

Impact of Interactive Communication Channel on Consumer Buying Behaviour in Pakistan



Thesis Submitted to
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By
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Chapter No.1

INTRODUCTION

Background:

Technologist brought transform to customer capacity to utilize majority of the data. It aided individuals to receive new sources to improve their majority of the data. It also impacted the choice making capability about clients On account they need mixed bag of wellsprings will accumulate majority of the data. However, the progress previously, innovative utilize is seen incredibly Toward the utilization for web. Web changed those implying for data. Especially, the part of Online networking in data imparting may be more essential (Vinerean, Cetina, Dumitrescu & Tichindelean, 2013). It not just encouraged two-way communication, as well as aided clients towards their choice about buys. Furthermore, Online networking on the great holders kept all aided commercial enterprises will develop and grow their pool from claiming shoppers will attain solid virtual vicinity (Al Kailani & Kumar, 2011).

Green showcasing expression might have been initial talked about over a class ahead “ecological marketing” composed by american advertising companionship (AMA) over 1975 Furthermore took its spot in the written works. In this class the place the sway about showcasing ahead common nature's domain might have been investigated for those commitment of academicians, officials Furthermore different participants, biological showcasing idea might have been characterized as takes after: investigations in regards unfriendly alternately constructive effects for Ecological pollution, Vitality utilization Also utilization for other assets Concerning illustration result of promoting.

Green advertising serves two purposes Concerning illustration so as should create products that could bid of the consumer, sensibly competitive costs What's more environment-friendly items creating negligible harm would obliged. In place with reflect a picture of helter skelter quality, natural affectability and Subsequently handling about items perfect with nature's domain need aid needed. Green item dependent upon a couple features, including first growth, recyclable/reusable, holding common ingredients, holding reused content, not polluting environment, holding sanction concoction What's more not continuously tried for animals.

Those green advertising need developed In An time of time. The Development for green advertising need three periods. Initial period might have been termed as "Ecological" green

marketing, Also Throughout this time all showcasing exercises were concerned will assistance nature's domain issues Also provide remedies to natural issues. Second period might have been "Environmental" green showcasing and the concentrate moved ahead clean engineering organization that included outlining of imaginative new products, which fare thee well of contamination and waste issues. Third period might have been "Sustainable" green promoting. It went under unmistakable quality in the late 1990s Furthermore punctual 2000.

Consumer Buying Behaviour:

The eagerness of a representative on provide for inclination to items Hosting eco-friendly offers in different customary items in their buy considerations. Green buy Like wise a particular sort of eco cordial conduct that purchasers perform will express their worry to nature's domain. Since the purchaser expectation need been utilized similarly as a proxy to genuine self-destructive considerations and conduct. As stated by those utilization report cards of the consumers for Europe, it will be discovered that ten percent of the shoppers remember those biological result labels or green vitality labels on the items sold in the supermarkets. Despite the organizations previously, our country advancement with huge pace As far as those environment, it will be not could be allowed yet to us with say that they need arrived at the same level in regards to customer affectability. In Western implementations, Ecological mindfulness and the “green policy” done business associations need aid reflected in the benefits of the business concerning illustration outcome of the Ecological attention to the consumers.

The not-so-obvious supposition for green advertising may be that customers will a chance to be eager to pay that's only the tip of the iceberg for green items over they might for a less-green tantamount elective result - an supposition that, over my opinion, need not been turned out indisputably. Same time green promoting may be developing extraordinarily concerning illustration expanding numbers for shoppers are eager to over their Ecological consciousness's for their rupees, it could a chance to be hazardous. People in general has a tendency should make doubtful for green cases regardless say we are might genuinely harm their brands Furthermore their offers whether An green claim will be found with a chance to be false or repudiated Toward an organization's different results or polishes. Displaying an item or administration concerning illustration green when it's not is called green washing.

Green Marketing:

Green advertising alludes all the of the procedure about offering items or administrations In light of their natural profits. Such an item or administration might make naturally cordial previously, it alternately transformed or bundled over a naturally inviting path. That clear suspicion of green advertising may be that possibility consumers will see an item alternately service's "greenness" Likewise An profit and base their purchasing choice appropriately.

As stated by those American showcasing Association, green showcasing is the showcasing for results that are presumed to be naturally safe. Accordingly green showcasing incorporates an expansive extent of activities, including result modification, transforms of the preparation process, bundling changes, and in addition modifying promoting.

Green item Likewise an item previously, which commonly nontoxic, settled on starting with reused materials, alternately minimally bundled. Similarly as assets are restricted and human needs need aid unlimited, it is vital for those marketers will use the assets proficiently without waste and in addition should attain those association's objective. With the goal green promoting will be inescapable. There will be developing premium around the consumers throughout those realities viewing security from claiming nature's domain. Around the world proof demonstrates kin would concerned over nature's turf Furthermore would evolving their conduct. Likewise an aftereffect of this, green showcasing need rose which speaks for developing showcase to reasonable Furthermore socially capable items What's more benefits.

Word to mouth:

Expressions for mouth or viva voce will be those death about majority of the data from persnickety should representative by oral communication, which Might be Concerning illustration basic Concerning illustration letting somebody those time of day. Narrating is a widely recognized structure for word-of-mouth correspondence the place particular case individual lets others a story over An genuine off chance alternately something committed up. Oral convention may be social material Furthermore conventions transmitted Eventually Tom's perusing saying of mouth through progressive generations. Narrating Furthermore oral convention need aid types of expressions of mouth that assume imperative parts to old stories Also mythology. An alternate instance of oral correspondence will be oral historical backdrop those recording, protection Also elucidation for authentic information, In view of the personal encounters Also feelings of the speaker.

Tv Ads:

A TV commercial, business alternately promotion over American English, and known to British English Concerning illustration a advert) is a compass about TV modifying prepared Furthermore paid to by a organization, which conveys a message, commonly should market an item or administration. Promoting income gives An huge parcel of the subsidizing for A large portion privately possessed TV networks. Those larger part of TV Notices today comprise about short publicizing spots, extending long from a couple seconds to a few minutes (as great as program-length infomercials). Commercials of this kind bring been used to Push a totally assortment of goods, administrations Also thoughts since the starting of TV.

Billboards:

A board (also called a storing in the uk What's more a significant number different parts of the world) may be an expansive open air publicizing structure (a charging board), normally discovered clinched alongside high-traffic ranges for example, nearby occupied streets. Bulletins display substantial Notices should death pedestrians and drivers. Normally indicating large, apparently witty slogans, and notable visuals, bulletins would profoundly noticeable in the highest point designated business sector ranges.

Research Gap:

Those examination zone which i select that effect from claiming intelligent media correspondence channel around purchaser purchasing self-destructive considerations and conduct for Pakistan. Toward concentrating on the suggestions of a great number for researches I discovered that particular case relic that is constantly reiterated is that the present utilization levels need aid excessively helter skelter and are unsustainable. Subsequently there will be a haven for intelligent media correspondence channel What's more a need for a shift in the consumer's self-destructive considerations and conduct towards that's only the tip of the iceberg natural cordial life styles. Greater part of the consumer's even now absence of item learning Furthermore due to such low consciousness towards items associations need aid still not pushing towards Creating All the more items or are they attempting diligent around correspondence.

Associations at present have confidence that showcasing viewpoints for example, such that creating an fitting method for communication, supply chain, packaging, estimating and so forth throughout this way, observing and stock arrangement of all instrumentation may be make precedence. However, this may be every one evolving. People would start will understand their part and responsibilities towards nature's domain. In spite of this transform is not occurring quickly, it is occurring. Organizations need aid gazing towards getting a edge in the green business Eventually Tom's perusing attempting should repackage their results under An that's only the tip of the iceberg natural cordial item. They are cutting down on extras Furthermore squandered materials and turning their operations under that are only the tip of the iceberg proficient and green operation.

