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Examine The Antecedents of Green Purchase Behavior in Pakistan: Mediating Role of Environmental Attitude

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ABSTRACT

The green purchase behavior adoption is gaining importance in third world countries like Pakistan and researchers are exploring factors that affect the green purchase behavior of consumers. To achieve these objectives present study examined the influence of Eco-labeling, environmental knowledge and social influence that factors implicated in Pakistani consumers green behavior towards the mediating role of environmental attitude by using social cognitive theory. Quantitative method has been utilized and structured close ended questionnaire used to get data from 250 consumers in Punjab Pakistan. The statistical findings of the study revealed the four direct and two indirect hypotheses supported highlighting the importance eco-labeling, environmental knowledge, Social Influence and mediating role of environmental attitude on green purchase behavior of Pakistani consumers. Current study provides theoretical and practical contributions by extending the social cognitive theory in context of green purchase behavior through mediating role of environmental attitude. While present research delivers practical guidelines to marketer and policy makers to consider the eco-labeling and social influence while enhancing the green consumer purchasing.

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1. Introduction

Environmental problems have made green marketing more significant. Green products strive to satisfy client needs while protecting the environment. It is a highly sensitive issue for the country's people because people are concerned about environmental changes (Patwary et al., 2022). Environmentally conscious customers help reduce climate-related challenges. While organizations don't take ecological threats seriously, customers want green development. Businesses try to surpass rivals by using important approaches and green products. Consumers in developing nations getting more eco-friendly (Kumar & Sinha, 2025).

Green purchase behavior considers the environmental protection and eco-labeling, previous experiences, and the perception of usefulness (Sharma, 2024). Environmental awareness is a form of consumer environmental awareness. Consumers need to be aware of the impacts of various products on the environment with education. Environmental knowledge can influence attitudes. Environmental knowledge can influence attitudes (Giacomarra et al., 2021).

The ability to determine whether environmental factors cause positive or negative reactions. The individual's environmental attitudes affect buying green. If individuals are concerned for the planet, they'll lessen their impact on nature, affecting their green purchasing purchases. According to studies, the environmental mindset is an important factor in green purchasing. The environmental mindset of youth affects green shopping behaviors. The connection between environmental awareness and attitudes is studied primarily in advanced countries. Yet a dearth of research explores the importance of the connection between green purchase behavior and environmental attitude (Wang et al., 2020).

Considerable population growth has resulted in considerable social and environmental concerns. On the one side, Economic actions such as risky industrial practices contribute to climate change and the loss of natural resources. On the other side, they have widened economic inequities among various parts of society (Nasim et al., 2022). Furthermore, consumer indifference about the environmental, social, and cultural ramifications of increased consumption has compounded the problem. Scarcity of natural resources influences on our production potential, putting future generations' economic viability at risk (Solow, 2017).

Therefore, a considerable adjustment in present consumption and industrial patterns is required to repair the ecosystem. key cause of environmental deterioration, necessitating a shift in human mindsets. Consumerism originated to protect harmful goods, but its scope grew over time as environmental protection became a pressing issue. Green consumerism is shoppers' desire for environmentally friendly items. This shows that reducing consumption, making green purchases, and lowering emissions are key environmental variables. Green consumerism is also the social marketing of green consumption to encourage customers and seeks to restore a societal equilibrium in which personal, economic, and environmental interests overlap (Ngo et al., 2025).

Concerns over the planet's and its inhabitants' futures have grown since the 1960s. The issue that follows from this worry is, "Do we have the resources to support. This fact has led to a rise in customer interest in purchasing environmentally conscious products in recent years. An increasing number of consumers are taking action because they understand that their purchase habits result in environmental issues (Correia et al., 2023).

Green purchasing behavior is purchasing eco-friendly products and avoiding products that are harmful to the environment. Green purchases are measured by green purchasing intent and behavior. Green purchase intent is the buyer's desire to purchase green products. The purchase habits of green consumers are determined by intent (Sharma et al., 2022). Green purchase behavior is socially responsible. Green consumers are socially responsible and constantly consider the consequences of the public consumption of their private purchases. He utilizes buying power to influence society. Social cognitive theories were utilized as a theoretical framework to guide the thorough investigation of factors and their motivations during this research. It provides a unique perspective of human behavior as it is mechanically controlled and shaped by external stimuli to explain the behavior of green purchases (Kumar & Sinha, 2025).

