle of the product (Jones et al, 2008). Therefore, “consumption” needs to understand it as an activity of purchasing but as a process of actions and decisions that are purchasing, use of a product, and taking to handle any of the remaining tangible goods after the use (Pattie & Collins, 2009). Likewise, only a narrow discussion of sustainability has appeared in the literature for the term consumption, which also includes both producing and consuming, that mostly emphasizes the environmental areas (Lim, 2016). Further, else than the environmental dimensions other impacts such as carbon emissions and the use of energy have been dominating the discussions over others, such as the concept of biodiversity (Pattie & Collins, 2009). However, the researchers are agreed in a point to minimize or reduce the resources utilization as a basic part of sustainable development (Peattie, 2001; Kotler, 2011), absence of consensus always exist upon whether the consumption should be minimized or reduces of only change and either the consumers can take part significantly to the conservation of resources (Bradbury et al, 2012). Hence it is well researched and proved difficult to agree in a mutual definition of the term “sustainable consumption” Peattie and Collins (2009) stated on sustainable consumption that:

“More than one contributing author, when requested by referees to provide a clear and explicit definition of sustainable consumption, decline to on the basis that they do not believe attempts to settle on a single view were genuinely helpful.”

However, there are certain points of agreement that emerged in the last decade that the realization of customer’s behaviors, choices and lifestyles, consumption decisions play a very important role in the achievement of sustainable development (Gao, Li, Bai & Fu, 2020; Shiel, do Paço, & Alves, 2020). As a result, the problems relating to unsustainable consumption are increasing day by day and the approaches related to them become more comprehensive, intentional and systematic (Gunawan, Permatasari & Til, 2020).

1.2 Uncovering Green Consumption Behavior

From the perspective of sustainability, as described by the previous study of Luchs and Swan (2011) that focus on the design of the product to understand the consumer buying cycle and its use for the consumers. Some authors consider the consumer behavior over and over closely that follows the linear process of consumer decision making that encapsulates five steps as (1) Recognizing the need; (2) Searching the information; (3) Evaluating alternatives; (4) Decision of purchase and (5) Post-purchase behavior (Hund et al., 2017).
With respect to the exploration of consumer behavior, the focus is primarily on steps 2-4, because of the lack of understanding the needs: just starting sustainable strategies with extensive market research that needs consumers "attitude", "faith" and "knowledge" (Peattie & Crane, 2005). The prospect regarding this argument highlights the difference between the views of consumers and their choice of products. Globally, 74 percent of consumers prefer green or green products, but only 30 percent reflect buying it. Intention consistent is noted in the study of Newing (2011) while other studies have been found that similar results are observed between intentions and behavior in the market that relates to environment-friendly consumption. The green products and conventional offset concerning the behavior of the post-purchase environment are reused for non-recyclable packaging to buy consumers. This state of affairs indicates that the behavior of green consumption is specifically exposed in different shades in the entire process of consumption. These diligent oddities recommend the requirement for promoting examination to address the colossal disparity between states of mind green items and real buy conduct has been noted in the investigation (Cronin et al, 2011). The problem seems to explain through the knowledge of the environment noted in the previous researches (Tanner & Kast, 2003; Mostafa, 2007). Consumer confidence has been observed toward marketing products, willingness to compromise as discussed and explain the factor price in different studies (Sriram & Forman, 1993). Some studies have a narrow paradigm for the success of green products focused on purchases instead of considering the consumption measure. The holistic process along with the final with two other aspects are highlighted in some of the studies such as García-de-Frutos, Ortega-Egea and Martínez-del-Río (2018); Lim (2017); Shaw and Riach, (2011). It was noted that all shoppers - not only buyers to pick green items - which are viewed as better for the earth. Moreover, the inequality between “green attitudes” should not be in agreement with consumption behavior because of the way that green items are not addressing green customers and need a similar setting.

