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Shopping Motivation and Green Consumption: A Study about Green Buying Behavior of Pakistani Consumers

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ABSTRACT

Natural resource depletion, increase in global population, climate change, and unsustainable consumption behaviors have all wreaked havoc on the ecosystem around the world. Increased consumption of green products is among the most effective strategies in adoption of sustainable consumption. The purpose of current research is to investigates the effect of shopping motivation (utilitarian) antecedents' impact on utilitarian motivation and also discussed the mediating effect of utilitarian motivation on the association between utilitarian motivation antecedents and intention to purchase green products. Online survey was used to collect the data and SEM(structural equation modeling) was used to analyze data. The antecedents of shopping motivation (utilitarian) influence the intention of consumer about green buying. Four out of five hypothesis were supported. The findings of current research enable practitioners and managers to formulate strategies for sustainable consumption.

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1. Introduction

Natural resource depletion, increase in global population, climate change, and unsustainable consumption behaviors have all wreaked havoc on the ecosystem around the world. Over the last decade, there has been a growing emphasis on developing policies for long-term production(Chowdhury, Paul, Sianaki, & Quaddus, 2020).However, in order to encourage sustainable development, the need of sustainable consumption has been discussed by few researchers(Kumar, Dhir, Talwar, Chakraborty, & Kaur, 2021).Sustainable consumption strives to lessen the environmental effect of goods or services through lowering consumption's environmental impact(Kumar & Sreen, 2020).Individuals' non-sustainable purchasing habits are directly echoed about forty percent of environmental harm, that is predominantly in different kinds like urban lifestyle's by-product, garbage, and is expanding at an alarming rate(T. B. Chen & Chai, 2010; Hoornweg, Bhada-Tata, & Kennedy, 2013).This dire situation necessitates drastic actions, one of which is the adoption of sustainable consuming habits. Increased consumption of green products is among the most effective strategies in adoption of sustainable consumption.

According to previous research, using green products is a wise strategy to reduce environmental damage (ElHaffar, Durif, & Dubé, 2020).Eco-friendly products are those that have a lower environmental impact than traditional items while still providing equivalent functional benefits (Jebarajakirthy, Balaji, Yadav, & Gupta, 2019).Despite increased understanding of the benefits of green products, people's intentions to buy them have remained unchanged. Several elements, such as premium pricing, culture, policies, values, and demographics, have all been studied(Jacobs, Petersen, Hörisch, & Battenfeld, 2018; Liobikienė & Bernatonienė, 2017).However, the topic of why consumers do not embrace sustainable consumption behaviors remains unanswered. Few researches have attempted to figure out what causes people to engage in sustainable consumption habits. Researchers argue that customers' purchasing decisions are influenced by their desire to buy green items, but there is little scientific evidence to back this up(Kumar & Sadarangani, 2021).Despite recent increases in consumer spending on green products, the green glass ceiling has yet to be broken (Godelnik, 2012).This is reflected in the fact that green products have a less than four percent share of global market (Gleim, Smith, Andrews, & Cronin Jr, 2013).Only a few research have looked into the relation between customer motivation and green buying intention. The goal of this study is to determine the motivational elements that influence green buy intent, as well as how customers' green purchasing intentions differ by gender and wealth.

Understanding the specific psychological instrument that underpins green consumption and providing a solution to pro-environmental action is critical for academics(Cheng, Chang, & Lee, 2020).This shows that there is an unfilled area in the literature. Consumers are also less ready to sacrifice a product's practicality and utility in the name of purchasing green products buying(Y.-S. Chen & Chang, 2013).They looked at various research studies on green purchasing behavior published between 2011 and 2020 and discovered that it varies by product category. To acquire a better understanding, focus on a single product category rather than green products in general(Chowdhury et al., 2020; Shrivastava, Jain, Kamble, & Belhadi, 2021).The garment industry's intrinsic challenges, including as pollution, excessive chemical use, and the manufacturing of hazardous waste, have a substantial impact on the industry's long-term viability.

