The Impact of Green Perceived Value and Its Additional Multidimensional Expanded Variables Effect on Customer Attitude and Purchasing Intention for Buying Green Food Products: A Case of Pakistan

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ABSTRACT

The main objective of this study is to determine the relationships between Green perceived value and its multiple attitudes towards buying the green items, affecting the consumers' intention to purchase the green edibles and to explore the leading role of GPV attributes on consumer behaviors for the food industry. The Attitude to purchase green products is influenced by independent variable GPV and its multiple sub-constructs (Functional value, Conditional value, social value, Emotional value, Individualistic values, and Collectivistic values. Whereas attitude to purchase green products and the purchase intention are used as the dependent variables. The relevant information was collected from the 300 consumers of Karachi, a cosmopolitan city of Pakistan who has the potential of buying green products. Furthermore, the information ware tested through the PLS-SEM (partial least square - Structural Equation Modeling) software to check the effect of the sub-constructs of Green Perceived Value on Attitude to Purchase and the purchase intention respectively. Results of the study show that the Functional value, Conditional value, social value, emotional value has a strong positive and significant impact on the attitude to purchase green products while individualistic and collectivistic values have a positive but insignificant association with the attitude to purchase green. Also, a positive and significant impact is observed from Attitude to purchase on the purchase intentions. This study provides valuable insights to marketing managers on how the overall perception of green products influences the consumers which will then help them to develop effective strategies for the consumers to go green. The research focuses on the overall organic industry to gain market position by giving good customer experience by identifying strong variables that would influence their perception to purchase green products.

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1. Introduction

The need of economic development has destroyed the environment in turn increasing the socially associated problems (Shu yen Hsu et al, 2016). It is noted that the most obvious negative impact on the environment includes pollution of water, land, air and destruction of the forest. Also, rapid changes in the technologies have led to depletion and deterioration, a result of human acts (Capstick et al., 2015; Ehrlich and Ehrlich, 2012). So, protecting the environment has become a huge concern globally and a lot of literature has been written about the destruction of low-carbon emission (Bord et al, 2000; Renukappa et al, 2013; Alwan and Jones, 2014; Li and Lin, 2016), manufacturing of green products (Bhattacharya et al, 2015) strategies

and methods for sustainability (Harik et al, 2015) and purchasing responsibly (Winter and Lasch, 2016). But very negligible and trifle thought has been given to the topic of buying green edibles in developing countries such as Pakistan. (Akbar et al, 2019).

Additionally, food industry is one of the major affected industries of the environmental destruction – considering a report from FAO 2016, Food and Agriculture organization of the UN which asserts that the climatic change places a huge threat to the rate of food being produced with conventional and old agriculture methods influencing consumers to think that organically grown food has far more nutritional value than the traditionally cultivated farmed edibles (Shu yen Hsu et al, 2019). Also, it has become clearer that consumption increase is considered to have a disruptive effect on the natural balance of the environment (Koller, Floh, & Zauner, 2011). Thus, to save the planet people are going green and are more acceptable to this concept of consuming green after understanding how it relates to global warming (Whitmarsh, 2009). For the purpose of saving and sustaining the nature and decreasing the destruction of the planet, companies are also going green as more and more users are switching to eco-friendly products (Ronnie Cheung, et al, 2015).

This shows the importance of perception in the consumers buying attitude. Moreover, consumer's purchasing depends on how it sees its organization. If he perceives that his chosen company is friendly towards the environment, a green visualization of the institute is structured in the mind, creating a trust factor in it's being good to the environment (Punyatoya, 2015). Also, Previous studies show that the word "Green" has taken the place of words such as "eco-friendly" or "environmental responsibility" and is extensively used to explain the good practices for the world's environment (Aschemann-Witzel and Aagaard, 2014). Environment protection has given rise to green purchasing which is the behaviour of customers who think that their personal usage will impact the climate so they try to implement the decision of buying for global change. (Kautish et al, 2019; Chen et al, 2016).

Subsequently, the changes in the environment do affect the individuals regardless of their age, and the new generation will have a major influence of the changes and face the environmental challenges in their lifetime (Naderi and Steenburg, 2018). This concern has led to a boost to an eco-friendly attitude and has increased the demands for green (organic) products which has created academic and practical interest towards Green perceived value (GPV) of products (e.g. Lin and Huang, 2012; Masini and Menichetti, 2012; Schuitema et al., 2013; Suki, 2016). Perceived value is believed to play a crucial part in longer customer relations, affecting consumer's attitude as well as influencing their intention of purchasing (Zeithaml, 1988; Zhuang et al, 2010; Shu Yen et al, 2019) that is why the chosen independent variable is "Green Perceived Value".

Additionally, observations resulted in developing a vast understanding of how different items come under the category of GPV (Functional value, Conditional value, Social value, Emotional value) which influences the purchasing behaviour of Green (Organic) edibles, to increase understanding of how behavioural intention of the customers will incline towards buying green food (Woo and Kim, 2019). According to (Babin et al., 1994) Functional value is a relationally related variable that is directly connected with collection of the information. For, Sweeney and Soutar (2001).

Conditional value points to the situations that are influential to the choices which can happen on occasions, only one time or in crisis (Sheth et al., 1991) and depends on the judgement of the value in a unique occurrence (Holbrook, 1994). So, (Woo and Kim, 2019) addresses the importance of the conditional value by stating that discounts, easiness in availability of the products and sales and promotions does influence the consumers' attitudes.