1.3 Factors Affecting Green Consumption Behavior

Analysis of the literature showed that a wide range of variables needs the attention of researchers. For instance, researcher uses cognitive variable like environmental knowledge, value orientations, norms, beliefs and perceptions to establish a causal relationship with sustainable consumption (Kumar et al, 2017; Sao et al, 2017; Bai et al, 2017; Doran et al, 2017). In general, the results regarding cognitive variables indicates that consumer having high rate on cognitive concerns are more inclined towards sustainable consumption. Other researchers examine socially conscious behaviors. For instance, Phipps et al. (2013) based on social cognitive theory explore the inherent complexity of sustainable consumption. Some other researchers like Salazar et al. (2013); Varshneya et al. (2017) and Chang and Watchravesringkan (2018) examine the influence of social factors in developing sustainable consumption patterns.

On the other hand, researchers considering the dichotomy that even though the consumers have paid greater attention to environmental matters, still it is not representing a significant amount of consumption patterns probe into to environmental concerns (Bleda & Valente, 2009; Shao, 2016). Under the domain of environmental concerns, researchers mainly focus on the recycling of resources (Geiger, et al, 2017; Janssen et al, 2017), Green consumer behavior (Rahman & Reynolds, 2019) and ecologically responsible behavior (Chow, Cheng & Cheung, 2019).

Researcher observers found attitude, knowledge, pricing and product’s confidence/compromise as important factors to understand green consumer’s behavior on theoretical grounds. Attitudes represent the consequence of green consumer behavior is different among individual attitudes toward green consumption (Ajzen, 1991). Past literature shows a significant relationship between attitudes and green consumer behavior. Environmental knowledge has been considered to be the
main motivator of green consumer behavior (do Paco, Shiel & Alves, 2019). Behavioral literature shows a positive and significant relationship between knowledge and behavior (Lin & Niu, 2018). As indicated by McDonald and Oates (2006) the expression "subjective information", is referred to as what shoppers need to know, might be erroneous and in this way not quite the same as "target learning", which speaks to a beguiling issue. Knowledge may be used as a variable in the relationship between green consumption and behavior (Cohen, 2003).

Cost savings and price are closely connected to any utilization procedure (Gummesson, 2008), and the green purchaser is not willing to pay installments (Chen, 2001). Excitingly, the cost has a proper impact when we consider green buys. Sriram and Forman (1993) proposed an investigation of culturally diverse requests customer's item and verified that in more costly item recording (e.g. autos, clothes washers) less significance set by purchasers on ecological attributes if that aberrant paying cost premiums. Compromise and confidence also influenced Green consumption behavior (McDonald & Oates, 2006). On the one side, the bargain is identified with customer's status to exchange off between individual expenses and ecological advantages. This changes into customers' eagerness to: Pay cost premiums; Lower levels of execution, as well as appearance, was acknowledged; having all the more understanding about issues in condition and items in individual; and. Additional time and exertion are spent on hunting down green items with limited accessibility in greater part dissemination stores. On the opposite side, the discernment surveys certainty that particular issues about ecological are genuine issues and the use of those items will have a genuine and noticeable effect. Another critical element debilitation certainty is "greenwashing", arranged by deluding ecological cases, bringing about a straightforward impression of a green item (Leonidou et al, 2011). In this way, green items are for the most part seen as "limited time movement", "PR stunts", "ecological enactment with straightforward consistency" and "problematic and aimless green cases slapped on Un-changed items in endeavors to expand deals" (Peattie & Crane, 2005, p. 361), which discourages any market accomplishment.