As a result, in order to address the research gaps described above, the study looks into the impact of shopping incentive on green apparel purchase intent. The notion of shopping motivation was used in this study, which claims that consumption is driven by utilitarian motivations(Westbrook & Black, 1985).Multiple constructs influence the utilitarian factors of motivation(Holbrook & Hirschman, 1982).The focus of current research is to investigates the effect of shopping motivation (utilitarian) antecedents' impact on utilitarian motivation and also discussed the mediating effect of utilitarian motivation on the association among shopping motivation (utilitarian) antecedents and consumer intention to purchase green products. To begin, it builds on the idea of purchasing motivation, a novel paradigm for explaining consumer decision-making on green clothes (Westbrook & Black, 1985). In short, the research adds into the existing body of knowledge on shopping motivation for sustainable consumption through a comprehensive knowledge of the motivations for purchasing green garments.

2. Literature

2.1. Sustainable Consumption

Numerous studies have been conducted to ascertain the clothing industry's detrimental environmental and social effects(Shrivastava et al., 2021).The fast fashion trend, which is unique to the apparel industry, promotes the idea of purchasing new clothing on a regular basis by utilizing an agile supply chain and faster response systems (Freudenreich & Schaltegger, 2020).The researches in current area concentrate on awareness of consumer with the goal of identifying methods for enhancing existing consumer knowledge in order to promote sustainable consumption decisions(Kumar & Sadarangani, 2021).According to studies, social and environmental consciousness, as well as other criteria such as style, trend, or fit, impact apparel-related buying decisions (Gwozdz, Steensen Nielsen, & Müller, 2017).Only a small percentage of people consider sustainability a primary criterion when comparing alternatives while shopping for clothes. This study suggests that consumption is stirred by motivational factor, and that these factors can result in the intention to purchase green products.

2.1. Consumer Motivation

Causes that initiate a change in behavioral to satisfy a desire is known as motivation(Westbrook & Black, 1985).Tauber (1972) asserted that consumers shop not merely to acquire goods or services, but also to satisfy social and personal needs. Personal incentives include role-playing in which consumption is viewed as a chore, a diversion, a source of enjoyment, a means of learning about sensory stimulation, new trends, and physical activity(Mehta, Sharma, & Swami, 2014).This implies that customers shop for both utilitarian gains and gratification associated with the imaginative, emotional aspects of shopping and multisensory. Researchers have constructed consumer typologies based on their shopping motivations and classed them as utilitarian or hedonic(Kumar & Sadarangani, 2021).

Utilitarian motivation is defined as goal-directed, logical, and mission-critical motivation(Holbrook & Hirschman, 1982).Users those are motivated by utilitarian motivation purchase products for their usefulness or functional benefits. Numerous antecedents of motivation have been uncovered in research, and current research emphases on factors that have been recognized as impacting intention to buy(Babin, Darden, & Mitch, 1994).Thus, the current research examined four utilitarian antecedents: information availability, convenience, personalized offerings, and selection.

2.2. Convenance

Convenience is associated with the ability to save time and exert less physical and mental effort(Gilboa & Mitchell, 2020).This includes elements such as store proximity, product or service availability, and shopping hours. Online buying is more convenient for utilitarian shoppers than in-store shopping, and purchases are increasingly facilitated by technical advancements like as simple transaction processes, real-time product information, and information about a product's environmental impact(Kumar & Sadarangani, 2021).In comparison to in-store buying, internet purchases do not provide immediate gratification, which may be an annoyance for buyers(Yu, Zhang, & Liu, 2018).Though, online shopping convenience is bolstered by consumers' ability to shop at their leisure (Kesari & Atulkar, 2016).Convenience-driven consumers may buy for green apparel at a convenience store or online to minimize mental and physical effort and therefore contribute to sustainable consumption. Thus, we formulate following hypothesis.