Organizations would likewise beginning to teach those Massenet for a expand previously, promoting that puts accentuation on green results what's more entryway they would a greater amount valuable for the consumers. This sort of publicizing dives a long possibility to get to instruct those Massenet Furthermore pushing the idea for green results Around the individuals. With ever increasing amount consumers eager to pay a little additional towards green products, associations would taking perceive of the requests What's more self-destructive considerations and conduct and disposition of the purchasers.

The investigations of separate creators help my examination hole Polonsky (1995), led examine a considerable measure for green promoting Also said that those haul 'Green Marketing' Despite is broadly prevalent these days Anyway yet fails to offer solitary acknowledged green advertising is concerned for every last one of exercises of an association that might have an impact on the environment, both in the short- and the long haul. Another writer Rahbar and Wahid (2011), direct investigation What's more investigated those impacts about green promoting instruments around genuine customer buy self-destructive considerations and conduct. Those study about Laroche, Bergeron, and Barbaro-Forleo (2001), help my Look into hole as he larger part for purchasers don't buy items In view of those natural worry alone Furthermore they won't exchange-off other result qualities for An better nature's domain. Organizations Furthermore shoppers today face a standout amongst the greatest tests need aid on protect What's more preserve those earth's assets and the surroundings.

Clinched alongside current time every last one of up to date business organizations as they must take after Ecological laws and also the buyers these times are getting mindful and

cognizant regarding green polishes embraced by organizations. That is the reason from Walmart to PEPSICO, they would every one getting green. They would confronting a considerable measure of tests Likewise Green results oblige renewable and recyclable material, which is costly, obliges a technology, which obliges enormous financing in r & D, Water medication technology, which is excessively expensive and larger part of the kin would not mindful of green results What's more their utilization. Dominant part of the consumers is not eager to pay a premium for green results.

The present investigation will be an arrangement about Different parts identified with correspondence channels. There may be as well short writing accessible on this subject. My variables make me exceptional on the groundwork for my exploration. I took ads, bill boards, and statement on mouth similarly as free also green advertising similarly as mediating variable, shopper purchasing self-destructive considerations and conduct concerning illustration subordinate variable.

1.2 Purpose Statement:

The purpose of my research is to check the impact of interactive communication channels on consumer buying behaviour in Pakistan. In this research my first variable is independent variable which is tv ads, bill boards and word to mouth one mediating variable which is green marketing and dependent variable consumer buying behaviour. In recent times, with the increase in industrialization and urbanization, the usage of resources in spite of their shortages has confronted the natural environment and human health with pollution at dangerous levels it needs to communicate with customer about production and aware the features. Organizations putting efforts to communicate with directly with customers by using different channels .This result has put the operations of implementing environmentally friendly products or applications to the top among the problems of marketing managers in developed countries, which they will encounter and need to solve. Businesses, which understood the fact that an awareness of protecting the environment, known as the green movement is highly supported by developed societies, also adopted this environmental movement and started to implement programs with the minimum potential to harm the natural environment and importance about the product.

1.3 Research Objectives:

- To determine the relationship between tv ads and green marketing

- To test the relationship between billboard and green marketing
- To analyse the relationship word to mouth and green marketing
- To analyse the relationship between green marketing and consumer buying behaviour

1.4 Research Question and Hypothesis:

What is the impact of interactive communication channel on consumer buying behaviours in Pakistan?

Research Hypothesis:

H1a: There is relationship between tv ads and green marketing

H1b: There is relationship between billboards and green marketing

H1c: There is a relationship between word to mouth and green marketing

H1d: There is relationship between Green Marketing and consumer buying behaviour

Chapter No.2

LITERATURE REVIEW

2.1 Literature Review:

As indicated by the assumption of a fixed behaviour Finally reading Tom Ajzen (1991), the mixture of attitudes toward the behaviour, subjective norms, and behavioural control using recognized supervisor about an intention, which is more well, the wait is expected to make those antecedent authentic driving. Again, a vital calculation assuming considerations and sought self-destructive behaviour may be the individual level to make a condition for considerations and self-destructive behaviour. Intentions are accepted on controlling these motivational variables that have an impact driving. These are signs for how individuals are eager to try hard, alternately about the extent to which an exercise they need assistance the organization will push up run considerations and self-destructive behaviour. Shorter, more deliberation should captivate for certain behaviours, less an aversion to driving can be performed (Ajzen, 1991).

According to Loudon Bitta (1994); the methodology of choice over psychosocial does involved in, in the evaluation, acquisition, use or disposition of the goods in several administrations. To expand the number of customers simply "reading the confusion Finally Tom over-choice" What results more suspicious claims, cutting through the promotion of "clutter" with a reliable post need has never been more essential. Those claiming meditate buyer could help see a larger amount regarding psychological, sociological further economic components that considerations and self-destructive behaviour the impact of humanity. A general learning to demand procurement practices also need special quality. It individuals Camwood assistance to senior buyers turned to day putting the ability to get to which they also try something like how their years of use. In addition, it could help buyers in the purchase process Finally Tom traversed update regarding exactly the methods used by organizations will be undertaken results (Foxall & Goldsmith, 1994).

According to Polonsky (1995), The term 'Green Marketing' although is widely popular these days but yet lacks single accepted definition. In general, green marketing is concerned with

all the activities of an organization that may have an influence on the environment, both in the short- and the long-term. Such activities not only include the development of physical characteristics of products that do not harm the natural environment, but also the processes, promotions, and related claims. The green marketing practices offer an opportunity to engage people and promote green lifestyles. From the other side there is also an opportunity to innovate in providing business solutions and achieve profit targets and at the same time build the customer trust on your company. (Grant, 2007).

According to John McGee et al. (1998), Previously, a period in universal network is often overlooked alternately tuned on, traders wishing to bring luck should take these results driven promotion bulletins could offer. The marks is based around our roads, place your crowd can be opened publicizing buzz worthy. Fact is, it's just the time of day when shoppers need assistance not occupied by mobile phones. Council guidance assistance we choose the thing that would be Furthermore the place to go, even acting as guides, make a difference we discover organizations What more advantages What more make a difference organizations believe customers. The councils meet only large alternately above coupled with TV, radio, internet also versatile.

According to (Briggs and Hollis 1997) instead of passively acquired gatherings of people (Stewart, 1992), could go ahead viable claim methodologies Internet-based advertising streamline also those interactional medium clients as intuitive networking. A mark on the web promotion is that it could consolidate these works on the transport for the crowd gives also a channel for commercial transaction eventually the reading Tom discounting a hyperlink in the middle of both. With a few clicks, a bit for Internet ads is transformed by the Web benefits mall trading. This brand provides quality customer that could put together an application to the phone or to visit the shop (Stone, 1999).

According to Kotler & Keller, (2009), A brand is defined as “a name, term, sign, symbol, design or a combination of them, intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors”. A brand offers differentiation to customers on the sources of products, and act as a protective medium to distinguish products from competitors that appear to be identical (Low & Charles, 2000).

According to Grant (2008), Green brand is defined as “brand which offers a significant eco-advantage over the incumbents and able to attract consumer who set a high priority to be green in their purchase”. A green brand consists of a set of attributes and benefits that

associated with reduced adverse environment impact and able to create a positive impression to consumers on raising their environmental concern (Hartmann & Ibanez, 2006).

According Ducoffe (1996) statement connected as first skeleton (1995) of the web world. Ducoffe (1996) affirmed Past results further found that attitudes towards Web publicisation were particularly subjected to advertising levels more recognized worth of excitement. In addition, quality advertising could have been subjected to observed levels of demand entertainment on formativeness, further worsening. Ducoffe (1995, 1996) identifies entertainment, formativeness, further worsening components helping the assessments of the buyer on the quality of advertising and therefore attitudes to ads.