Social value is the apparent value perceived by the special and specific groups of users who have been associated with it (Sheth et al., 1991). Social values are termed as long-term beliefs that are instilled in individuals as suitable conduct and way in the society. (Blamey & Braithwaite,1997). In other words, in a social value situation where society has unique norms, ways of association and unique identity and emblematic meanings probably gets created (Firat and Venkatesh, 1993). Moreover, SV has emerged as a role which is explained as a significant variable that builds-up, increases and retains the relations with the customers and their communication with others (Dholakia et al., 2004; To et al., 2007). Consequently, SV is

reflected as camaraderieship, support from the society and a closeness formed when one interacts with others (Vock et al., 2013).

Emotional value is directly related to positive upheaval in the consumer's feelings once they have used or undergo a service (Sheth et al.,1991). Thus, EV collectively comprise of values which are feeling secured, comfortable, romantic, passionate, fearful, enthusiastic and guilty (Hirschman & Holbrook, 1982). Emotional value is a complete evaluation and opinion of good and bad observations during entertainment or escapism (Overby and Lee, 2006). They are also the positive feelings that encourage consumers to use the products or services (Sheth et al., 1991; Sweeney and Soutar, 2001). Thus, the emphasis on EV by the researchers shows how important and significant are the feelings of delight and ease is for the consumers. Aagerup, U., Frank,A. and Hultqvist, E. (2019) proposed that consumers prefer products that have emotional green declaration instead of the rational green assertion. Subsequently, Emotional value is the positive feelings that are observed when consumers actively participate in buying environment friendly products (Woo and Kim, 2019).

Individualistic value is an attribute when people are encouraged to improve their personal aspects such as self-esteem, interest, joy and thankfulness (Follows and Jobber, 2000; Sharma, 2010). Likewise, people focusing on their IV will always put significance on their own individual accomplishments, getting a social upheaval and an increased capability to be in charge of people and the resources (Shulruf et al., 2007). Thus, a person giving attention to individual value is termed to feed his personal growth and egotistically self-centred agenda which is not accommodating to the society's norms or even to the climate (Magnusson et al., 2003; Ramayah et al., 2010; Perrea et al., 2014; Schuitema and de Groot, 2015). Similarly, whoever is more inclined to increase their individualistic values possess a practical and profiting philosophy (Milfont et al., 2010). So, eventually they pay attention to instant personal incentives which is directly related to the assumed costs (McCarty and Shrum, 1994).

Collectivistic value represents customers with a collectivistic culture that forms a strong communication among groups such as family, friends and colleagues in turn developing a huge sense of responsibility (Hofstede, 2001; Cho et al., 2013. Because of this every individual's behaviour is influenced by the social norms (Sinha and Verma, 1987). People with CV are the collectivistics who are mostly concerned about the community which also includes the environment. Thus, (McCarty and Shrum, 1994; Cho et al., 2013) states that these people feel compelled to save and protect the climate so the whole group can reap its benefit.

Furthermore, Attitude is termed as a unique act that relates with either liking something or disliking it through perception and then showing the result with behaviour (Ramayah et al, 2010). It reflects the conduct and the value that customer perceives of the green products that influences the customers' buying intention (i.e. the idea of repurchasing the products). Researchers proposed that Green perceived value and its multi-items do impact considerably on the buying attitude of the customers affecting the overall purchase intention for the green products (Woo and Kim, 2019). Similarly, researchers (Perrea et al, 2014; Tung et al, 2012) claim that purchasing attitude of the green products works as a connection among environmental consciousness and green purchase behaviour. It is said that people who consume food that is organically grown have a higher rate of value of perception and a positive attitude to that food which subsequently influences their intention to purchase the products in the future (Shu Yen Hsu et al 2018).

The level of Purchase intention is higher in consumers who are ecologically conscious (Gary Akehurst et al, 2012; Raza et al., 2019a). Therefore, consumers with a positive attitude towards products that are helping the environment to sustain will have an intention of buying those environmentally friendly products (Isaac Cheah and Ian Phau, 2011). According to (Manaktola and Jauhari, 2007) purchase intention is a predictable or proposed action to be taken in the future that has the chance of changing the beliefs and behaviour with respect to the concerned product.

For the past ten years, increasing economic development has boosted the level of consumption especially in energy which has destroyed the environment in speed. Because of this reason the academic researchers are more inclined towards exploring the factors that are related to behavioural environmental consumption and study the overall pattern of usage that is accelerating the negative effects. Because of these climatic imbalances the people are getting

aware of the repercussions of how their consumption pattern is affecting the health of the human beings and the overall environment. (Qasim et al 2019).

As a result, one of the solutions to decrease this negative impact on the environment is that people are trying to alter their consumption routines (Tsakiridou et al 2008). That is why recent studies show an increase in the number of industry practices and hard work of the public to boost the awareness of the long term benefits of sustainability in using green (Wang and Lin, 2017). Thus, In Europe no chemical oriented pesticides are used resulting in growing organic products with 40% less usage of the energy meanwhile maintaining the health and well-being of the pastures, animals and the overall atmosphere (Bostan et al 2019). Further, most recent data shows the top five countries which are using a large portion for organic agriculture methods are Austria, Argentina, China, USA and Spain (IFOAM- Organics International; Bonn, Germany 2018). However, even after this due to the increasing level of consumption in organic food in developed countries a huge amount of the green edibles are produced in the developing countries particularly South Asian countries (Asif et al, 2018). Regardless of the advantages related to going green, taking up organic edibles is extremely low in developing country Pakistan (Raza et al 2019b). Unfortunately, Pakistani eat a high amount of junk food as fun (Yahya et al 2013) which has reported an alarming number of deaths from heart failures in Pakistan (Afshin et al 2017). The aforementioned statistics implies that there is a necessity to classify factors that can influence the purchasing attitude of the Pakistani consumers to buy green organic food products (Akbar et al, 2019). Likewise, discovering these consumption factors is favourable for the marketers to develop attractive marketing strategies for the customers to buy organic produce and boost the sales. (Molinillo et al 2020).