H1: convenience has significantly positive association with utilitarian motivation for green buying intention

2.3. Information Availability

The Info (information availability) refers to the services or product details that consumers consider during purchase decision process (Nystrand & Olsen, 2020).Customers obtain a wealth of information while shopping online, including consumer ratings and comments, which is typically unavailable while purchasing in-store (Khare & Rakesh, 2011).As a result, the job of store workers becomes critical in providing consumers with vital information when shopping at a store(Kumar & Sadarangani, 2018).Additionally, consumers try to get information by themselves, incurring expenses in terms of money, time, and discomfort(Yu et al., 2018).Utilitarian customers make purchasing decisions based on accessible facts (Khare & Rakesh, 2011). Moreover, they found that the more information that is available, the larger the apparent control over a buying decision. Buyers inspired to purchase eco-friendly clothing may request further product information, like the item's impact on environment. Individuals may choose to purchase green products based on the numerous aspects of available information about garments. Therefore, it has been hypothesized that.

H2: Information availability has significant positive association with utilitarian motivation for green buying intention.

2.4. Selection

The term "selection" refers to the ease with which one can choose an item from an accessible assortment(Kumar & Sadarangani, 2021).These assortments are generally available, simple to get, and manageable in internet businesses(Cha & Park, 2017).Customers may view, compare, and make purchases online at their convenience and without visiting a real store, whereas a consumer may have to visit multiple stores to search the item that suits their individual criteria(Grewal, Noble, Roggeveen, & Nordfalt, 2020).When purchasing green gear for a specific purpose, buyers who purchase online save time and money by not having to travel to a physical store (Wolfinbarger & Gilly, 2001).When purchasing from internet, the item is brought to the user, and purchasers have a greater selection of available possibilities(Yu et al., 2018).For the buyers of product from internet or from physical store, businesses can display a comprehensive assortment of green attire, which may entice people with utilitarian motivation to buy green products. Thus, it has been hypothesized that.

H3: Selection has significant positive association with utilitarian motivation for green buying intention.

2.5. Customized Offering

A distinct value proposition that each store strives to deliver to clients in known as customization(Kumar & Sadarangani, 2021).Customized offerings encompass modifications to a product attributes, as well as modifications to the product packing, transaction, and transportation(Dabbous & Barakat, 2020).Utilitarian customers place a higher premium on solutions that are tailored to their specific needs and aspirations (Kesari & Atulkar, 2016).Fashion industry in prominent to offer customization to their customers, because product aspects are frequently changed. Online and value proposition is the primary concern of physical retailers strive to pitch and deliver personalization. Buyers that are utilitarian in nature and seek tailored products may desire to purchase eco-friendly products (Kesari & Atulkar, 2016).Additionally, because customizing green products fosters a sense of pride and individuality, these purchases may contribute to sustainable consumerism. Hence, it has been hypothesized that.

H4: Customized offering has significant positive association with utilitarian motivation for green buying intention.

2.6. Utilitarian Motivation

Consumers who are utilitarian obtain knowledge in order to perform a job(Babin et al., 1994; Yu et al., 2018).Objectivity and rationalism in decision making are the characteristics of consumers in the standard information processing buy model, maximizing utility by focusing on tangible rewards(Holbrook & Hirschman, 1982).Stores, whether online and in-person, can provide a wealth of knowledge about market goods, assisting utilitarian consumers as they navigate the logical buying process(Kumar & Sadarangani, 2021).In the topic of green clothes, acquisition of information, as well as other utilitarian motivations (e.g., convenience), is readily available through online and physical retailers. Information is readily available online, whereas in a physical business, a salesperson offers the necessary information(Kesari & Atulkar, 2016).Utilitarian customers have access to all the information they need to make an informed decision about purchasing green products, both online and in-store. Hence, following hypothesis postulated (Fig. 1).