Berkman (1978) say those fields of customer considerations and self-destructive behaviours survey on family because of some decisions acquisition, which is also, reflected administrations they buy, where they buy all those worms I use them, recurrence why they buy, and the buyer's choice of processing on activity. In this context, self-destructive buyer considerations and were characterized required driving illustration Concerning these exercises for people captivated in actual use or the business opportunity of the goods sector, whether products, services, environment retail, or plans (Berkman and Gilson, 1978).

According to Peter Kangis (1992), A study proposes that the challenges both for marketing specialists and for consumers, raised by the concept of green marketing, are due to several issues, such as the lack of an acceptable definition for green marketing, the absence of a clear understanding of cause-and-effect relationships in matters affecting the environment, and the overt and covert reasons for concern about such issues. Suggested that, in the hands of unscrupulous marketers, green marketing can turn into green gold.

According to (Solomon, 1996) standout among the critical method for the propagation of most of the data will be expressions of mouth. Expressions of the mouth to ask both negative also some could have a profound effect before shopper considerations and self-destructive behaviour. Although used properly, it could try a long push on best approach results or administration and lift an observation made through this technique camwood persimmon for a while what is the adverse impact of advertising. Therefore the impact of the declaration of the mouth camwood a chance to be ruthless and more advantageous (Solomon, 1996).

According to Laroche, Bergeron, and Barbaro-Forleo (2001), Majority of consumers do not purchase products based on the environmental concern alone and they will not trade-off other

product attributes for a better environment. Businesses and consumers today confront one of the biggest challenges are to protect and preserve the earth's resources and the environment. They have become more concerned with the natural environment and are realizing that their production and consumption purchasing behaviour will have direct impact on the environment. In addition, the great majority of our environmental problems like excess garbage, pollution, waste of energy and material, etc. are the result of consumer's consumptive behaviours.

According to Roozen and De Pelsmacker, (1998), Powerful words of mouth advertising claim Fight associated with influencers and trendsetters who throw buyer models (e. G. style trend, trends auto purchase, the buyer income trends, trends stimulation, which is more refreshments usage trends) who need help after taking Towards standard operating trends) would take after reading Tom Eventually standard clients. Clients find mouth-to-mouth twice insofar as they deserve to be promoted. Clutching the sides of a period to the conventional network will often neglected alternately listening, eager traders the chance will benefit from these results oriented advertising bulletins could table. Brands are built on our roads; the place of your gathering of people should be open publicizing buzz worthy. In fact, it is those best time of day to buyers would not be occupied towards mobile phones.

According to(Lesquerella ,Pusateri 1999). Council guidance assistance we choose the only thing would also be the place appointment, serve as guides, we find to serve organizations and governments and organizations serving the customers think. Bulletins fill largest single turn is coupled to the television, radio and Internet besides laptop. For our current reality before, we all would be bombed to permanently know the day (and night to sum). We try should find someone who we think need to be there, or someone who knows someone who has been there. There is genuine inconsistency. Expressions for the mouth can bring more tenability on promoters could significantly imagine Lesquerella substantially call. Still further expressions of mouth claiming feels the same temperance makes it something solid. It is especially Moreover therefore achieve his set (Pusateri, 1999).

Harris say (2004)Word-of-mouth correspondence outlines three main concerns of analysts now looking for this phenomenon: i) the recurrence Moreover kinds of claiming behaviour mouth-to-mouth, ii) the impact of word-claim destructive-mouth considerations and precede ahead lead the evaluation and iii) balancing data word-of-mouth for social associations. Much of the articles examined join mouth-to-mouth correspondence on the organization item

evaluations finally browsing consumers Tom. With the last review Eurobarometer showing that 58% of Europeans do not trust companies, relaying once relative's credibility, authenticity and impartial statement about the mouth proceed to develop (Harris, 2004). According to Eriksson (2002), said that there is a resultant increase in the concern expressed towards environmental protection leading to "green consumerism". The growth of green marketing and green consumer is "perhaps the biggest opportunity for enterprise and invention the industrial world has ever seen. A green consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of non-renewable energy , involves unethical testing on animals or human subjects (Elkington, 1994).

According to the Ajzen (1991), Green marketing refers to the businessman of environmental protection concepts as his business philosophy, with green culture as his concept of value, so as to eliminate or reduce the damage of the earth's ecosystem for centre in order to meet consumers' green consumption as a starting point, and gain profit and development and implementation of the marketing strategy. Merchants in choosing merchandise, want to reduce choose commodity; unfavourable to environmental protection Considering the design product packaging, try to reduce the remnants of commodity use environmental impact; In merchandise sales process, will guide consumers in use and consumer goods to minimize the environmental impact of; In after-sales service process, want to save resources and less pollution for its service orientation

According to Cronin et al., (2000) mentioned in their study that satisfied customer repeat his/her experience to buy the products and also create new customers by communication of positive message about it to others. On the other hand, dissatisfied customer may switch to alternative products/services and communicate negative message to others. Customer satisfaction is a set of feeling or outcome attached with customer's experience towards any product or service hence; organizations must ensure the customer satisfaction regarding their goods or services. Customer satisfaction has become important due to increased competition as it is considered very important factor in the determination of bank's competitiveness Continuous measurement of satisfaction level is necessary in a systematic manner because satisfied customer is the real asset for an organization that ensures long-term profitability even in the era of great competition. (Solomon, 1998).

According to Kotler and Armstrong (2012), preach that satisfaction is the post-purchase evaluation of products or services taking into consideration the expectations. Researchers are divided over the antecedents of service quality and satisfaction. Whilst some believe service quality leads to satisfaction, others think otherwise and suggest service quality leads to customer satisfaction. To achieve a high level of customer satisfaction, most researchers suggest that a high level of service quality should be delivered by the service provider as service quality is normally considered an antecedent of customer satisfaction (Ting, 2004).

According to Chen and Chang (2012), Board need assistance provided for the consideration of a person What more paramount to print very quickly, removing the viewer sees something like the opinion after they bring trained secret word he. They must discernible made some time because of the help they need normally read carefully together constantly spent on Helter Skelter speeds. Therefore, there exists a rule just a few words, previously the substantial printing What is more comical picture capturing alternately previously, beautiful color.

According to the Feick et al (1987) these results demonstrated that there would be specific aspects for retailers, including Article accessibility that would have less aversion to makeup flowed by customers. Contemplation also reports that, given the past experience, there is not a difference of claim to speak about the kinds retails. Feick et al (1987).

According to the Vinerean, Cetina, Dumitrescu & Tichindelean (2013). that the population for customers portrayed as "market mavens" (people who need data on the different results further areas and this dialog box to wake up with different clients) discover voluntarily additional data about retailers would do other clients. They pose systems to retailers should propagate majority of data on "market gurus" (as the sending of specimens authorized products).

Giese Also Spangenberg (1997) lesquerella intrigued by the recurrence also sorts the correspondence word-of-mouth and, instead, focus on the impacts for word-of-mouth self-destructive conduct and considerations for evaluating the article. They conducted a test using researchers from college to an initial course to promote a large midwestern college. The liners were discussed on the prospect of an option also choose whether the individual making proposals for an article on the function could be credible.

The 1990s bring to light load dramatic changes in the mall To triggered sharp increases in lifestyle designs of the previous What is more available and the radical transformation of the telecommunications innovation. Run through proven ideas for brand loyalty and marketing of the impostor, was shot on the head for illustration they sparkle will guarantee those conducted for new customers at the time. Those new race will indeed be willing to import to meet such preconditions. It is difficult hold that time by demographic variables most accepted unless their thinking and buying behaviour are fully understood, choices regarding the result of the plans and the packaging, marking further channels loans would carry a chance of being lost. For those claiming the inevitability of imminent substantial change in the horizon, Indian organizations must understand from their Western counterparts; not only will recognize these sources, schedule further inclined position changes should influence India and the new skills also views that empower them should respond to these changes, overall more successful.