The researchers Sangroya and Nayak (2017) proposed that the multiple items construct of GPV (Green Perceived Value) can significantly evaluate the buying behaviour of the customers of green food items. They endorsed that GPV (Green perceived value) should be expanded into sub-items namely (i.e. functional value, conditional value, social value and emotional value). In addition to this, prior research showed that there is a positive relation between consumer's attitude and perception which resulted in creating a construct of green purchase value's effect on green purchase intention (Chen & Chang, 2013).

Further, Limited researches have been done to explain the complexity and multiple nature of the PV, perceived value (Sangroya and Nayak, 2017) and (Kautish and Sharma, 2019) stated that the studies to examine the consumer's value orientation is scant in the Asian markets. Similarly, while very few precious studies have been carried out in Pakistan on consuming green products there is still a gap available in using GPV model for purchasing behaviour of consumers to buy green products (Woo and Kim, 2019) with added extended factor of dual personal values (Hanh Le, 2019) to Green perceived value that is why, the main purpose of carrying out this research is to find expanded sub-constructs and complex factors of the GPV, which are functional Value FV, Conditional Value CV, Social value SV, Emotional Value EV (Woo and Kim, 2019) and Individualistic Values IV and Collectivistic Values ColV (Hanh Le, 2019).

Although, (Woo & Kim, 2018) determined the influence of green attitude on the customer's behavioural intentions, a main factor of food purchasing behaviour in the food industry they were not able to identify extensive relationship between extended two key personal values, IV and ColV of GPV and the behaviour of the customers. The key focus of this study is to find out the relationship between sub-constructs of GPV in one of the major city of Pakistan, Karachi with respect to the food industry and how they affect the buying behaviour of the consumers and their intention to buying Green food products as this has previously never been carried out. In addition to this, green products not only benefit the surrounding but are good for the individual gains too. (Ertz et al., 2017). Moreover, it is very likely that the customers will have a set of values and they will see the goods differently - in their own way that will create a visualisation in the mind for future reference. Therefore, the research will also focus on two cultural personal values (Individualistic values and Collectivistic values as they are used to predict human attitude and patterns of the behaviour. (Han et al., 2017).

2.   Literature Review

2.1. Theoretical background

The theory on which this study's conceptual model is based on is known as consumption value theory. It was first proposed by (Sheth et al. 1991) who explained the behaviour of utilization in human beings but with a uni-dimensional approach on Perceived value (Sheth et al, 1991). There are three main key factors of this theory: (1) consuming actions comprises of several values of consumption and behaviour is a function of multiple consumption values, (2) Every value has a significantly changed performance in certain conditions, and (3) every value works independently from each other (Biswas and Roy, 2015). The theory by (Sheth et al, 1991) also states that the choice of consumers is the combined function of multiple consumption values to be exact functional, social, epistemic, emotional and conditional values. It clarifies the buying behaviour of consumers, their decision to buy or not to buy certain items, their preference of choosing and prioritizing products and they're not repeating this practice whenever a brand is involved (Rahnama, 2017). Also, each value varies in performance when a different product or individual is involved (Goncalves, 2016).

In recent times, this theory has been used to measure the relation of human values to environmental concerns. (Katz-Gerro et al, 2017). Such as, (Chen and Chang, 2012) stated that the attitude of the customer can be affected by their own perceived value. Earlier, studies proposed that perceived value of users will always play an important part in creating an association with the consumers. (Zeithaml (1988). Besides, this theory was backed by (Chen, 2016; Han et al, 2017; Holbrook, 2006; Sanchez et al, 2006; Masini and Menichetti, 2012; Lin and Huang 2012; Suki, 2016 and Woo and Kim, 2019) who further expanded the GPV into its multiple constructs and measured the relationships using structural equation modelling So, focusing on this Chen and Chang (2012) formed the Green Perceived value hypothesis to find out the effect of GPV on purchase intentions.

According to the authors, GPV is the created construct formed to investigate the effect of GPV on green purchase attitude and state the importance of perceived value in purchasing green. In addition to that GPV also has a complex nature and a uni-dimensional approach is not the way to explain it hence, (Sangroya and Kumar, 2017) conceptualized a multidimensional GPV model which expanded the GPV in variety of constructs estimating that four values affect the purchase intention of the customers. However, limited studies have been carried out in developing countries like Pakistan to understand how consumers are inclined towards buying green concerning GPV and the role of neophobia (Akbar et al, 2019) but none of them have added extended dual personal values to observe and investigate their effect on the purchasing attitude of the consumers. Furthermore, prior literature also advocated that individualistic and collectivistic values can affect the commitment towards green consumption and of buying green individually (Hanh Le, 2018). As no study has been carried out in Pakistan on these added dual personal values this gap is carefully considered and targeted in this study.

3. Hypothesis Development
3.1. Functional Value (FV) And Green Purchase Attitude (GPA)

Functional Value (FV) is a tangible value and holds an essential part in affecting the choices of the customers' getting the utilities and advantages (Woo and Kim, 2019). Besides, Previous studies (Han et al, 2017) showed that Functional value (FV) plays a very important part in decision making of the customers by influencing their level of attitude, perception and behavior for consumers' decision making in the buying and consuming process. Sangroya and Nayak, (2017) states that functional value addresses a more advantageous, functional and practical approach by considering the price, level of quality and convenient usage to change the perceived value of the goods in question. Similarly, (Liang, 2016) expresses that the price aspect of the functional value can have both positive and negative effects on the attitudes so cost can be considered a very important practical aspect in buying the green edible items. Therefore, to check this association the following hypothesis is developed.