Green product marketplaces in industrialized nations are currently seen as rapidly rising areas. In developing countries, particularly in Central and Eastern Europe, the green products market has enormous potential, which is being exploited, albeit to a lesser extent, so there is an urgent need to identify the factors determining and limiting its growth. It should be noted that market development is contingent on changes in consumer behavior, since

customers consider environmental protection factors when making purchasing decisions. Purchaser behavior on the green goods market is changing, highlighting the importance of thoroughly investigating features linked with sociodemographic characteristics that influence green product buy behavior (Sun et al., 2021).

Growing pollution threatens our planet. Carbon dioxide emission, temperature rise, and vast natural sources are global issues (Gill et al., 2023). Due to information sharing and technology, doing business worldwide has become easier. Business pollution, from manufacturing to end product, and many processes cause pollution. Green marketing promotes eco-friendly products and encourages them in eco-friendly ways. A company aims to please customers. So, the company focuses on what makes consumers buy. Various factors can motivate consumers to buy. Current research analyzed these factors and measures their effect on green purchasing behavior. Pakistan is among the twelve most polluted countries, according to the EPI. The current study examined green purchasing factors. The current research aims to understand why young consumers make environmentally friendly purchase by exploring the factors influencing their green buying behavior.

The Present study's contribution consists of theoretical and practical implications. The current study's findings provide guidelines for practitioners related to this area to improve the existing policy and regulations and create an impact for the betterment of society. The current study provides theoretical guidelines for researchers to extend the existing social cognitive theory by mediating the role of young consumers' environmental attitudes.

2. Literature Review

2.1 Theoretical Background

Green purchasing behavior is purchasing eco-friendly products and avoiding products that are harmful to the environment. Green purchases are measured by green purchasing intent and behavior. Green purchase intent is the buyer's desire to purchase green products. The purchase habits of green consumers are determined by intent (Sun et al., 2021). Green purchase behavior is socially responsible. Green consumers are socially responsible and constantly consider the consequences of the public consumption of their private purchases. He utilizes buying power to influence society. Social cognitive theories were utilized as a theoretical framework to guide the thorough investigation of factors and their motivations during this research. It provides a unique perspective of human behavior as it is mechanically controlled and shaped by external stimuli to explain the behavior of green purchases.

Environmental knowledge is a key component of health and welfare-related. Thus, it is evident that consumers are moving towards more sustainable lifestyles due to the increasing demand for eco-friendly products. Despite consumers' increasing demand for green products and their views on green practices cannot be identical for different consumer categories, nor is it possible to treat them in the same way as all consumers are eco-friendly (Mahmud, 2024). Also, issues arising from toxic gases, pollutants, chemical compounds, and other factors influence positive attitudes toward environmentally friendly products. Through education, consumers must know the impacts of different items on their environment. Environmental awareness can influence attitudes. Environmental knowledge can influence attitudes. The definition of environmental attitudes, as outlined in the literature review, encompasses a wide spectrum of viewpoints that people hold about the environment. Researchers have meticulously studied these attitudes, taking into account various factors like education, experiences, and cultural influences.

Purchase behavior involves selecting a product and so demonstrating how customers' wants are met, plays a unique function. Urban sprawl has changed consumer spending. Technology and non-sustainable products have caused environmental difficulties. After the industrial revolution during the nineteenth century, environmental contamination gained prominence (internet). Instead of focusing on societal actions, economic and environmental behavior

psychologists study the individual's behavior (i.e., which actions contribute towards preserving nature). Within the past decades, shopper behavior has been studied extensively (Sharma, 2024).

2.2 Eco-labeling and Environmental Attitude

Environmental attitude reflects the ability to assess the environmental impact of positive or negative experiences and feelings. Personal environmental perceptions affect green buying. "Green" products are those which do not cause harm to the environment or the health of humans (Waris et al., 2021). If people are concerned for the planet, they should decrease their influence on the natural world, which can influence their green shopping choices. Based on research findings, an environmental mindset is an essential element in green shopping as the behavior of youth shoppers is affected by their environmental inclinations. Eco-labeling also refers to a widely-accepted voluntary method for certifying and labeling products according to their environmental efficiency.