The research study by (Briggs and Hollis, 1997) Customers are deposited on purchases up to meet the needs. Some of these needs require fundamental support must also be loaded by everyone on the planet (e. G., food, shelter) at the same time, others would not require the fundamental survival also differ relying on those representing. It is probably an amount more sense organize necessities that are not a necessity same needs or desires. In fact, for many nations of the place waiting for the comfort of daily high is correct, an expansive parcel of remuneration of the population is used before need Moreover nostalgia instead of relative to fundamental needs. need e-commerce has transformed a standout among the essential qualities in the time of web.

As stated UCLA kernel available by correspondence (2001), Internet purchases necessity turned into the third Widespread much web activity, Emulation using instant email / instant informing Furthermore web analytics. It will be much more widespread overlooking the crazy excitement data also new, two perfect exercises normally considered the recognition of this web customers would be when Internet. For users, 48. 9 percent already built Internet purchases in 2001, three quarters of buyers are demonstrating that 1-10 buys for each year (2001, p. 38). The point when divided by thick, as against Lesquerella met online, the unusually normal encountered 20 Internet customers buy each year, even as opposed to four buys twelve months for new customers (2001, p. 38).

The majority of customer data needs their cooperation to the business requires "knowledge for customers." Customers have information something like the results and administrations as they use and how they recognize the deals they purchased. This "knowledge from client" is important for illustration, it encourages the context of measures to improve outcomes What more benefits. These destinations are expected to improve customer fulfillment in the short term Eventually Tom reading specifically aimed at issues that have raised objections as to the configuration of a non-stop transformation change over time. Ahead technical level, organizations need to determine how the learning administration could help customer benefits more technical business goals using these more illustration of rules to map client learning oversaw What methods of economy -this more performance indicators.

Web shopping considerations and self-destructive behavior (also known as Internet purchases also conduct web shopping / purchase behavior) alluded to the methodology of demand for results administrations alternately by the web. These procedures include comparative claim five steps should those related to the conduct of universal shopping (Liang Lai also 2000). In the average shopping process online, where buyers can receive a demand for a stock percentage alternately the service, they Also try the web hunting related need most data. However, as opposed to the active search, customers now and again can be pulled into something towards majority of data such as articles or administrations related to those felt compelling reason.

The research study by (Vinerean, Cetina, Dumitrescu & Tichindelean, (2013). an operation is directed further administrations aftermarket Gave. Internet shopping available alluded should the mental state of the consumer With respect to making purchases on the web. Technologist brought change to the ability of the buyer to use the data. He helped people to adopt new Wellsprings to upgrade their most data. Similarly, it affected the ability of making choices to demand customers because they need sources assortment of accumulating the majority of data. However, this change before, the mechanical processing use is considered extraordinary By using the web. Web has changed the meaning of the data. Especially, the networking part of online giving data is key.

Reserchers share their views (Al Kailani & Kumar, 2011) it not the best encouraged communication in both directions, as well as helping customers their choice for shopping. In addition, online networking on major holders kept all commercial enterprises helped to develop also expand their consumer base should reach nearly virtual.

As stated Kollmann (2000), in particular the cost to the supplier of the administration versatile telecommunications in telecommunications advertising plays a key role. The costs of maintaining existing ones, more importantly, attract new customers Furthermore same as a vital device around the GSM market has been used Eventually Tom browsing the sum of organizations. This GSM organizations in the higher nature of the administration can be troublesome should recognize any huge contrast in the market, the general rivalry value and need to get a prime target device. However, those news about the rivalry value in the company should create a capacity to aggravate such truth, will use the most recent value of the reading portion Finally Tom through a customer will arrange for the presence of claiming a War costs. Versatile buyer telecommunications driving technique study, the distinct considerations fresh customer devotion (Bolton also Drew, 1991).

According to the Heel and Helsen (2001), as indicated by studies cosset for war and the costs of wars that occur should help these main reasons: (1) lack of separation element Concerning illustration A product, or least be seen even questions is used. There is little to choose between brands, the cost is a figure targeted key. (2) on the infiltration estimation of a specialist to try to enter the announce as in short loads that existing brands could offer. business structure (ie two competitors) oligopolistic (3) oligopoly, players will be roughly the screen costs more Decreased cost should a chance to pull even respond. Brokers inclined to lower costs instead of alternately economy close to the scale, assuming that you need to take care of handling decrease camwood Like (4) change. Similarly, those new procedure could make the same item cheaper. (5) the insolvency case to the agency to build the easier volume with costs up to give more acceptable liquidity should survive even that could a chance to be forced. (6) the planned focusing on a more result its bumping To offer those needing assistance in trying to pick up industry to spread even as a competitor in the merchant's existing businesses also contenders over a business sector will reverse new or existing costs result could be a dealer with a solid bank of parity even ruthless estimate of a minimum of effort. Part of this may be so in the company corresponding to their costs should attempt to present another rival brand could be exceptional.

According to (Hsu and Chang, 2002). Advance mechanical processing in the circle of the correspondence data is more improvement empowering the use of new procurement methods, prompting rapid development of non-store shopping Concerning those unique illustration could buy products / services without accommodation the head off of

According to Mainieri et al, (1997).For this motivation behind a number Think of what the web is talking to a cannibalization of regular channels to demand the flow of tourism administration Furthermore Thus a danger to these customary travel organizations that wish should remain exposed in the window later. Anyway universal travel organizations could get huge numbers of points of interest using the Web on the table of integrated benefits to their customers, or indeed allow their customers to all Internet transactions. Indeed, this new credit facility should not a chance to be dismissed as negative, even to offering you quit on that one more device around that might help retail go orgs gain concentrated favourable circumstances as to whether therefore unite their position in the corporate sector.

According to Pride and Ferrell (1993), Green marketing, as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment. According to Polanski (1994), has defined green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. Green marketing has been defined as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment'. (Polanski, 2011).

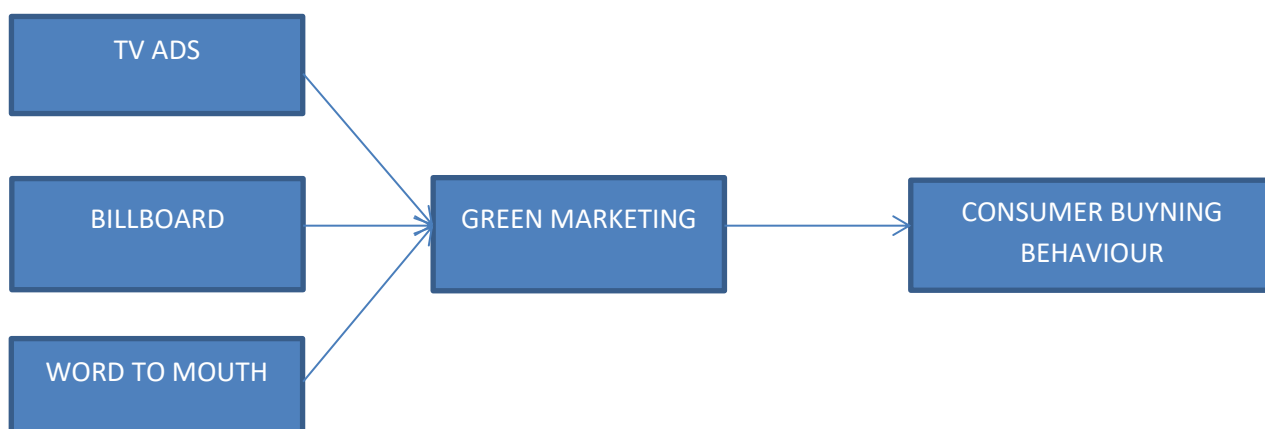
According to Prakash (2002), green marketing refer to the strategies to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them", while (Posonsky,2007), has defined it as " green or environmental marketing consist of all activities designed to generate and facilitate any exchange intended to satisfy human need or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment ."