H1: There is a significant relationship between the Functional value and customer attitude toward purchasing green products

3.2. Conditional value And Green Purchase Attitude (GPA)

Conditional value provides a level of value observed by consumers where different choices are present in extrinsic situations that can be predictable or unexpected such as promotions, sales or other valuable benefits. (Sheth et al., 1991). Accordingly, these conditions namely promotional incentives and price concession motivates consumers to take part in using products which are good to the climate (Caird et al, 2008). Likewise, a lot of things can create an environment which can be the cause of encouraging people to conduct a green behaviour that is environmentally friendly (Sangroya and Nayak, 2017). Also, prior research addresses the importance of the conditional value by stating that discounts, easiness in the availability of the products and sales and promotions does influence the consumers' attitudes (Woo and Kim, 2019). Similarly, Authors (Belk, 1974; Lin and huang, 2012; Wen and Noor 2015) recommended that preference of the users differ with the change in situation (time, place, promotions) so the variety of incentives, sales, and government subsidy will encourage the involvement in pro-environmental behaviour among the consumers. To check whether this theory works in the developing country like Pakistan following hypothesis is constructed

H2: There is a significant relationship between the Conditional value and customer attitude toward purchasing green products

3.3. Social value (SV) And Green Purchase Attitude (GPA)

Social value is a perceived utility while choosing a product which is influenced by consumers' connection with one or more distinct social groups (Sheth et al, 1991). Social value holds a crucial position as it relates to creating a good relationship with society by buying the green food products and influencing others to do the same. It also includes others' good impression of the person, improved stature in front of others and getting acceptance from the society (Woo and Kim, 2019). Likewise, (Sangroya and Nayak, 2017) demonstrated that people who place importance to the society's values love to protect the environment and are eco-friendly. Similarly, social value shows how society impacts the individuals' thought process creating their personality, social standing and behaviours directly related to the interaction between family and friend meanwhile creating a positive social image by buying climate-friendly goods and services (Yoo et al, 2013) and motivating each other towards green consumption to protect the environment (Suki, 2015).

H3: There is a significant relationship between the social value and customer attitude toward purchasing green products

3.4. Emotional Value (EV) And Green Purchase Attitude (GPA)

Emotional value is the positive feelings that are observed when consumers actively participate in buying environment-friendly products (Woo and Kim, 2019). Sangroya and Nayak (2017) state that if consumption is based on green products, positive emotion will be generated at the subconscious level. According to (Sheth, 1991) EV is the perceived usefulness attained through emotions, pleasant and hedonic states acquired whilst choosing among two options. Similarly, emotions of the consumer depend on different circumstances and communities and changes accordingly to impact the overall behaviour of utilization. (Testa, 2019). Also, while substituting traditional food by green food and using it users observed pleasant and positive feelings that established a theory that level of positive emotions such as satisfaction, ease etc can influence the consumers to switch towards consumption of organic edibles so, it can be said that utilizing products can affect the emotions and intention to purchase (Testa, 2019). This result can also be verified by prior researches on the consumption behaviour of the green products (Lin and Huang, 2012). Moreover, consumers' mental needs and sentiments are the key factors to influence the attitude and behavioural intention to go and buy green products (Sangroya and Nayak, 2017). Besides, people concerned and worried about the environment are keener toward buying organic and green products and services (Ozaki and Sevastyanova, 2011; Sangroya and Nayak, 2017).

H4: There is a significant relationship between the Emotional value and customer attitude toward purchasing green products

3.5. Individualistic values And Green Purchase Attitude (GPA)

Dual personal values (Collectivistic Values and Individualistic values) do impact the attitude for buying green products. Individualist values have both the positive and negative effect on the green purchasing attitude at the personal and climatic levels (Hanh Le, 2018). According to (Follows and Jobber, 2000) two things influence consumer's purchase decisions, their individual needs and the impact that it can bring to the environment. Personal buying consequences are considered to be a short-term purchase advantage and satisfaction that is often related to price for an individual (Cheah and Phau,2011; Ramayah et al., 2010). IV refers to values where people get encouraged by boosting their emotions such as good feelings, comfort and happiness (Follows and Jobber, 2000; Sharma 2010). Therefore, (Griskevicius et al., 2010) green promotions can be associated with personal and social achievements so that individualistic users who are more inclined towards boosting their social status can give importance to buying green products. Similarly, (Laroche et al, 1996) stated that an individual's behaviour is impacted by the person's information on the climate in many ways such as giving him or her facts about problems and actions taken to overcome them subsequently aiding in developing the attitude and intentions of the subjects whilst a belief system. Thus, according to (Cheah and Phau, 2011) customers who place importance to self-satisfaction will show a non-friendly attitude to saving the environment, and in reverse, it depicts that people with a high level of eco-friendly knowledge are more inclined towards having a positive attitude towards climate-friendly green products. The association is being investigated by this

H5: There is a significant relationship between the individualistic value and customer attitude toward purchasing green products