2 Literature Review

In this study, an interpretive, naturalistic approach that is qualitative is adopted. The study aims to explore the demand and consumption patterns of consumers towards green products in their terms. A purposive sampling technique with the criteria that each participant should be consumer of green product is used. Purposive sampling is a useful technique to collect responses form genuinely interested informants and avoid non-serious respondents that may affect the outcome of the research (Khan, Ahmed, & Najmi, 2019). The data was collected with the help of semi-structured interviews with the green consumers who voluntarily participated in this study (organic food, cosmetic, hybrid cars and homemade product consumers). The information collected from interviewees having appropriate knowledge of environment and consumption pattern enhance the likelihood of offering theoretical reflection and elaboration of emergent theories (Eisenhardt, Graebner & Sonenshein, 2016; Eisenhardt and Graebner, 2007). This study consists of ten in-depth semi-structured interviews with Pakistani green consumers selected from academia, household and environmental NGOs. Seeing the dearth of research in concerned domain Carson et al. (2001) suggested in-depth interviewees of six to 12 informants as a representative sample size for research. The interview consisted of two parts: the first part explored the demand for green consumer’s product and the next part explored the consumption practices of green products. The guidelines suggested by Luzzio and Lemke (2013) are adopted for the semi-structured interview. The questions posed in the interview are presented in Table 1. All the interviews were conducted by the same author followed by the interpretation process through rigorously followed the hermeneutic process outlined by previous research (Luzzio & Lemke, 2013). Data were analyzed by using tabular method to facilitate cross-comparisons (Rubinson, 2019). The process comprising
of recording, documenting and systematically transcribing interviews. For each interview, the interview was digitally recorded and transcribed into English. The transcription was closely readout and developing the whole sense for coding of responses (Flick, 2009). To systemized the responses each interview was categorized into tables considering the most important themes under research. Following interpretivist and replication logic for theory development, this research use intext quotes linked with relevant literature to explore the relationship between emerging theory and empirical evidence (AngelOlofinbiyi & Steyn, 2019).

Table 1: Guidelines for the Semi-Structured Interview

<table>
<thead>
<tr>
<th>Product Demand</th>
<th>Consumption Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1: Why do you buy a green product?</td>
<td>Q9: How fo you gain knowledge and search for the product information?</td>
</tr>
<tr>
<td>Q2: How do you feel about green product prices?</td>
<td>Q10: How do you feel about the alternative modes of consumption outside the marketplace that is homemade products?</td>
</tr>
<tr>
<td>Q3: Do you think green products are more expensive?</td>
<td>Q11: How do you feel about boycotting the product in the marketplace?</td>
</tr>
<tr>
<td>Q4: Why do you think green products are more expensive?</td>
<td>Q12: Why do you avoid purchasing products in supermarket?</td>
</tr>
<tr>
<td>Q5: Why are you willing to pay more for green products?</td>
<td>Q13: How do you consume and dispose of products?</td>
</tr>
<tr>
<td>Q6: Why do you have confidence in green products?</td>
<td>Q14: what do you demand from the seller to help you have that use and disposal behavior?</td>
</tr>
<tr>
<td>Q7: Why do you prefer green product even having low performance, functionality and appearance?</td>
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<tr>
<td>Q8: How do you define a green product in marketplace?</td>
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</table>

3 Findings

3.1 Product Demands

Reasons to buy green products. The Pakistani consumers which we interviewed listed environmental factors as major determinant of their decision to consume and spend. Factors such as health and the origin of the product are listed among the two important factors influencing the spending choices of the consumers. These findings can be represented by the following quotations from the interviews:

3.1.1 Association has Drawn between Green Products and Healthy Products

Green consumers value the environment and their health, it is something which is also valued by healthy consumers. This provides a good strategy to the green consumers, as there is a large market for them to expand their product in. I started using green products because I was environmentally conscious. I later realized that these products are also beneficial for my health. Therefore, I switched to green products as these products are safe for the environment as well as good for my health. My consumption of organic food is driven both by environmental and health reasons. I cannot value or emphasize one reason over the other. For me, they make the complex whole.

3.1.2 Association between Green Products and Domestic Products

I choose and value domestic products to favor and support the national economy of Pakistan. Sometimes I have to choose between green products which are imported and domestic non-green products. I tend to choose domestic products in any case.
I will support my national economy even when the products produced by the national economy are not environmentally responsible. This does not mean that I do not believe in free trade among countries. But I will still favor my own country.

When the consumer was asked the reason for which they prefer domestic products, with the possible reasons being consciousness for environment, national economy or due to social reasons, they realized the trade-off which existed when they chose either domestic Pakistani products or foreign products. The consumers stated that it was very difficult to choose between domestic products or foreign products. Many other factors, not just environmental, come into play, influencing the consumption decision.

The relationship between environment and health is very easy to understand and to draw the link. The link between environmental reasons and choice for domestic products is more complex to understand and demonstrate. Consumers in Pakistan are also critical of the lack of the availability of environmentally conscious products in the domestic market.