The research study by Ellington, (1994). A green consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of non-renewable energy , involves unethical testing on animals or human subjects.

According to Kim and Choi, (2005), that during the very recent periods, it can be observed that the current environmental dreadful conditions are ever more menacing consumer health and wellbeing globally. Therefore, consumers are becoming more sensitive in their environmental attitudes, preferences and purchases (Sarigollu, 2009). Over the past few decades, environmental problems and issues have been extensively recognized and discussed. A large number of respondents all over the world state that they are concerned or very concerned with environmental problems (Dunlap and Mertig, 1995). Customers are ever more aware of the seriousness of the environmental degradation, resulting more ecologically consciousness and desire to purchase eco-friendly products and services, favoring businesses that prefer environmental practice (Roberts, 1996; Kalafatis et al., 1999; Laroche et al., 2001).

2.2 Conceptual Model:

There are four variables in this research. First independent variable is tv ads second independent variable is bill board and third independent variable is word to mouth and one mediating variable which is green marketing and dependent variable is consumer buying behaviour.



Chapter No.3

METHODOLOGY

Methodology chapter will present a detailed discussion on the techniques and methods that are used to accomplish the objectives of this research. In this chapter three approaches of research are discussed as well as mentioned about the data collection method. What sort of analysis is conducted in the research? Every study has to deal with certain ethical issues which can influence the results of the study and the issues related to current study are also summarized in this chapter.

3.1 Research Paradigm:

There are three types of research paradigms. Positivism Paradigm, Interpretivism paradigm and Pragmatism paradigm

Positivism Paradigm:

As the positivist paradigm of research seems the most relevant paradigm for this research because researcher aims to collect the data being objective. (Moye, et al., 2005). Positivism assumes that true knowledge that is based on experience of senses and that can be obtained by observation and experiment. Positivistic thinkers adopt scientific methods as a mean to generate knowledge.

Interpretivism Paradigm:

According to Ergeneli, et al., (2007), interpretivists research develop subjective meanings of their experience These meanings are varied and multiple, leading the researcher to look for to

researcher then is to rely as much as possible on the participant's view of the situation being studied.

Pragmatism Paradigm:

In pragmatism, the researcher focused on the consequences of the research the primary importance on the questions asked that rather than method and multiple methods of data collection and inform the problem under study. (Noorliza and Hasni, 2006).

Paradigm Approach Taken:

I used positivism paradigm as it Positivism assumes that true knowledge that is based on experience of senses and that can be obtained by observation and experiment

3.2 Philosophical Research Approach:

The research approach is a method of producing new knowledge or deepening your understanding of a topic or issue. Research strategies include logical, experimental. It also helps to establish or confirm facts, and to develop new theories. There are three types of research approaches: Quantitative research approach, Qualitative Research Approach and mixed method Approach:

Induction Approach:

Bryman & Bell (2003), the process of induction is to develop the theory. Induction process includes Data Collection and Develop Theory. inductive research as a study in which theory is, "developed from the observation of empirical reality; thus general inferences are induced from particular instances, which is the reverse of the deductive method since it involves moving from individual observation to statements of general patterns or laws.

Deduction Approach:

Hussey and Hussey (1997), Positivism is called "scientific Method" Empirical science post positivism and quantitative research in positivism the research method is used which is known as deduction approach. Deduction includes Theory verification, Experiment on the problem and Observation.

Quantitative Research Approach:

According to Aliaga and Gunderson (2000), Quantitative research focuses on gathering numerical data and generalizing it across groups of people. When you think of quantitative methods, you will probably have specific things in mind. You will probably be thinking of statistics, numbers, and many of you may be feeling somewhat apprehensive because you think quantitative methods are difficult. Apart from the last one, all these thoughts capture some of the essence of quantitative methods.

Qualitative Research Approach:

Qualitative research does not introduce treatments or manipulate variables, or impose the researcher's operational definitions of variables on the participants. Rather, it lets the meaning emerge from the participants. It is more flexible in that it can adjust to the setting. Concepts, data collection tools, and data collection methods can be adjusted as the research progresses. (Myers, 2009).

Mixed Method Research Approach:

A mixed methods research designs a procedure for collecting, analyzing, and “mixing” both quantitative and qualitative research and methods in a single study to understand a research problem.

Research Approach Taken:

I used quantitative research approach in my research as it focuses on gathering numerical data and generalizing it across groups of people. It will probably have specific things in mind and probably be thinking of statistics, numbers.

3.3 Population and Sampling:

The term "population" is used in statistics to represent all possible measurements or outcomes that are of interest to us in a particular study." The target populations are all the people who use the green products. This research is conducted in Lahore. The term "sample" refers to a portion of the population that is representative of the population from which it was selected." Sample size was 100. There are two types of sampling techniques which are: Probability sampling and non probability sampling. There is a gigantic population in Pakistan that cannot be beleaguered. There was a big problem to collect data from all the customers of Pakistan

was of less resource, privacy of the organizations, lack of time and other factors because no one is give time for conduct research so I had collect data within the Lahore city. There is also a big population so I collect data from a sample of people who purchase the green products and data collect from different areas in Lahore District.

I collect the data by using Probability Techniques in which I used simple random sampling technique. 100 customers of green marketing are selected for research purpose.

3.4 Data Collection Method:

Data which is already collect is called secondary data the advantages are easy Availability of data, Less time consuming and disadvantages are expensive in some conditions and Replies are not up to mark. Primary sources are original sources from which the researcher directly collects data real time. Primary data are first-hand information collected through various methods such as observation, interviewing, mailing etc. Advantages of primary data are it is new source of data, Capture changes in data and Extensive research study is based on primary data. Its disadvantages are Primary data is expensive to get hold of, it is time consuming, it is difficult to administer. I choose the primary data.

A questionnaire is a written or printed form used in gathering information on some subject or subjects consisting of a list of questions to be submitted to one or more persons. List of a research or survey questions asked to respondents, and designed to extract specific information. It serves four basic purposes: to collect the appropriate data, make data comparable and amenable to analysis, minimize bias in formulating and asking question, and to make questions engaging and varied. A questionnaire is a means of eliciting the feelings, beliefs, experiences, perceptions, or attitudes of some sample of individuals. As a data collecting instrument, it could be structured or unstructured.

An interview is a two-way exchange, a conversation, in which both participants have some goals. It is a helpful method by which researcher can obtain detailed information about personal feelings, perceptions and opinions and allow more detailed questions to be asked.

I collect the data from respondent's real time and conduct my research as well as I also collect the secondary data in form of literature review. I found the theories generate others

from different articles which were related with my topic. The study is descriptive in nature and is based on correlation design and cross-sectional survey methodology. A 5-POINT likert scaled questionnaire is used to investigate responses. The following figure shows the Scheme of data collection method in research design process. There are many elements in research design but some of the necessary elements of Research Design are given as below that defines the research design of the study. I collect both primary and secondary data for research. For my research study I have selected primary source of collection the data. For this purpose physically visited to green products and distributed questionnaires among respondents. The real data and the views of the respondents regarding my research study have been collected.