3.6. Collectivistic Values and Green Purchase Attitude (GPA)

Collectivistic value, works collectively as one for the good of society or nature (Stern et al., 1995) and when it is present in consumers, they become appropriate targeted segment for green business and as every sample of population will show different characteristics, it is important to aim for collectivistic value-oriented customers as they are more interested and dedicated to purchasing the green edibles (Hanh Le, 2018). Consequently, studies show that ColV (collectivistic value) has a positive influence on the attitude at the climatic level which will likely give full dedication to consume green (Hanh Le, 2018). Similarly, they reflect the character of social-altruistic or self-transcendent values which shows the encouragement where people can rise above their selfish behaviour (Follows and Jobber, 2000) and they are keen to share and distribute limited resources (Leonidou et al., 2010). Additionally, collectivistic people have no concern for their benefits and personal interests when purchasing green products for the good of the community (Nguyen et al., 2017b). As welfare for others, the people with collectivistic value paid more attention to the environmental concerns for their decision to buy products (whether they pose a threat to society in general) compared to individual consequences. Moreover, prior studies show that collectivistic consumers have a positive approach to the issues that are related to the climate (e.g. Cho et al., 2013; Leonidou et al., 2010; Nguyen et al., 2017b). Besides, consumers with collectivistic value are more interested to know how buying green products or services can positively influence the environment and the society (Hanh Le, 2018). To support the prior studies and understand the importance of collectivistic value following hypothesis is formed

H6: There is a significant relationship between the Collectivistic value and customer attitude toward purchasing green products

3.7. Attitude Towards Purchasing Green Products and Purchase Intention

Attitude reflects the behaviour and the value that customer perceives of the green products that influence the consumers' buying intentions (i.e. the idea of repurchasing the products) GPV and its multi items do impact the buying attitude of the customers that will affect the overall purchase intention for the green products (Woo and Kim, 2019). Additionally, attitude towards green edibles have a significant effect on purchase intentions (Paul et al, 2016; Bashir et al, 2008) indicating that attitude of the customer does have a positive influence on intentions to purchase (Michealidou and Hassan, 2008; Shah Alam & Mohamed Sayuti, 2011; Mukhtar & Butt, 2012; Abd Rahman et al., 2015). To test this theory the following hypothesis is developed.

H7: There is a significant relationship between the customer attitude toward purchasing green products and purchase intention

4.   Research Methodology

When the goal is to study the cause-effect relationship determining which variable causes which effect, explanatory research design is useful (Yin, 1994). It helps in understanding, explaining, predicting, and controlling the relationship between variables.   Explanatory research is used in this study to develop theories and hypotheses to learn the force that causes phenomenon. In addition to this, it clarifies the influential activities among the relationships and gives appropriate responses to justify the research questions and the existing associations (Raza et al., 2018a).

Quantitative approach has been used in this research as it simplifies the facts with logical, calculation based real methodologies to generate clear and precise data in every possible manner. According to Malhotra and Birks (2003) and Raza, Qazi and Umer (2017) quantitative study is best suited where numeric data is used to create models and statistical analysis. The study is based on correlational research design. Ormrod and Leedy (2010), stated that correlational research design is concerned with creating a relationship between either two different variables of the same sample or between two same variables of different samples. Thus, to measure the relationship between variables - GPV (Conditional value, emotional value, social value, functional value, individualistic value and collectivistic) with attitude to purchase green food and purchase intention this study has implemented correlational research design.

In this study convenience sampling is used. Convenience sampling is also known as non-random or   non-probability sampling where respondents are easily accessible in a geographic region at a given time (Musa, Etikan, & Alkassim, 2016). Data is collected from easily available audiences who responsibly understood and answered the questionnaire. This study is conducted through convenience sampling techniques (Raza and Hanif, 2013) and respondents were informed that the research was on a voluntary basis.

In this study, the general public who are the potential consumers of organic products (18 years onwards) from   Karachi is targeted. This audience was intercepted in universities and professional places. Sample size of this research is 300 respondents.

4.1. Questionnaire and Measurement Instrument

The main objective of this study is to determine the relationships between Green perceived value and its multiple attitudes towards buying the green items and affecting the consumers' intention to purchase the green edibles and to explore the leading role GPV Attributes on consumer behaviours for the food industry. The questionnaire items are adopted from the previous studies to guarantee its reliability and validity of the research content. (Chen and Chang, 2012; Holbrook, 2006; Sangroya and Nayak, 2017; Schuitema et al., 2013; Sheth et al., 1991; Suki, 2016. In addition to this six items were incorporated from the study of McCarty and Shrum (2001). Five-point Likert scales were designed to measure the research structure to test the relevancy of every item and show the respondents preferences, with a scale starting from "1 as strongly disagree" to "5 as strongly agree". In totality 25 measures were applied to find out the relationship between GPV and behaviour of the consumers and the change in their purchase intention. (e.g. Chen and Chang, 2012; Holbrook, 2006; Sangroya and Nayak, 2017; Schuitema et al., 2013; Sheth et al., 1991; Suki, 2016; McCarty and Shrum (2001). The questionnaire was developed in English and was validated by the field experts.

4.2. Descriptive Analysis

Table 1 represents demographic characteristics of the data collected from 300 responses consisting of 85 males that make up to 28.3% of the data, whereas the number of female responses is 215 contributing towards 71.7% of the data. According to the gathered data, it can be easily said that 73% of the respondents were aged between 18-25 numerically by giving 219 responses, 16% users from the segment aged 26-35 contributed by giving 52 responses, for ages between 36 – 45 responses recorded were 6.7% with the total of 21 responses and 45 & above segment in totality was 8 responses which added up to 2.7% of the total feedback. If we

look at the income, consumers from the bracket between Rs.18000 - 25000 took a large part in the survey by providing 131 responses which contributed to 43.7% of the total data, 82 responses were from income holders of 26000 – 35000 which comprised of 27.3% in frequency, 44 users came from the salary bracket 36000 – 45000 that contributed to 14.7% of the overall percentage and 46000 & Above income generators made 14.3% by giving 43 responses. From an education viewpoint, 60.3 % of responses came from undergraduates with 181 answers, 20% consumers that are 60 consumers have given the data, 49 potential customers were Postgraduate making 16.3% of data, 10 users did some other educational courses and amounted to 2.3% of all the data.