In addition, the exposure of consumers to social and mass media depicting the environment in which they live was assessed to determine whether it can influence attitudes and purchasing green products (Hayat et al., 2020).The connection between Eco-labeling and environmental attitudes is mostly studied in developing countries. A study is necessary to get in-depth information regarding its efficacy and results. The hypothesis is suggested in the following manner:

H1: Eco-labeling has a significant positive influence on environmental attitude.

2.3 Environmental knowledge and Environmental attitude

Industry production patterns, customer behavior, and consumption patterns all contribute to environmental issues either directly or indirectly (Hayat et al., 2020). Among other things, the effects of environmental degradation have led to global warming. For all living things to flourish and survive, their environment is crucial. Many studies have explored why people choose eco-friendly products when shopping. Some research has shown that people who care about the environment are more likely to buy these kinds of products. Other studies have found that people care about the quality of the product, trust in the eco-labeling, and the information provided. Additionally, people are influenced by their friends when it comes to buying eco-friendly products. In summary, people make environmentally conscious choices when shopping for a variety of reasons. These include caring about the environment, wanting a good quality product, trusting eco-labels, and being influenced by friends. The literature revealed that environmental knowledge significantly influences consumers' choices when it comes to environmentally sustainable products (Bala et al., 2023).

Psychological aspects, as highlighted in studies such as those by (Wang et al., 2020) play a crucial role in green purchase behavior. Consumer decisions are heavily influenced by their views, values, and level of environmental knowledge. People who are more concerned about the environment are more inclined to choose environmentally friendly items. Green products use environmentally friendly materials or packaging to reduce their environmental impact. The topic of environmental products is often complicated as it covers the effects of the product's whole life cycle on the environment. An ecologically friendly product is manufactured, utilized, or disposed of in a way that substantially lessens the environmental harm it would otherwise create. Knowledge affects how customers organize, collect, and assess the quality of products and services. Environmental knowledge is a key component of health and welfare-related. Thus, it is evident that consumers are moving towards more sustainable lifestyles due to the increasing demand for eco-friendly products. Despite consumers' increasing demand for green products, their views on green practices cannot be identical for different consumer categories, nor is it possible to treat them in the same way as all consumers are eco-friendly (Klabi, 2025). Also, issues arising from toxic gases, pollutants, chemical compounds, and other factors influence positive attitudes toward

environmentally friendly products. Through education, consumers must know the impacts of different items on their environment. Environmental awareness can influence attitudes. Environmental knowledge can influence attitudes.

The main factors influencing green behavior are the need for environmental protection and eco-labeling, previous experiences, and the perception of usefulness (Sharma et al., 2024). Environmental awareness is a form of consumer environmental awareness. Consumers need to be aware of the impacts of various products on the environment with education. Environmental knowledge can influence attitudes. Environmental knowledge can influence attitudes (Giacomarra et al., 2021). Environmental knowledge is a form of consumer environmental awareness, The ability to determine whether environmental factors cause positive or negative reactions. The individual's environmental attitudes affect buying green. If individuals are concerned for the planet, they'll lessen their impact on nature, affecting their green purchasing purchases. According to studies, the environmental mindset is an important factor in green purchasing. The environmental mindset of youth affects green shopping behaviors. The connection between environmental awareness and attitudes is studied primarily in advanced countries. Yet a dearth of research explores the importance of the connection between these two factors. Without a doubt, adding environmental information to a literature study improves the contextual awareness of different concerns. Studies such as (F. Kamali et al., 2025), for example, highlight how biodiversity is affected by climate change, which lays the groundwork for your review's examination of the ecological aspects. Furthermore, citing (van de Wetering et al., 2022) works might give depth to debates on environmental responsibility in pertinent literature by providing insights into sustainable methods.