H5: Utilitarian motivation has significant positive association with green buying intention.

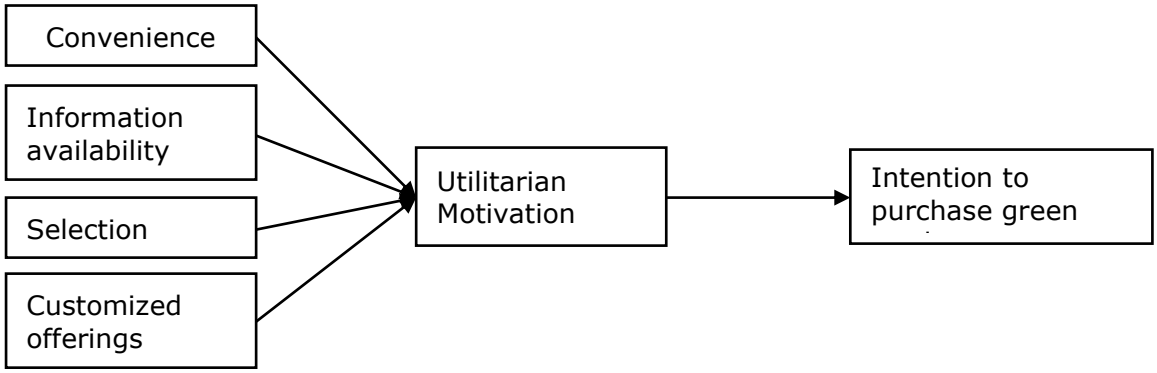

Figure 1: Theoretical Framework

3. Methodology

3.1. Questionnaire

Online survey was used to collect the data. Current study adapted the items of all variables from already established construct. The items of convenience was adapted from the study of (Kumar & Sadarangani, 2018); for customized offering items were adapted from (Han & Han, 2001); study of (O'Brien, 2010; Wolfinbarger & Gilly, 2001) were used to extract the item of utilitarian motivation, information availability and selection. Responses were gathered using a five-point Likert scale ranging from one to five (5 = strongly agree; 1 = strongly disagree). Cronbach's alpha values were greater than 0.70for each construct, suggesting the instruments' reliability (Table 2).

3.2. Details of Sample

Data were gathered through online survey from individuals who have green purchase experience. Links pf the poll was shared on different SM (social media) platforms advocating green consumerism (e.g., WhatsApp, Facebook). Additionally, the survey questionnaire was distributed via direct email to a larger pool of responders. This study used purposive sampling technique. Prior to the survey's start, the screening question was asked about green purchase experience. Respondents who answered yes to the screening criteria were allowed to continue for the completion of survey. Along with replies to research instruments, respondents were asked to answer the questions regarding demographic information (Table 1).

Table 1
Demographic Information

	N	**Percentage (%)**
Age groups		
18 to 25	82	30.37
25 to 35	87	32.22
35 to 45	75	27.78
45 to 55	21	7.75
55 and above	5	1.85
Gender		
Male	195	72.22
Female	75	27.78
Educational info.		
Intermediate	78	28.89
Undergraduate	142	52.59
Postgraduate	50	18.52

A total of 300 replies were received, and 270 responses were used in the study after outliers and incomplete questionnaires were removed. We followed Kline (2011)'s recommendation of at least ten replies per question for the sample size. As a result, a

minimum of 220 replies was necessary, taking into account the study's 22 questions. Finally, 270responses that satisfied the priori requirement were evaluated in the study (Table 1).

3.3. Data Analysis

Multi-step procedure was used to analyze the data. To begin, we analyzed the every variable construct for the confirmation of variance accounted by each items in the construct. Then, confirmatory factor analysis (CFA)was used to determine the items' and constructs' reliability and validity. Finally, SEM (structural equation modelling) was utilized to evaluate the paths that comprise the conceptual model. Fitting the model and testing hypotheses were carried out in the next section.