Table 1
Demographic

Items	Category	N	%
Gender	Male	85	28.3
	Female	215	71.7
Age	18 – 25	219	73
	26 – 35	52	16.3
	36 – 45	21	6.7
	46 & Above	8	2.7
Income	18000 - 25000	131	43.7
	26000 - 35000	82	27.3
	36000 - 45000	44	14.7
	46000 & Above	43	14.3
Education	Undergraduate	181	60.3
	Graduate	60	20
	Postgraduate	49	16.3
	Others	10	2.3

Note: n = 300

4.3. Data Analysis

Smart PLS software is used to examine and analyze the validity of the created hypothesis and conceptual model in this research, (Ringle et al., 2014), Rigdon (1988) commented that SEM has become a key factor in Academic research in a variety of fields. The Structural Equation Modeling was first developed by Wold (1966, 1982, 1985) and Lohmoller (1989) and showed a great flexibility on the proposed equations and relations between latent variables. Chin (1988).

The developers of Smart PLS were Wold and Joreskog (1982) and Wold (1975, 1980). PLS-SEM is compatible to work with unobservable variables and can even find the errors at the time of developing LV (Chin, 1998). In this study, PLS-SEM is preferred over Structural equation model. PLS-SEM works in two steps consisting of the measurement model and the structural model.

4.4. Measurement Model

Here Convergent validity and discriminant validity is ensured.

4.4.1. Convergent Validity

According to Fornell and Larcker (1981), convergent validity is determined through four criteria by PLS-SEM:

1. Individual-item reliability
2. Cronbach's alpha
3. composite reliability
4. Average variance extracted

Table 2
Measurement Model

Constructs	Cronbach's	Composite	Average

	Items	Loadings	Alpha	Reliability	Variance Extracted (AVE)
Attitude Towards purchasing green products	Att1	0.820	0.791	0.878	0.706
	Att2	0.864			
	Att3	0.835			
Conditional Value	CV1	0.776	0.798	0.831	0.621
	CV2	0.788			
	CV3	0.800			
Collectivistic Value	ColV1	0.819	0.750	0.857	0.667
	ColV2	0.837			
	ColV3	0.792			
Emotional Value	EV1	0.836	0.811	0.888	0.726
	EV2	0.868			
	EV3	0.850			
Functional Value	FV1	0.730	0.876	0.779	0.541
	FV3	0.731			
	FV4	0.746			
Individualistic Value	IV1	0.859	0.802	0.883	0.715
	IV2	0.830			
	IV3	0.848			
Purchase intention	PI1	0.763	0.743	0.854	0.661
	PI2	0.853			
	PI3	0.820			
SV	SV1	0.764	0.796	0.867	0.619
	SV2	0.762			
	SV3	0.811			
	SV4	0.809			

4.4.2. Discriminant Validity

Discriminant validity depends upon the following:

1. Square root of AVE
2. Cross loadings
3. Hetrotrait-monotrait (HTMT) ratio of correlations.

Fornell and Larcker (1981), stated that the square root of AVE should be greater than the correlational of latent constructs. Table 3, shows that the criteria has been met. The diagonal bolds represent the square root of (AVE). The AVE square root of each construct is higher than the correlational matrix of each construct, an absolute value of their correlation (Fornell and Larcker, 1981; Ali et al., 2017).

Table 3
Correlational Matrix

	Att	CV	ColV	EV	FV	IV	PI	SV
Att	*0.840*							
CV	0.420	*0.788*						
ColV	0.377	0.372	*0.816*					
EV	0.598	0.358	0.380	*0.852*				
FV	0.431	0.507	0.291	0.429	*0.735*			
IV	0.336	0.325	0.538	0.327	0.296	*0.846*		
PI	0.591	0.488	0.399	0.555	0.417	0.377	*0.813*	
SV	0.397	0.250	0.317	0.337	0.288	0.213	0.389	*0.787*

Notes: Att = Attitude towards purchasing green products; CV = Conditional Value; ColV = Collectivistic Value; EV = Emotional Value; FV = Functional Value, IV = Individualistic Value; PI = Purchase Intention; SV = Social Value. The diagonal elements (bold) represent the square root of AVE (average variance extracted)