Environmental knowledge is a key component of health and welfare-related. Thus, it is evident that consumers are moving towards more sustainable lifestyles due to the increasing demand for eco-friendly products. Environmental knowledge can influence attitudes (Giacomarra et al., 2021). Environmental knowledge is a form of consumer environmental awareness, The ability to determine whether environmental factors cause positive or negative reactions. The individual's environmental attitudes affect buying green. If individuals are concerned for the planet, they'll lessen their impact on nature, affecting their green purchasing purchases. According to studies, the environmental mindset is an important factor in green purchasing. The environmental mindset of youth affects green shopping behaviors. The connection between environmental awareness and attitudes is studied primarily in advanced countries. Yet a dearth of research explores the importance of the connection between these two factors. The hypothesis is formulated by the following method:

H2: Environmental knowledge has a significant positive influence on environmental attitude.

3.4 Social Influence and Environmental Attitude

The act of convincing or influencing other people is an essential component of interpersonal influence. It is generally agreed that interpersonal impact is one factor that determines an individual (Purboyo et al., 2022). According to the recommendation, to completely understand consumers' behavior, it is necessary to consider the impacts of interpersonal influence on creating values, attitudes, aspirations, and purchasing behavior. Consumers may learn about environmentally friendly items by getting their information from their families. Many academics have hypothesized that the purchasing patterns of consumers are influenced to some extent by the purchasing patterns of their peers. Social groups and conventions also influence consumers' perspectives on green goods (Prastiawan et al., 2021). The relationship between social influence and Environmental attitude is studied mostly in developed countries. Still, there is a lack of research to explore the significance of the relationship between these two variables.

All of these variables add to a more complex picture of how people both shape and are shaped by societal factors. Environmental attitudes are extensively examined by scholars as

a significant component influencing behavior in literary studies. While Kaur et al. (2022) discuss how environmental views affect conservation efforts, Ojo and Fauzi (2020) focus on the impact of beliefs on sustainable actions. Tian et al. (2020) also investigates the psychological components of environmental attitudes, offering insight into their influence on pro-environmental behavior. All of this study emphasizes the need to understand and address environmental attitudes to encourage sustainable actions. The above cited literature proposed the following hypothesis:

H3: Social Influence has a significant positive influence on environmental attitude.

2.5 Environmental Attitude and Green Purchase Behavior

The ability to assess favorable or unfavorable environmental effects. Green buying behavior influences a person's attitude toward the environment. Environmentally conscious people have less of an impact on the environment, influencing their choice to purchase sustainably. Research indicates that a fundamental element of green purchasing is an environmental mindset. The environmental viewpoint of young people influences their green shopping behavior. Eco-friendly product items are chosen for green purchasing and avoiding those products that are bad for the environment or not sustainable for the environment. Environmental attitudes are becoming more and more important in figuring out how people behave about sustainability and the natural world. People's behaviors about sustainability improve day by day. Academics on the topic have investigated a range of environmental views, taking into account social norms, cultural influences, and personal convictions (Gill et al., 2021).

Research conducted by Zheng et al. (2025) delve into the psychological aspects of environmental attitudes, emphasizing the role of personal values and experiences. The research conducted by Wang et al. (2020) highlights the impact of cultural backgrounds on shaping environmental attitudes, revealing the nuanced relationship between cultural identity and environmental consciousness. The hypothesis has been formulated as:

H4: Environmental attitude has a significant positive influence on green purchase behavior.

2.6 Mediating Role of Environmental Attitude

Green purchases are measured by green purchasing intent and behavior. Green purchase intent is the buyer's desire to purchase green products. The purchase habits of green consumers are determined by intent (Ogiemwonyi et al., 2023). Green purchase behavior is socially responsible. Green consumers are socially responsible and constantly consider the consequences of the public consumption of their private purchases. He utilizes buying power to influence society. Environmental knowledge is a form of consumer environmental awareness, The ability to determine whether environmental factors cause positive or negative reactions. The individual's environmental attitudes affect buying green. If individuals are concerned for the planet, they'll lessen their impact on nature, affecting their green purchasing purchases. According to study Bala et al. (2023), the environmental mindset is an important factor in green purchasing. The environmental mindset of youth affects green shopping behaviors. The connection between environmental awareness and attitudes is studied primarily in advanced countries. These findings suggest that social influence indirectly affects green purchase behavior through its impact on shaping individuals' environmental attitudes. These finding also shows that environmental attitude mediates the relationship between eco-labeling and green purchase behavior, Environmental attitude mediates the relationship between environmental knowledge and green purchase behavior, and Environmental attitude mediates the relationship between social influence and green purchase behavior. This mediation variable suggests that understanding environmental issues can shape attitudes, ultimately impacting consumer choices toward environmentally friendly products. The literature mentioned above proposed the following hypotheses:

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H5: Environmental attitude mediates the relationship between eco-labeling and green purchase behavior.