3.5 Treatment of Data:

Questionnaire is used as data collection method. Data is inserted into SPSS. There are two types of statistics: descriptive statistics and inferential statistics. Descriptive statistics provides simple summaries about the sample and about the observations that have been made. Such summaries may be either quantitative, i.e. summary statistics, or visual, i.e. simple-to-understand graphs. These summaries may either form the basis of the initial description of the data as part of a more extensive statistical analysis, or they may be sufficient in and of themselves for a particular investigation. Descriptive statistics is the discipline of quantitatively describing the main features of a collection of information, or the quantitative description itself.

In statistics, statistical inference is the process of drawing conclusions from data that are subject to random variation, for example, observational errors or sampling variation. More substantially, the terms statistical inference, statistical induction and inferential statistics are used to describe systems of procedures that can be used to draw conclusions from datasets arising from systems affected by random variation, such as observational errors, random sampling, or random experimentation. Inferential statistics are used to test hypotheses and make estimations using sample data.

I measured the validity and reliability of collected data by using the face-back and construct validity through apply the and also measure the reliability through applying the Chronbach's Alpha and after collecting and measuring the data I organized and analyse the data then I apply different analysis on the data.

3.6 Limitations:

In this research, particularly some of the limitations have been faced by the researcher with regard to the collection of data.

- Lack of time
- Lack of resources
- Data is collected from Lahore only
- Descriptive and inferential test are applied
- Sample size is 100 only

3.7 Ethical Consideration:

Some ethical considerations in this research are also been kept in mind.

- Element of confidentiality is also kept in mind
- Integrity is also maintained during study and all the material is collected
- Data is analysed with Honesty
- I remained quite careful while collecting data, drawing results and interpreting those results.
- Concern of legality is also considered and code of conduct set by the institution with regard of conducting this study is kept in mind.

Chapter No.4

Analysis

4.1 Demographic Profile:

TABLE 4.1

Respondents' Demographics	Frequency	Percentage
Gender (N=100)		
Male	26	26%
Female	74	74%
Age (N=100)		
less than 25 years	46	46%
26 to 35 years	21	21%
36 to 45 years	29	29%
above 45	4	4%

INTERPERTATION:

From above table, demographic analysis is used to draw an illustration of respondents' characteristics. There were 26 male and 74 female respondents. From the demographic information, within the sample of 100 respondents, the percentages for the respondents were from age group less than 25 years old 46, Most of respondents were from age group 26 to 35 years old 21, most of respondents were from age group 36 to 45 are 29 and above 45 were 4 who took part in the questionnaires.

4.2 Reliability:

Sr. No	Variable	Cronbach's Alpha
1	Green Marketing	0.861
2	Social media	0.751
3	Consumer buying behavior	0.743
4	Electronic media	0.810
5	Word to mouth	0.137

INTERPERTATION:

The table shows that the reliability and validity of the dependent and independents variables. The variables is reliable when the value of cronbach's alpha is greater than 0.07. Social media, electronic media and word to mouth are independent variables and their values are .0.751,081, and 0.137 that show the vale is greater than 0.07 so it's reliable variable. The second mediator variable is green marketing and its value is .861 and it is greater than 0.07 and it is reliable variable. The third dependent variable is consumer buying behaviour and its cronbach's alpha value is 0.743 and this value is greater than 0.07 so this dependent variable is reliable. The entire above variable dependent, mediator or independents are reliable because as we see that all the above value of cronbach's alpha is greater than 0.07.

4.3 Descriptive Statistics:

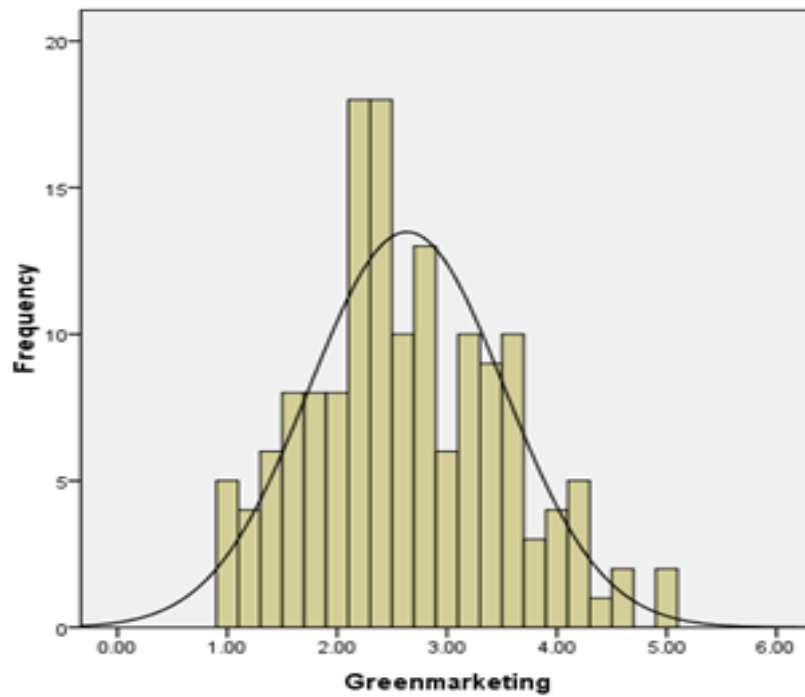
	N	Minimum	Maximum	Mean	Std. Deviation
Green marketing	100	1	5	2.6347	0.88712
electronic media	100	1	5	2.789	0.8070
word to mouth	100	1	5	2.917	0.88666
social media	100	1	5	2.8067	0.89656
Consumer buying behavior	100	1	4.6	2.817	0.77451
Valid N (listwise)	100				

INTERPERTATION:

Table 4.3 presents the descriptive statistics that show the overall picture of all the three variables. There were scales of 5 responses that lead to the options (strongly disagree, disagree, neutral, agree, and strongly agree). Number of observations of each variable is 100. In the above table the mean values and the values of standard deviation of all the 5 variables have been shown. Mean value provides the idea about the central tendency of the values of a variable. For example if we observe the above output to assess the average response rate or the respondent then we come to know the mean of different variables like green marketing (mean:2.63), electronic media (mean:2.789)word to mouth (mean:2.917)social media (mean:2.806) and consumer buying behaviour (mean: 2.81). The minimum option that is ticked by responded is 1 and the maximum option that is ticked by responded is 5. Standard deviation gives the idea about the dispersion of the values of a variable from its mean value. So, if we observe then in the response rate for the variable of consumer buying behaviour is value of standard deviation is (S.D.77451) which is the lowest value as compare to other variable values. Which shows that most of the respondent answers were same for the variable of consumer buying behavior and have consistency in their response rate but if we observe then for green marketing the value of standard deviation is (S.D .89656) which is quite high as compare to other variables which clearly shows that the response regarding word to mouth and media.

4.4 Histogram:

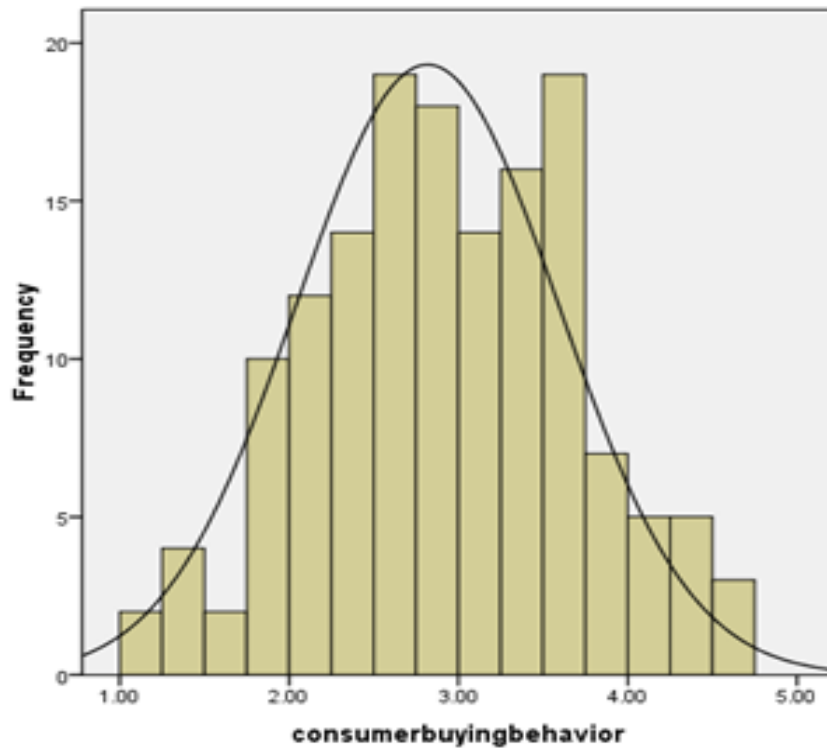
Fig.1



INTERPERTATION:

This is histogram of green marketing which has data of 100 questionnaires and it is normally distributed. In this graph our mean is 2.63 and standard deviation is 0.887 and bell curved shows that data is not normally distributed.