3.2 Product Attributes

Unlike conventional popular products, organic products especially personal care products are subject to very severe scrutiny. According to interviews one of the major reasons behind high standards is that these are personal care products. Consumers usually use the products on their faces, hair and skin so they make sure the product does not have anything they consider unhygienic or are allergic to. These products are high stake products because they have a visible impact one’s personality and outlook. A small mistake can change the impression of someone or can subject him or her to a significant amount of ridicule in certain circles. That is why a person purchasing organic personal care products is extremely careful in the selection of their product. Since they are sacrificing more money and effort on the purchase of organic products for the sake of the environment, they try to make sure that all this effort is not in vain. We have identified the following elements in our study from the interviews.

3.3 Product Disposability

Since a person invests so much effort for the sake of environment, they try to make sure that the product is not harmful to the environment. A product’s disposability is one of the things potential customer seeks. The person purchasing makes sure that he or she does not have to walk an extra mile for disposing of the product when there is no use left. It should be biodegradable, the product or its packaging should not require special treatment or synthetic process to be deluded in the environment. They also try to make sure that the product does not harm the environment in any way when disposed of.

The product should be disposable like without harming the environment.

I shouldn’t have to put any effort into disposing of it when there is no usage left.

3.4 Packaging Recyclability

It is noted by some of the respondents that usually a problem is conceived in safely disposing of the packaging after the usage. The packaging is sometimes made of material hard to dispose of safely. So, it is recommended by some of the respondents that the packaging should be easily recyclable. It should be noted that there is a significant difference between Product disposability and packaging recyclability. In the case of packaging recyclability, the concerns are about the packaging but in the case of product disposability, the concerns are about the contents of the product. For instance, there are some products like organic hair removing cream or organic face
mask which once opened cannot be preserved for a long time and if some of the content remains after usage the customer will not be using it for some time, if there is nobody hair remaining after first use then there is no further use of the hair removing cream left until the hair grow back. As the product expires before further use the remaining contents are to be disposed of. Product disposability is concerning this issue.

The packaging should also be organic don’t you think.

It should be recyclable, green packaging especially.

### 3.5 Ingredients Used

The ingredients of conventional products are usually synthetic and if any objectionable contents are being used, they are synthetically processed to make them acceptable usually. Such a luxury is not available to organic products since they are made of natural components without synthetic processes. As a result, users are concerned about the ingredients used in the product. The concerns in case of personal care products intensify as these products are used on the face, hair or body. No one wants to use a product using something highly unacceptable. For instance, swine fat in creams, no Muslim will agree to use pig fat on his or her skin, unless it is necessary.

The product should not have chemicals in them, the chemicals can harm our skin, I guess.

I don’t want to use products made of disgusting things no matter how well they perform, it’s personal care one uses the product on face and hair.

### 3.6 Product Safety Information

Product safety information is crucial; no one wants to know the side effects of a product. Some of the customers will leave the product if they are not sure about the safety of the product. Since organic products are not widely used, so their optimal usage criteria are widely unknown, if the criteria are given with the product consumer feels safe. Safety information is also important. Since the side effects of organic products are not widely known as synthetic products some of the customers hesitate to buy them. It safety information and warnings are properly given on the product it will increase a customer’s confidence.

- It should be written on the packaging on how to use it safely and get better results. You know, it’s a new thing we are not accustomed to using.
- If there is something that can harm; like smell, or harm from excessive use, it should be told in safety instructions when we buy the product.
- They should tell us how to dispose of the product naturally without harming the environment, safety of the environment is important.
- The expiry date should be given more visibly because these products tend to expire faster than normal products.

**Pricing Green** premiums are higher prices that consumers have to pay to use environmentally conscious products. Businesses typically claim that consumers are willing to pay the higher green premium to be able to enjoy green products. However, it was discovered through interviews that it is not a valid option as most consumers are not willing to pay the higher green premium.

One of the interviewees remarked that even though he was willing to pay the higher green premium some times, he was not willing to pay the higher green premium regularly because the costs would
be raised too high for him. The interviews further lend credence to the theory that prices are more important for more expensive products such as cars etc. However, other normal products of ordinary routine do not attract similar level of sensitivity to prices.