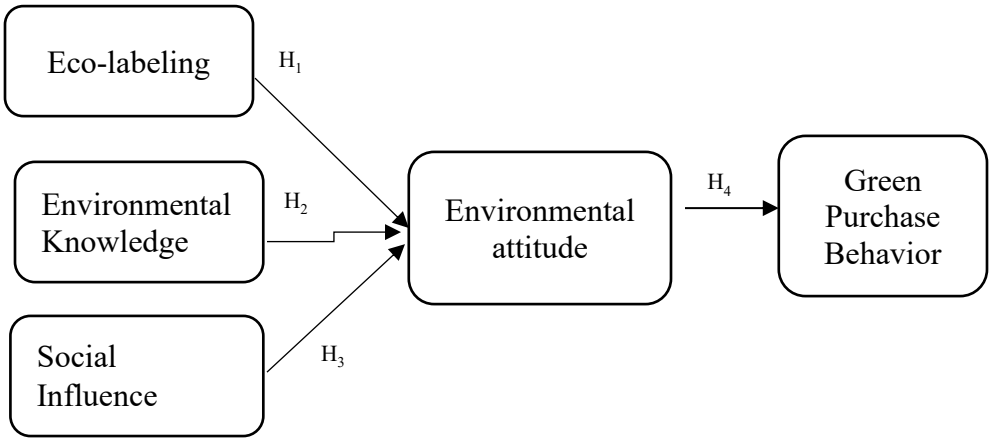
H6: Environmental attitude mediates the relationship between environmental knowledge and green purchase behavior.

H7: Environmental attitude mediates the relationship between social influence and green purchase behavior.

2.7 Social Cognitive Theory

Social Cognitive Theory (SCT) defines the impact of personal experiences, actions of others, as well as the environment on individuals' health-related behaviors. Before SCT was developed, many believed that human behavior could be affected by environmental or personal factors like behaviorism. SCT was first proposed in the work of Martin and Guerrero (2020). He believed that individuals' abilities might be physically and psychologically different because of their environment and the social context (Firmansyah & Dede, 2022). SCT highlights the bidirectional relationship between environmental and personal elements and how people behave. The SCT theory has been used to support the theoretical framework. The present study measures the green purchase behavior of People by using the SCT theory and incorporating the mediating role of environmental attitude (S. Kamali et al., 2025).

Figure 1: Theoretical and Conceptual Framework



3. Research Methodology

3.1 Research Design

The survey method used in the present study. The data gathered from the consumer in Punjab, Pakistan. The convenience sampling method used as the population's exact size is unknown. The sample size calculated through the G* Power tool with an effect size of 0.15 that carries 80% power using 0.05 Type-I error chances. The close-ended questionnaire utilized by adopting all items through a literature review. Participation in the survey was voluntary, and respondents were informed that academic research purposes only.

Respondents used a self-administered survey approach to complete questionnaires. Respondents completed and submitted 369 surveys in total. Wherein just 250 surveys were fully completed and qualified for additional examination. 169 questions, however, were only partially completed by participants.

3.2 Operationalization of constructs

The items of all five variables utilized in the current study were adopted through the

literature, as shown in Table 1. The five-point Likert scale from "strongly disagree" to "strongly agree" was used to gauge the responses from this research sample.

Table 1: Operationalization of constructs

Constructs	Items	Reference
Green Purchase Behavior (GPB)	4	(Sharma et al., 2022)
Environmental Attitude (ENA)	5	(Milfont & Duckitt, 2004)
Ecolabeling (ECL)	5	(Taufique et al., 2019)
Environmental Knowledge (ENK)	5	(Harun et al., 2011)
Social Influence (SI)	3	(Talukder & Quazi, 2011)

3.3 Statistical Tool for Data Analysis

The statistical tool to analyze the regression model was smartPLS 4.0. The partial least square method utilized to test the hypotheses in this study. The smart PLS software utilizes the bootstrapping procedure to moralize the data and calculate the direct and indirect hypothesis results.