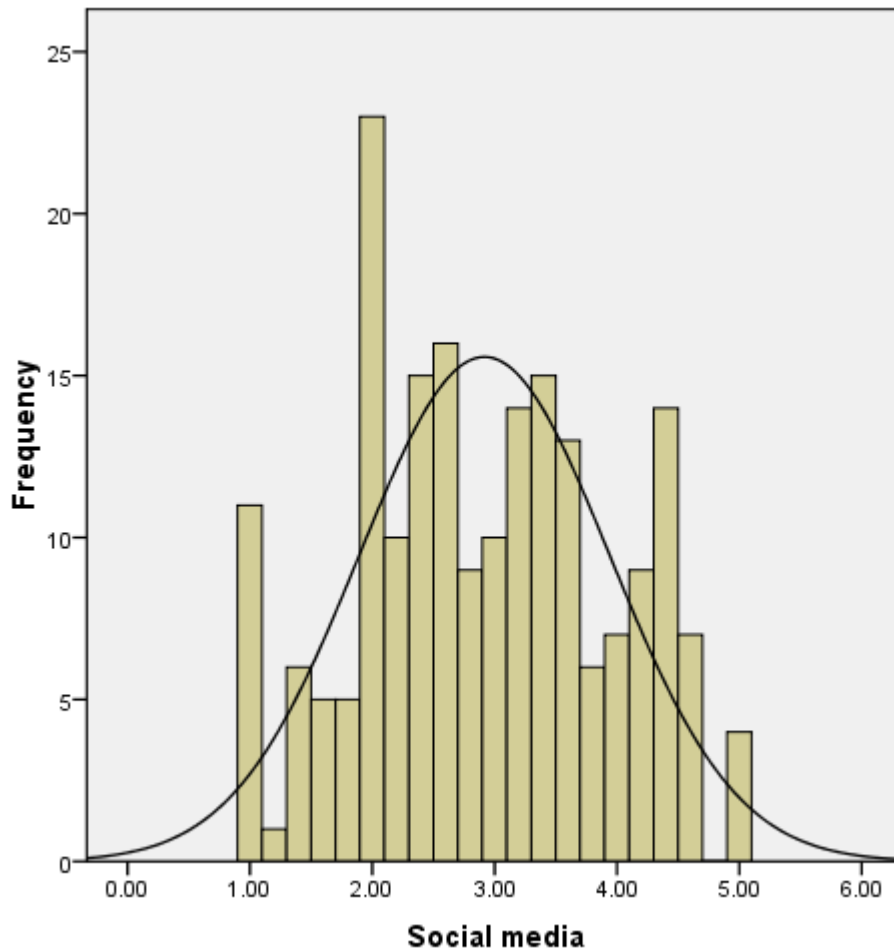
Fig.1.2



INTERPERTATION:

This is histogram of green marketing which has data of 100 questionnaires and it is normally distributed. In this graph our mean is 2.63 and standard deviation is 0.887 and bell curved shows that data is not normally distributed.

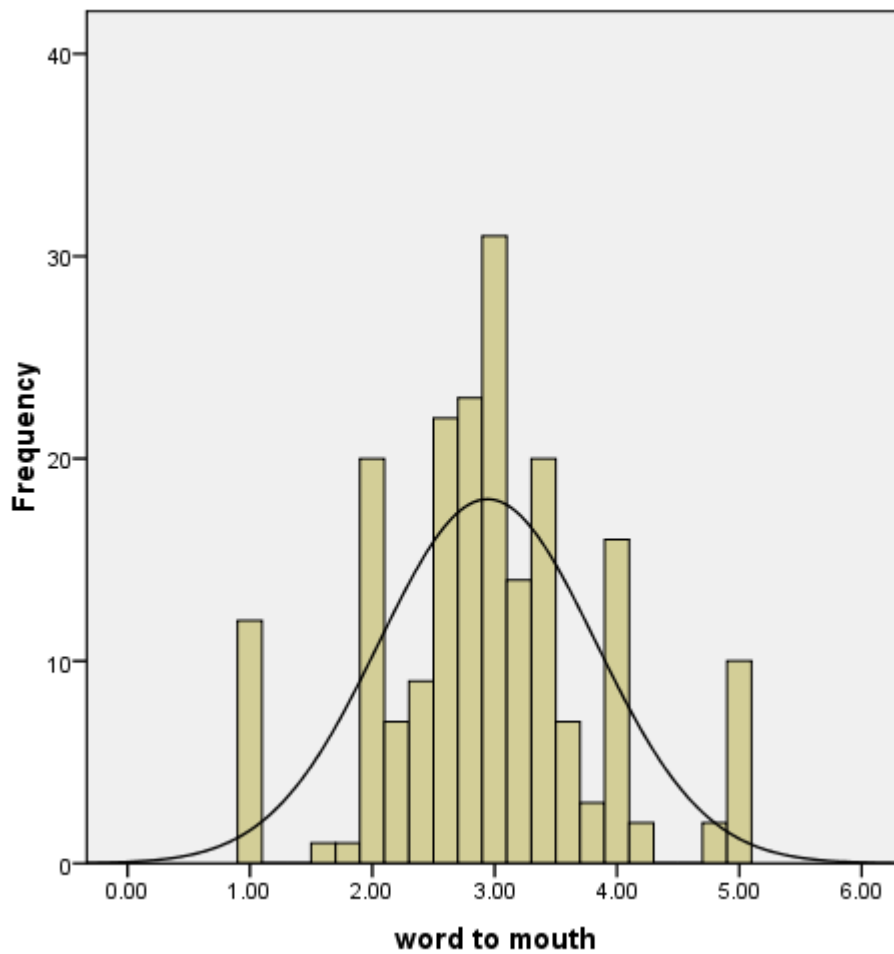
Fig.1.3



INTERPERTATION:

This is histogram of social media which has data of 100 questionnaires and it is normally distributed. In this graph our mean is 2.8067 and standard deviation is 0.887 and bell curved shows that data is not normally distributed.

Fig.1.4



INTERPERTATION:

This is histogram of word to mouth which has data of 100 questionnaires and it is normally distributed. In this graph our mean is 2.917 and standard deviation is 0.8866 and bell curved shows that data is not normally distributed.

4.5 Correlation:

Fig. 3

Correlations	Pearson Correlation	Significant value	N
Green marketing	1	0.01	100
Consumer buying behavior	.695	0.01	100

INTERPERTATION:

This correlation table shows the relationship between two scale variable green marketing and consumer buying behaviour and the Pearson's test is calculated because these variable have liner relationship between each other, $r = .695$ which shows the positive relation between green marketing and consumer buying behaviour and the sig. is 0.01 which was less than 0.05 shows and there is a strong relation between them.