One of the interviewees remarked that his decision to pay the green premium depended on the ratio of the premium to the base price of the product. If premium represents a higher ratio of the base price, he would not be willing to pay the premium.

During the interviews, it is noted that setting prices for the organic product should be affordable. It is also noted that organic users are very much price-conscious in our environment; to them a product should be reasonably priced. They are looking for the utility gain, like gaining internal satisfaction. Pricing is a significant determinant for customer and as well as for organizations because it provides value to both ends. It is noted that most of the people take price as a monetary expression which in turn gives the value and benefit of product purchase.

3.7 The Product should be Affordable

Pricing is a significant determinant for customer as well as for organization because it provides value to both ends.

**Perceived Product Confidence** Most of the consumers interviewed displayed skepticism and deep doubts over the claims of the green products. This skepticism stems from the marketing tactics used by the producers of green consumers, which claim green credentials for their products without displaying much information. Due to this lack of information, consumers are not able to get reliable information about green products, affecting their choice for it. (Shaw et al, 2006):

I feel very upset and feel that I am defrauded … when I purchase something which has been advertised as green… without harmful chemicals and then when you read the details on the product written in small print, you realize that you have been defrauded. I send a feedback e-mail to the business asking them about the reasons for defrauding us… when they do not reply to send a vague reply, I tend to boycott the product.

The use of green labels is an efficient and sufficient way of gaining the trust of the consumers. However, consumers do not automatically trust the labels unless they have been issued by a competent authority such as the EU or some other trustworthy NGO. They are perceived to be trustworthy and independent. Some other findings which we have made are:

- It is important to make the criteria for awarding green label more stringent
- The brands which claim to be green should create a stronger brand image so that the confidence of the consumers in green products should be increased

The eco-label granted by the EU is more reliable as the standards awarding the label are stricter and induce confidence in me. We have to develop a restrictive label so that businesses could not manipulate the green label for their benefit, without complying with the requirements for granting the green label.

**Willingness to Compromise** Pakistani green consumers are more inclined to look at the performance rather than giving more importance to the form of green products. Green consumers are similar to ordinary consumers in demanding the functions and performance of the products, but they are not very strict in demanding color or any form of aesthetic appeal from the product.
I like the minimalist approach of aesthetics used by green products but I find it more important that the functions of the products are perfect.

**Product Characteristics** Green consumers do not find it attractive that the products were put in the market place. Consumers also choose the green product even if it is not green when it is more environmentally friendly relative to other products available in the market. There are some characteristics which are fundamental in the determination of the green product such as energy-efficient, free of unhealthy chemicals, etc.

Green products are not perfectly substitutable with conventional products; however, they will be preferred…

I use bio-fuel because it does not only affect the environment positively but also affects me financially in a positive way, as the cost of my fuel in the running of car has been reduced.

Excessive wrappings create a problem for consumers who are interested in recycling the product. There are many layers of wrapping over the product. Due to such wrappings, it becomes difficult for the consumer to recycle the many layers within which a product is wrapped. The excessive packaging is dispensable because it is not necessary.

4 Conclusion

Market managers have realized the changing trends and consumer criteria about the evaluation and attempted to respond to their demands by offering green products that are also environmentally friendly. However, market place acceptance of the green product is still weak. Thus, this research probe into the consumption behavior of green consumers. Specifically, this research attempted to explore the demand and consumption process of green consumers. The research suggested that health and the origin of the product are major themes that influencing the spending choices of the consumers. Furthermore, product attributes, pricing attributes, perceived product confidence, and willingness to compromise are the major themes emerged for the demand for green products. It was found that the demands and consumption process of consumers are not fulfilled by the green products. Interestingly it was observed that the green products are preferred by the consumers due to its unique greenness characteristic, however, the demand for conventional products is relatively high as compared to green products. Though “internal ethics” was identified as a dominant concept in most of the interviews so did “self-interest” and “hedonic” aspects for instance seeking green products with health/economic benefits with high-performance (Ritter et al., 2015). Peattie (2001) argued that no consumer deliberately and consciously damage environment. Applied in green consumption context, high compromise, low confidence and high pricing of green products were major reasons for the well documented attitude-behavior gap (Cheung & To, 2019; Haider, Zhuang & Ali, 2019; Nguyen, Nguyen & Hoang, 2019). Overall, the demand and consumption process of a green consumer seems too complex, fragmented, and inconsistent to be segmented. The present study extends the existing literature by exploring the demand and consumption patterns of a green consumer in developing market context. This study utilized a qualitative research approach by using the tabular method to identify key factors involved demand and consumption pattern of green consumers. This study provides multiple implications for practitioners and policymakers. The finding of the research is helpful for markets to bridge the attitude and behavior gap in context of green products. Findings revealed that consumer is seeking for confidence and performance from green products. Marketing managers should develop favorable perceptions about the performance and functionality of green products to convert the favorable attitude towards green products into actual buying.
4.1 Limitation and Future Recommendations