4. Analysis and Findings

PLS-SEM technique was employed in the study through SmartPLS 4.0 to evaluate the data's inner and outer models. It was discovered that the model, which was made to be easily understood, was reflecting of itself rather than formative. Since the method for evaluating the formative assessment system and the reflecting measurement framework is very different, the model configuration was very important. The study emphasizes how crucial it is to comprehend the model configuration prior to carrying out the evaluation.

4.1 Response Rate

Respondents used a self-administered survey approach to complete questionnaires.

Respondents completed and submitted 369 surveys in total. Where in just 250 surveys were fully completed and qualified for additional examination. 169 questions, however, were only partially completed by participants and excluded from further statistical analysis.

4.2 Demographic Profile of the Respondents

Table 4.1 exhibited about the respondent’s profile. In this table, gender factor shows

male respondents have more response rate with 285 as compared to 84 who are female. While age group demographic variable results show that most respondents within the bracket of 31-40 years 118.

Table 2: Demographic Profile of Respondents

Demography	Description	Frequency
Gender	Male	185
	Female	65
Age Group	Under 20	14
	20-30	63
	31-40	89
	41-50	45
	51-60	24
	Above 61	15

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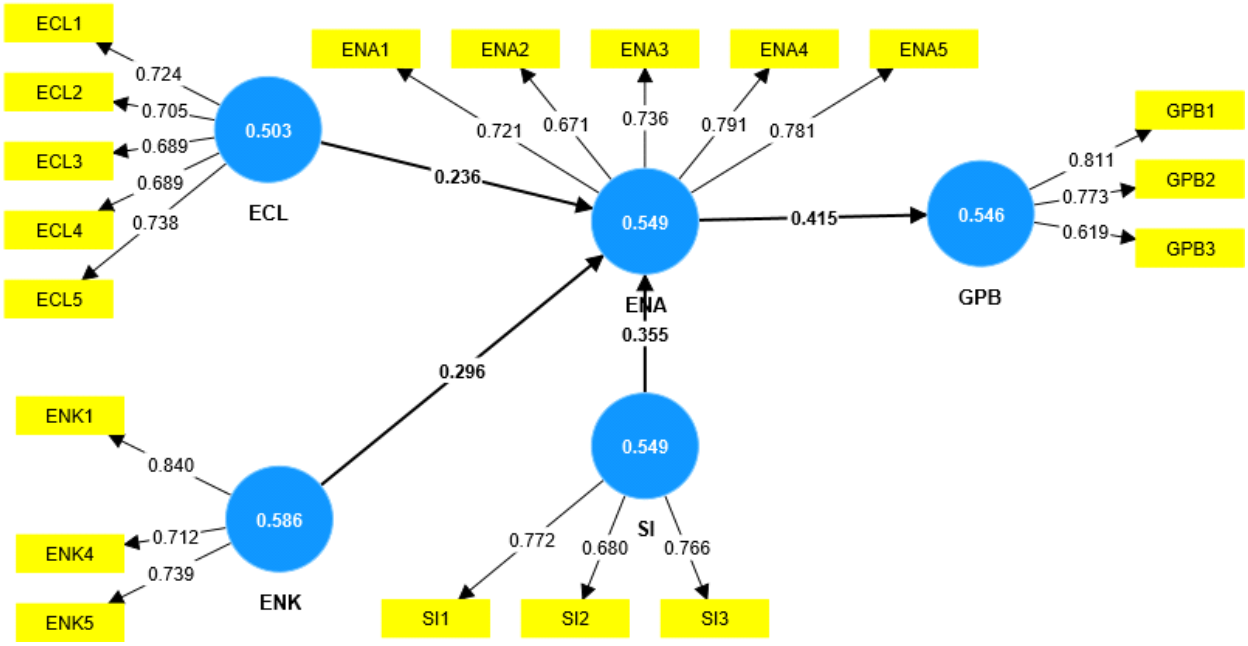
4.3 Assessment of Measurement Model

The measurement model, sometimes referred to as the outer model, is the first stage in starting a PLS-SEM study. The measuring model illustrates the items' validity and reliability as shown in figure 2. Convergent validity, validity discrimination, and specific item accuracy are included. Internally consistent the combined reliability measures are part of the individual item reliability. While convergent validity uses the measure of average variance extracted (AVE). Discriminant validity follows the Fornell-lacker method, cross loading approach. According to Hair et al. (2017) loading less than 0.40 should be removed while above 0.40 should be kept if AVE is 0.5 and above However, CR values of 0.70 and higher are necessary. Convergence validity requires an AVE of 0.5 or above.