Table 4
Loadings and Cross Loadings

	Att	CV	ColV	EV	FV	IV	PI	SV

Att1	**0.820**	0.361	0.371	0.506	0.383	0.253	0.457	0.375
Att2	**0.864**	0.361	0.299	0.483	0.346	0.297	0.490	0.298
Att3	**0.835**	0.337	0.280	0.516	0.356	0.296	0.539	0.326
CV1	0.279	**0.776**	0.313	0.231	0.409	0.238	0.371	0.169
CV2	0.351	**0.788**	0.256	0.252	0.348	0.223	0.389	0.233
CV3	0.354	**0.800**	0.317	0.353	0.444	0.304	0.392	0.183
ColV1	0.301	0.329	**0.819**	0.281	0.251	0.437	0.316	0.276
ColV2	0.320	0.315	**0.837**	0.311	0.277	0.470	0.312	0.265
ColV3	0.302	0.267	**0.792**	0.339	0.182	0.410	0.351	0.236
EV1	0.512	0.335	0.398	**0.836**	0.391	0.314	0.473	0.294
EV2	0.505	0.313	0.241	**0.868**	0.368	0.245	0.491	0.289
EV3	0.510	0.265	0.331	**0.850**	0.337	0.277	0.455	0.277
FV1	0.327	0.304	0.214	0.409	**0.730**	0.154	0.326	0.218
FV3	0.302	0.399	0.217	0.233	**0.731**	0.269	0.323	0.180
FV4	0.320	0.418	0.210	0.297	**0.746**	0.235	0.270	0.236
IV1	0.313	0.330	0.426	0.283	0.308	**0.859**	0.297	0.131
IV2	0.254	0.238	0.481	0.317	0.227	**0.830**	0.333	0.185
IV3	0.281	0.248	0.465	0.235	0.208	**0.848**	0.332	0.230
PI1	0.457	0.396	0.338	0.458	0.317	0.326	**0.763**	0.327
PI2	0.527	0.390	0.292	0.466	0.327	0.321	**0.853**	0.284
PI3	0.452	0.408	0.351	0.431	0.375	0.273	**0.820**	0.343
SV1	0.351	0.279	0.245	0.288	0.290	0.190	0.349	**0.764**
SV2	0.311	0.217	0.346	0.255	0.224	0.273	0.356	**0.762**
SV3	0.284	0.168	0.214	0.255	0.186	0.107	0.261	**0.811**
SV4	0.292	0.102	0.184	0.256	0.191	0.085	0.240	**0.809**

Table 4 shows the result of cross-loading of individual items. Each item should be highly loaded in its relevant constructs. The difference of cross-loadings between should also be greater than 0.1 as per the criteria of Gefen and Straub (2005). Table 5 shows that every variable is fully loaded in its relevant construct.

Table 5 shows the value of discriminant validity with respect to HTMT. The standard criteria for the HTMT table have been set as equal as or less than 0.85. This criterion for HTMT is a method to check whether the discrimination validity is up to the mark or not, stated by (Henseler, 2016) Table 5 shows that it meets the benchmark.

Table 5
Heterotrait- Monotrait Ratio (HTMT) Results

	Att	**CV**	**ColV**	**EV**	**FV**	**IV**	**PI**	**SV**
Att								
CV	0.560							
ColV	0.490	0.517						
EV	0.746	0.469	0.487					
FV	0.637	0.802	0.441	0.623				
IV	0.419	0.427	0.697	0.408	0.434			
PI	0.767	0.678	0.540	0.716	0.639	0.491		
SV	0.495	0.323	0.407	0.416	0.416	0.264	0.502	

Notes: Att = Attitude towards purchasing Green products; CV = Conditional Value; ColV = Collectivistic Value; EV = Emotional Value; FV = Functional Value, IV = Individualistic Value; PI = Purchase Intention; SV = Social Value.

4.5. Structural Model

The statistical reference is carried out in the form of multiple regression analysis that will help in explaining the relationships between Dependent Variables (DV's) and one or more IVs Independent variables and state their level of dependency on each other (Ashley Crossman, 2019). According to Wixom and Watson (2001), the hypothesis is defined by the size, sign, and significance of the coefficients among dependent and independent variables. The value of coefficient represents the degree of impact of independent variables on dependent variables, whereas, p-values define the significance of the hypothesis. The p-values will remain under 0.1 if the hypotheses are significant. Table 6 demonstrates path analysis of the research

model. It can be seen that all hypotheses are accepted except the H5 and H6 because the significance of both is above the value of 0.1.

Table 6
Standardized Regression Weights for the Research Model

Hypothesis	Regression Path	Effect Type	SRW	P Values	Remarks
H1	FV -> Att	Direct effect	0.103	0.051	Supported
H2	CV -> Att	Direct effect	0.141	0.019	Supported
H3	SV -> Att	Direct effect	0.165	0.002	Supported
H4	EV -> Att	Direct effect	0.407	0.000	Supported
H5	IV -> Att	Direct effect	0.062	0.276	Un-Supported
H6	ColV -> Att	Direct effect	0.054	0.367	Un-Supported
H7	Att -> PI	Direct effect	0.591	0.000	Supported

Table VI. Path Analysis
Note : SRW = Standardized Regression Weight, P < 0.1

5.   Discussions

Consuming green food has become a global wide issue in recent years and previous studies (Woo & Kim, 2019) attempted to examine the relationship among GPV with its sub-constructs, attitude and intention. The constructed model in this study is both reliable and valid and the major objectives of the study are supported by the results in Table VI. The results show the good measurement and structural model, and support the five hypotheses out of seven.

(H1) The path between FV and Attitude is significant, and positive, (p = 0.051 and β = 0.103) the relationship is consistent with the past literature (Ida Yulianti., 2013; Chen and Chang, 2012; Hur et al., 2013; Sangroya and Nayak, 2017; Woo & Kim, 2019). The results imply that for users in Pakistan, the possible motive behind buying green food can be increasing the functional value i.e having an affordable price range and getting quality products and benefits (Rahnama, 2017; Tobin et al, 2011; Haung and Lee, 2014).

The second hypothesis (H2) is also supported and shows a significant and positive relationship (P = 0.019 and β = 0.141). The result is supported by the studies of (Woo and Kim, 2019, Sangroya and Nayak, 2017). It indicates that customers' attitude towards purchasing environment-friendly products will considerably increase when the situation presents them with Conditional value namely sales, price reductions, ease of availability and promotions.

(H3) The path between social value and Attitude to purchase green products is significant and positive hence supports the hypothesis (P = 0.002 and β = 0.165). The results are consistent with the research of (Woo and Kim, 2019; Khan and Mohsin, 2017; Solaiman et al, 2017; Akbar et al, 2019).   The outcome implies that positive self-image, influencing others and getting the approval and support from society are the main social values that will increase the consumers' attitude to buy organic food (Ali et al, 2019; Akbar et al, 2019).