4. Results

4.1. Measurement Analysis

Cronbach alpha was used to confirm internal consistency reliability. Calculated values of alpha for all items were higher than the threshold value of 0.70(Hair, Black, Babin, Anderson, & Tatham, 2010).Following that, the analysis of measurement was conducted, which included a reliability and validity check. Composite reliability (CR) was used to assess construct validity, and all relevant constructs above the threshold value of 0.70 as suggested by Hair et al. (2010), proving that assessments were reliable. Convergent validity was determined by standardizing factor loading and calculating the AVE (average variance extracted). All items had factor loading values larger than 0.7, proving convergent validity. All variables tested had an AVE score greater than 0.5 (Fornell & Larcker, 1981; Hair et al., 2010).The results prove the convergently validity in the data (Table 2).

Table 2
Reliability and Validity Analysis

	α	**CR**	**AVE**	**UtMot**	**CusOff**	**Info**	**Conv**	**ITPG**	**Select**
UtMot	0.89	0.895	0.632	0.795					
CusOff	0.83	0.835	0.629	0.294	0.793				
Info	0.89	0.899	0.817	*0.216*	*0.152*	0.904			
Conv	0.88	0.895	0.813	0.286	0.084	*0.229*	0.901		
ITPG	0.76	0.758	0.611	0.513	*0.226*	0.261	0.419	0.781	
Selec	0.72	0.745	0.601	0.497	*0.213*	0.299	0.314	0.474	0.775

Bold = sig at 0.000; Bold italic = sig at 0.01; Italic = sig at 0.05
UtMot = Utilitarian motivation; CusOff = Customized offerings; Info = Information availability; Conv = Convenience; ITPG = Intention to purchase green products; Selec= Selection.
α = Cronbach alpha; CR = Composite reliability; AVE= Average variance extracted; Diagonal bold value = square root of AVE.

Following that, discriminant validity was investigated. The sq. root of the related value's AVEs were found to be larger than the correlation coefficients for the related constructs. This signifies that the data have been established to have discriminant validity, as evidenced by past investigations (Bagozzi & Yi, 2012).Additionally, the correlation coefficients were smaller than 0.70, proving that discriminant validity was accepted (Table 2).

CFA (Confirmatory factor analysis) is used to determine a measurement model's fitness. Additionally, we used IBMAMOS to do structural equation modelling and calculate model fitness values. Multiple parameters were used to calculate the goodness of fit index (e.g., χ^2/df = 1.86,NFI = 0.94, CFI = 0.97, GFI = 0.94, TLI = 095, AGFI = 0.91, RMSEA = 0.05; (Hu & Bentler, 1999)).The results show that the values given are considerably within the permissible range (Bagozzi & Yi, 2012; Hair et al., 2010).

4.2. Testing of Hypothesis

The hypotheses were examined using a path analysis, and the results suggested that four of the five hypotheses were supported.

Table 3
Results of Hypothesis Testing

Hypothesis	Path			Estimate	P	Result
H4	UtMot	<---	CusOff	0.212	0.004	Accepted
H2	UtMot	<---	Info	0.020	0.602	Not Significant
H1	UtMot	<---	Conv	0.087	0.019	Accepted
H3	UtMot	<---	Selec	0.278	0.000	Accepted
H5	ITPG	<---	UtMot	0.679	0.000	Accepted

UtMot = Utilitarian motivation; CusOff = Customized offerings; Info = Information availability; Conv = Convenience; ITPG = Intention to purchase green products; Selec= Selection.

The customized offerings (H4: β= 0.212, p = 0.004), selection (H3: β = 0.278, p = 0.000), and the convenience (H1: β = 0.087, p = 0.019) were substantially and positively related with utilitarian motivation. The association between UtMot and ITPG was shown to be substantial and positive (H5: β= 0.689, p = 0.000) However, the data did not support the association of information with utilitarian motivation H2 (Table 3).