Figure 2: Measurement Model



4.4 Individual Items Reliability

Table 3: Measurement Model Results (Convergent Validity)

Constructs	Items	Loadings	Alpha	CR	AVE
ECL	ECL1	0.724	0.757	0.768	0.503
	ECL2	0.705			
	ECL3	0.689			
	ECL4	0.689			
	ECL5	0.738			
ENA	ENA1	0.721	0.794	0.795	0.549
	ENA2	0.671			
	ENA3	0.736			
	ENA4	0.791			
	ENA5	0.781			
ENK	ENK1	0.840	0.646	0.663	0.586
	ENK4	0.712			
	ENK5	0.739			
GPB	GPB1	0.811	0.619	0.666	0.546
	GPB2	0.773			
	GPB3	0.619			
SI	SI1	0.772	0.597	0.608	0.549

SI2	0.680
SI3	0.766

4.5 Discriminant Validity

Table 4: Discriminant Validity Matrix using Fornell and Lacker Criterion

	ECL	ENA	ENK	GPB	SI
ECL	**0.709**				
ENA	0.506	**0.741**			
ENK	0.502	0.576	**0.766**		
GPB	0.456	0.415	0.427	**0.739**	
SI	0.342	0.570	0.454	0.322	**0.741**

4.6 Structural Model

This study evaluates the measurement model and its direct relationships using the structural model. It focuses on the relationships between hypothesized variables and uses the inner model to examine these relationships. Four direct hypotheses H1, H2, H3 & H4 were evaluated in Table 4.4 with all being supported by the suggested t-value. The output findings from SmartPLS 4.0 are displayed in Figure 4, showing path p-value, t-value, coefficient value, and standard errors. The study aims to provide a comprehensive knowledge of the relationship between variables and their impact on the outcomes.

Figure 4: Structural Model Direct Relationships

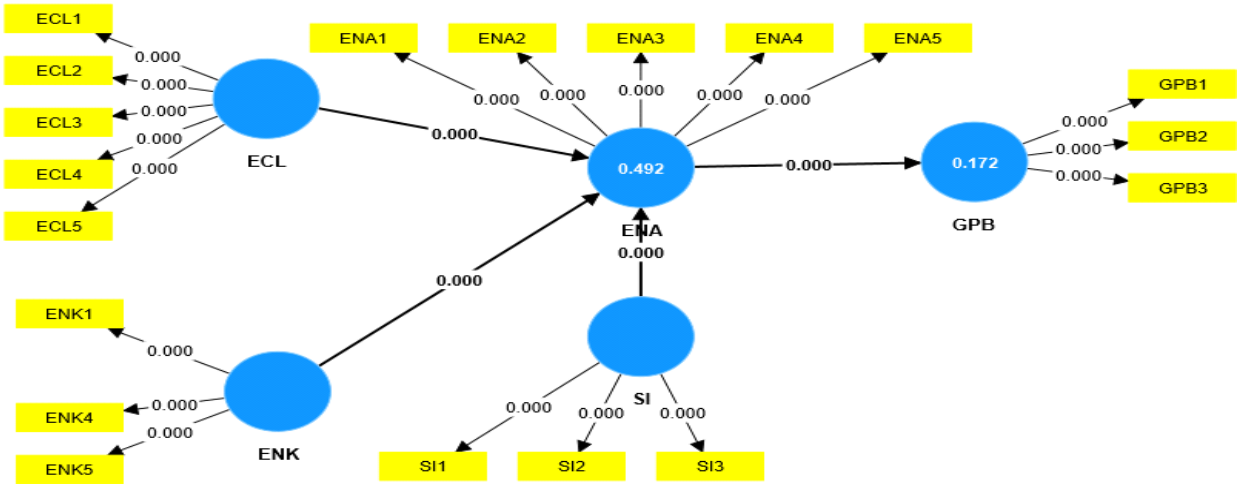


Table 5: Results of hypothesis testing (Direct effects)