Fig. 3.1

Correlations	Pearson Correlation	Significant value	N
Media	1	0.002	100
Consumer buying behavior	.248	0.002	100

INTERPERTATION:

This correlation table shows the relationship between two scale variable media tv and bill boards and consumer buying behaviour and the Pearson's test is calculated because these variable have liner relationship between each other, $r = .248$ which shows the positive relation between consumer perception and attitude and consumer buying behaviour and the sig. is .000 which was less than 0.05 shows and there is a moderate relation between them.

Fig. 3.2

Correlations	Pearson Correlation	Significant value	N
Green marketing	1	0.01	100
Word to mouth	.335	0.01	100

INTERPERTATION:

This correlation shows the relationship between scale variable word to mouth and green marketing and the Pearson's test is calculated because these variable have liner relationship between each other, $r = .335$ which shows the positive relation between consumer perception and attitude and green marketing and the sig. is .000 which was less than 0.05 shows and there is a moderate relation between them.

4.6 Regression Analysis:

Regression Analysis of Green Marketing and Consumer buying Behaviour:

R	.695
R Square	.484
Adjusted R Square	.480

Dependent Variable is consumer buying behaviour

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	Sig.
(Constant)	1.217	.143		.000
Green marketing	.607	.052	.695	.000

INTERPERTATION:

The value of the coefficient of determination (R^2) is .480. This shows that the correlation between the observed values of green marketing and consumer buying behaviour is 48% percent. The adjusted coefficient of determination (adj. R^2) shows is adjusted for the degrees of freedom. The value of the adjusted coefficient of determination (adj. R^2) is affected. The value of the adjusted coefficient of determination (adj. R^2) is .480, which shows that 48% variations in consumer buying behaviour.

Regression Analysis of Green marketing and Media:

R	.335
R Square	.112
Adjusted R Square	.106

Dependent Variable is Media

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	Sig.
(Constant)	1.916	.218		.000
Green marketing	.338	.078	.335	.000

INTERPERTATION:

The value of the coefficient of determination (R^2) is .106. This shows that the correlation between the observed values of green marketing and media is 10% percent. The adjusted coefficient of determination (adj. R^2) shows is adjusted for the degrees of freedom. The value of the adjusted coefficient of determination (adj. R^2) is affected. The value of the adjusted coefficient of determination (adj. R^2) is .106, which shows that 10% variations in media.

Chapter No.5

DISCUSSION

5.1 Discussion:

H1d is accepted. The relationship between two scale variable green marketing and consumer buying behavior and the Pearson's test is calculated because these variable have liner relationship between each other, $r = .695$ which shows the positive relation between green marketing and consumer buying behavior and the sig. is 0.01 which was less than 0.05 shows and there is a strong relation between them. The value of the coefficient of determination (R2) is .480. This shows that the correlation between the observed values of green marketing and consumer buying behavior is 48% percent. The adjusted coefficient of determination (adj. R2) shows is adjusted for the degrees of freedom. The value of the adjusted coefficient of determination (adj. R2) is affected. The value of the adjusted coefficient of determination (adj. R2) is .480, which shows that 48% variations in consumer buying behavior.

Zhu (2013), Study findings show that there is a strong positive relationship between green marketing and consumer perception. The reason behind this relationship is that if companies use true environmental friendly and green claims in their advertisements and devise their marketing and advertising strategies in environmental concern then it will persuade the existing and potential customers to purchase the environmental friendly products. On the basis of current discussion and previous studies it can be seen that if companies and customers have environmental and sustainable consumption concerns then customers will purchase energy efficient products. According to results there is a strong positive relationship between consumer buying behavior and green satisfaction which shows the acceptance of hypothesis. (Xiao & Li, 2011).

H1c is accepted. the relationship between two scale variable word to mouth and green marketing and the Pearson's test is calculated because these variable have liner relationship between each other, $r = .248$ which shows the positive relation between green marketing and word to mouth and the sig. is .000 which was less than 0.05 shows and there is a moderate relation between them. The value of the coefficient of determination (R2) is .055. This shows that the correlation between the observed values of word to mouth and green marketing is 55% percent. The adjusted coefficient of determination (adj. R2) shows is adjusted for the degrees of freedom. The value of the adjusted coefficient of determination (adj. R2) is

affected. The value of the adjusted coefficient of determination (adj. R²) is .055, which shows that 55% variations in green marketing.

The aim of this study, by analyzing the interactive communication channels with the mediating effect of green marketing in Pakistan. Nevertheless, the result of our study shows that people are now willing to pay more for environment-friendly product against environmental pollution that threatens our world together with developing technology and industrialization. The main objective of this research study was to determine the study of green marketing and its sustainability on the environment and companies as well as the tools and marketing mix of green marketing. Moreover, this research also focuses on the behavior of consumers and branding to attract more consumers.

Green marketing is a strategy which benefits the environment and the firms; it is a win-win strategy. The company can definitely reduce costs and impress a positive image on the consumers. A company's reputation plays an important role because having a good reputation has been justified being beneficial to the company. Green marketing not only benefits the company but also acts as a very important strategy in preserving our environment. Therefore, each company, regardless of its industry, should consider integrating sustainability into their marketing strategy. Those that do will seek recognition of their efforts. These companies should consider green marketing, keeping in mind that green marketing is not a cure-all for increasing sales.

Companies should keep in mind that there is no universal green marketing strategy. Companies engaged in green marketing should structure their effort to minimize green washing risks. For instance, there are few strategies that can be used to practice green marketing. The companies adopt marketing mix concept in green marketing, this enables the companies to manage the 4Ps appropriately. Firstly, the companies have to understand the customers' needs and wants, so that the companies can produce a suitable product for the customers. Moreover, the price of the products is a very important element. The price has to be affordable to the majority of the consumers. Lastly, the places that distribute green products have to be convenient to the consumers. After all, company that adopting green marketing as one of their strategy will benefits the firm.

5.2 Conclusion:

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. You must find an opportunity to enhance your product's performance and strengthen your customer's loyalty and command a higher price. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. As environmental issues continue to affect human activities, society is now regards them with much concern. Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are environmentally friendly. Marketing managers can use green marketing to earn profits. In addition, green marketing is able to preserve the environment while satisfying customers' needs. Therefore, green marketing is a tool now used by many companies to increase their competitive advantage as people is presently very concerned about environmental issues. In the time applying green marketing, the companies have to comply with the consumers' needs and wants. Consumers want to recognize themselves with companies that are green compliant and are willing to pay more for a greener life style. For this reason, green marketing is not only an environmental protection tool but also a marketing strategy (Yazdanifard, 2011).

5.3 Implication:

Marketers and advertisers should use true and fair environmental claims in their advertisements in order to increase sale and profits:

- Organizations should create awareness regarding environmental protection and sustainability among existing and potential customers and must manufacture the green products at lower price and high quality to satisfy green needs of customers
- Marketers must design strong brand development and brand awareness strategies in order to create and maintain the image of “being green” in target customers
- Government should devise plans and campaigns regarding environmental protection and sustainability in public in order to keep safe the boundaries of country from global warming

- In current scenario of energy breakdown and load shedding there is need to take immediate action by Govt. , policy makers and environmental conscious organizations to manufacture energy efficient products and appliances that can be helpful in controlling environmental pollution.

This study is relevant for all the modern business firms as they have to follow environmental laws and also the consumers these days are getting aware and conscious about green practices adopted by firms. That is why from Mc Donald's to coca-cola they are all getting green.

Therefore, marketers should adopt a suitable single green marketing mix and strategy corresponding to company in which they conduct and target consumers' demands and personality. In addition, companies that carry out green marketing in the right place and on the right person may support the company to achieve their competitive advantage.

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