(H4) is the relationship between Emotional value and attitude to purchase green products. The association is supported with significant value (P = 0.000 and β = 0.407) and positive association indicating that the emotions do play a very important role in purchasing green products. The studies which support the results include (Woo and Kim, 2019; Finch, 2006; Lin and Huang, 2012; Ali et al, 2019; Akbar et al, 2019) This implies that emotions (positive or negative) are the key factors to boost the attitude to purchase. If the consumers' experience of organic edibles is good their positive emotions will increase ultimately the attitude to purchase will go up and vice versa.

(H5) P > 0.1, β = 0.062 is the association between individualistic value and attitude to purchase green products and the results shows the insignificant but positive relationship (Hanh Le et al, 2018; Perrea et al, 2014). The logic behind the association is that individualistic value

is aligned with personal beliefs which do not relate with society's concerns and consumers will always opt for their own needs hence resulting in an insignificant connection.

H6 (P > 0.1, β = 0.054) shows the insignificant but positive relationship (Hanh Le et al, 2018; Higueras-Castillo et al, 2019. The logic behind collectivistic value (social norms) association with Attitude to purchase shows that collectivistic culture has a strong positive influence on the consumers to go green so if collective pro-environment values and beliefs are instilled in the society consumers will have more concern towards protecting the environment.

(H7) The path between Attitude to purchase green products and purchase intention is significant and positive, thus hypothesis is supported (P = 0.000, β = 0.591). The result is supported by prior studies and shows a strong dependency between the variables (Woo and Kim, 2019; Sangroya and Nayak, 2017; Akbar et al, 2019) It implies that when green products are consumed positive attitude is developed at an unconscious level which will increase the purchase intention for the years to come.

6.   Conclusion and Recommendations
6.1.   Conclusion

The objective of the study is to understand the extended construct of GPV and its effect on Purchase Attitude and Purchase Intention. The data was collected from the general public of Karachi who are seen as potential consumers through a carefully structured questionnaire in English. The model includes Independent Variables under GPV which are Functional Value, Emotional value, Conditional Value and Social value, Individualistic value, Collectivistic value and Dependent variables Attitude to Purchase and purchase intention. Hypotheses created were then checked through PLS-SEM and results supported five hypotheses that are proposed in the study which are functional value, conditional value, social value, emotional value, individualistic value and collectivistic value have a positive and powerful association with buying attitude which is then strongly related to the purchase attitude and purchase intention. This investigation is carried out on the everyday life organic edibles such as milk, cheese, vegetables, and other toxin-free food. The results will aid the researchers, Marketers, the private and public companies, managers and entrepreneurs to provide understanding of the consumers' behavior, preferences and needs and create products and strategies so that consumers are more inclined to go green and protect the environment.

6.2.   Recommendations

To increase the purchase level of organic edibles, functional value (β = 0.103) (price) should be targeted first keeping the cost low so that the majority of the people can afford it. Similarly, focusing on the Conditional value (β = 0.141) the production level of organic produce should be increased with the government's support to cater to the country's vast population by increasing their ease of availability. Also, the market should create an approach to sell these products at a reasonable price with good promotions, alliances, sales and discounts influencing buyers' attitude to purchase organic food frequently. Moreover, restaurants and franchises should offer cost effective healthy meal options giving customers a choice.

Social value (β = 0.165) is the basic for creating awareness about protecting the environment. For this purpose, marketers can create marketing campaigns using emotional appeal through digital and paper media using celebrities to influence the customers to create a better image by going green, letting go of bad choices and to lead a healthy lifestyle.

Further, as emotional value (β = 0.407) is a very big part of the Pakistan's culture a focus should be given to provide consistent and high quality green product assuring positive experience. The market leaders should emphasize on creating digital communities to endorse green foods and develop an online interactive family supporting this way of life. Farmer's markets should also be encouraged so that people will learn to grow and sell organic food. Pakistani thrive on what is new in the society thus motivation and appreciation for organic products will inspire people to go out and choose the right options.

Individualistic values (β = 0.062) do play a crucial part in buying decisions and intentions of Pakistani consumers therefore it is important to focus on developing and marketing content

related to the benefits of the green products so that they will be more inclined to buy them in future.

Collectivistic values (β = 0.054) depend on social norms and it's concerns. If a community strongly focuses on the going green the people will collectively influence each other and choose the options because they know that it will help them and the environment. For this purpose, an awareness program should be created among the neighborhoods by the government and the food giants to show how green edibles can help them to stay healthy while creating a sustainable community for the years to come.

Lastly, with bargains, affordable prices, alliances with different companies, maintained quality of the products, increased availability by the producers and farmer's market will develop a new sense of satisfaction prompting consumers' attitude to purchase (β = 0.591) and purchase intention subsequently retaining their customer's loyalty for the years to come.

6.3. Limitations and Future Recommendations

There are some limitations to this research paper. The first and foremost limitation is that this study only emphasizes the population of Karachi, one major city of Pakistan. So, for future studies, this research can be conducted in other cities of the country. Second, this study's respondents are the general public who can be inclined to buy organic food however further research can be conducted by consulting the market giants, entrepreneurs and small companies who are trying to bring green culture into the market. Third, few variables are taken into consideration as there is limited awareness of this topic; thus, later studies can be conducted by taking variables (Environmental value and Environmental consciousness) which are related to the environment and instead of focusing on generalized variable food researchers can focus on one specific food genre, for example, organic milk or organic meat. Lastly, a small sample size of 300 respondents has been used to verify this study so for the future it is recommended to reach out to a large population from different walks of life to get a detailed result for future analysis.

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