5. Discussion

There are few research examining the relationship between customer motives and intentions to buy eco-friendly clothing. The current study addresses this gap by offering four factors of utilitarian motivation through a conceptual model in terms of intentions to buy green garments.

Multiple hypotheses investigated the positive effect of motivational factors on utilitarian and green buying intentions. Results show that convenience, customized offerings and selection were associated with utilitarian motivation in a significant way, consistent with previous research(Grewal et al., 2020).Possible reasons for this result include increased media coverage of green items, particularly the acceptance of eco-friendly consumer patterns such as wearing green garments. Additionally, eco-friendly apparel customization enables buyers to pair it with non-eco clothing. Current finding inspires utilitarian consumers, who evaluate the functionality of conventional and green garments. Surprisingly, information availability was associated with utilitarian motivation in a non-significant way, inconsistent with previous research. One possible explanation for this finding is that consumers inspired by utilitarian motivation are goal-oriented and dislike relying on publicly available information. This demonstrates that social media mostly contain unauthentic information.

On the other hand, the data suggested a substantial effect of utilitarian motivations on green garment purchasing intention. This link is significant, beneficial, and consistent with past research(Kumar & Sadarangani, 2021; To & Sung, 2015).Current finding shows that customers who practice sustainable buying are definitely maximize their benefit by focusing on the practical benefits of eco-friendly clothing. Consumers motivated by utilitarian motivation express a greater willingness to purchase green garments since it appears to be a rational answer to the sustainability problem.

5.1. Theoretical and Practical Implications

Current research demonstrates that the application of buying incentive to consume sustainably, specifically in green buying (apparels) context, adds to the motivational literature. Moreover, the study enriches literature of utilitarian motivation(Westbrook & Black, 1985). The peculiarity of this study is that it examines the relationship among motivational aspects and the purchase of green garments, a first in the field of sustainability marketing(Cheng et al., 2020).The results of current study add to the body of knowledge by indicating that only a subset of motivational antecedents was significant in

intention of green buying (apparels) context. Furthermore, the findings of current research contribute to literature about green clothes by examining an understudied cultural group of eco-friendly purchasers specifically in Pakistani context.

Current study's findings will aid marketers in developing appropriate strategies for green clothes. Adopting an effective digital marketing plan for eco-friendly clothing can be a fantastic place to start. Additionally, retailers should ensure that sales associates are knowledgeable about the green garments offered in their stores, as a scare knowledge about eco-friendly items might have inverse impact on customers' intents to purchase green products specifically apparels (ElHaffar et al., 2020; Joshi & Rahman, 2015).Moreover, marketers should place a premium on offering consumers bespoke green clothes options. By introducing design customization for garments, where customers can select final designs, you can pique consumers' interest and persuade consumers to test a new sustainable market offering.

5.2. Conclusion and Future Recommendations

The current study tried to investigate customers' motives for green purchasing via the lens of motivation theory, which identifies utilitarian motivations as a distinct type of motivation that influence individuals' shopping decisions. Current study discussed the factors of utilitarian motivation, as well as their associations with ITPG. The findings reveal that utilitarian motivation influences intentions to buy green clothes.

Taking this into account, future researchers may emphasis a more random method to data collection in order to obtain more universal conclusions. Moreover, future research could incorporate more characteristics influencing green apparel purchasing behavior. When customers choose green apparel, we propose examining aspects such as distinct cultural differences factors, desire to spend, and spending ideals. Additionally, future researches may employ a mixed-methods or experimental designs approach to capitalize on the strengths of both quantitative and qualitative research methods and gain a better understanding of sustainable consumption.

5.3. Limitations

Despite its meticulous nature, the study has a few drawbacks that future researchers should address. To begin, despite the study's extensive use of data obtained from Pakistani customers, the study's findings are not generalizable to other situations. Additional multi-county data could be gathered to help generalize the findings of current research.

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