Hypothesis	Relationships	Std. Beta	Std. Error	T-Value	P-Value	2.50%	97.50%	Decision
H1	ECL -> ENA	0.236	0.062	3.797	0.000	0.122	0.364	supported
H2	ENA -> GPB	0.415	0.058	7.111	0.000	0.303	0.535	supported
H3	ENK -> ENA	0.296	0.070	4.253	0.000	0.145	0.418	supported
H4	SI -> ENA	0.355	0.055	6.432	0.000	0.252	0.467	supported

4.7 Mediation Analysis

Table 6: Test of Mediation

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Hypothesis	Relationships	Std. Beta	Std. Error	T-Value	P-Value	2.50%	97.50%	Decision
H5	ENK -> ENA -> GPB	0.123	0.035	3.529	0.000	0.057	0.195	supported
H6	SI -> ENA -> GPB	0.147	0.033	4.488	0.000	0.093	0.220	supported
H7	SI -> ENA -> GPB	0.147	0.033	4.488	0.000	0.093	0.220	supported

Note: The results show in Table 4.5 all mediating hypotheses H5, H6 & H7 were supported

5. Discussion

This section focuses on the key findings from the overall study that are comparable with the study's objectives. Eco labeling, environmental knowledge social influence through mediating role of environmental attitude Green Purchase behavior. The social cognitive theory (SCT) was used to support the theoretical framework. The present study provides a theoretical framework to measure the adoption of green purchase behavior of by using the SCT theory and incorporating the mediating role of green purchase behavior as for how knowledge, awareness, and concern for the environmental attitude. Data have been collected from consumers of green purchase products to check the green purchase behavior of Pakistani people in Punjab Province. A questionnaire structured method was used in the data collection of consumers by using self- administered survey.

5.1 Implications of the Study

The present study provides a number of theoretical contributions by developing a research framework based on the social cognitive theory, including environmental attitude as mediating role. People are more concerns green products over the Punjab Pakistan. One of the major theoretical implications of the present study is including environmental attitude as mediator in the relationship between green buying behavior, social influence, eco labeling and environmental knowledge, Environmental concern by developing the green purchase behavior towards green purchase intentions in Punjab provisional level in Pakistan. This study provides new insight in existing literature and extended the SCT theory by analyzing the mediating effect of green purchase intentions on the behavior of consumers in Pakistani context.

The statistical results logically support several practical recommendations, including manufacturing firms in Pakistan to develop a greater comprehension by using the variables that affect the intentions of consumers in Pakistani culture and such as green purchase behavior and other factors environmental knowledge and social influence. These factors help practically to understand the green purchase behavior of people in Pakistan

Another contribution of the current research is to facilitate manufactures of firms who develop the green element in electronic products for the better understanding of mediation effect green environmental attitude to adopt that strategy in Pakistani manufacturing firms in small medium enterprises level. This study provides practical implication to highlight the mediation role of green purchase intentions of consumers and buyers due to the behavioral factors of people. People are concerns about the environmental factors that studied in this research.

5.2 Limitations and Suggestions for Future Research

The current study's use of primarily quantitative data is its first limitation. While in future research use mixed method approach can be used also interviews can take of the manufactures and the product users. While anther limitation that present study only examined the SCT theory factors that affect the green purchase behavior of Pakistani culture. In future we can use more than one theory factors in the research. In future we can check the cross-cultural effect of these factors to understand the cultural difference or green purchase intentions and behavior of people another factor we can use green purchase intentions as moderator in future study.

6. Conclusion

The green purchase behavior adoption is gaining importance and researchers are exploring factors that affect the green purchase intentions of people. To achieve this present study examined the impact of eco labeling, environmental knowledge, social influence on Pakistani consumers purchase behavior through the mediating role of environmental attitude by using social cognitive theory. Quantitative method has been utilized and structured close ended questionnaire used to get data from consumers in Punjab Province Level in Pakistan. The results revealed the importance of green purchase behavior of people with the other supporting factors eco-labeling social influence, environmental knowledge, with the adoption of green purchase behavior in Pakistani context. The findings of the present study emphasized the importance of mediating role of environmental attitude that facilitate managers to improve consumer green purchase behavior.

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