This study has several limitations. The findings of this study are restricted to Pakistani consumers. So, to increase the generalizability of the replication of the results of this research in different cultural settings with different products is required. Furthermore, the findings of this study have not examined empirically, so the empirical investigation will provide some useful insight into the phenomenon. As the green products and consumption process remain mysterious and require more probing. It will be a worthwhile question to explore the similarities and dissimilarities by contrasting and comparing viewpoints of conventional and green consumers with the help of conjoint analysis. Future scholars are advised to start with a meta-analysis of the literature to clearly distinguish between the terminologies used.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>Age</th>
<th>Product</th>
<th>Duration</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kerin Humair</td>
<td>MS (MS)</td>
<td>34 (housewife)</td>
<td>Cosmetics</td>
<td>110 min</td>
<td>Saddar, Rawalpindi</td>
</tr>
<tr>
<td>Shaharyar Khan</td>
<td>MS (MS)</td>
<td>26 (banker)</td>
<td>Hybrid car</td>
<td>120 min</td>
<td>Westrage, Rawalpindi</td>
</tr>
<tr>
<td>Farha Irfan</td>
<td>MA</td>
<td>40 years (housewife)</td>
<td>Home made products</td>
<td>50 min</td>
<td>Saddar, Rawalpindi</td>
</tr>
<tr>
<td>Syed Ahsan Zafar</td>
<td>MBA</td>
<td>28 (banker)</td>
<td>Hybrid car</td>
<td>100 min</td>
<td>SZABIST, Islamabad</td>
</tr>
<tr>
<td>Aleena Jilani</td>
<td>BBA (hons)</td>
<td>23 years Student</td>
<td>Organic food</td>
<td>70 min</td>
<td>SZABIST, Islamabad</td>
</tr>
<tr>
<td>Shahnawar Atif</td>
<td>MBBS</td>
<td>32 years doctor</td>
<td>homemade products</td>
<td>70 min</td>
<td>Behria town, Islamabad</td>
</tr>
<tr>
<td>Asim Azher Shah</td>
<td>MBA</td>
<td>26 years teacher</td>
<td>Organic food</td>
<td>40 min</td>
<td>I-8, Islamabad</td>
</tr>
<tr>
<td>Abeera Saleem</td>
<td>MBA</td>
<td>28 years</td>
<td>Homemade products</td>
<td>50 min</td>
<td>Chakla Sacheem</td>
</tr>
<tr>
<td>Madiha Ali Wajeeka Butt</td>
<td>MBA</td>
<td>29 years</td>
<td>Cosmetics</td>
<td>100 min</td>
<td>Behria Town, Islamabad</td>
</tr>
<tr>
<td>Madiha Ali</td>
<td>MBA</td>
<td>29 years (teacher)</td>
<td>Teacher</td>
<td>90 min</td>
<td>Saddar, Rawalpindi</td>
</tr>
<tr>
<td>Rumaisa Rehman</td>
<td>BA</td>
<td>21 years</td>
<td>Student</td>
<td>40 min</td>
<td>I-10, Islamabad</td>
</tr>
<tr>
<td>Sohaib ur Rehman</td>
<td>BSc (IT)</td>
<td>25 years</td>
<td>Organic food</td>
<td>120 min</td>
<td></td>
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