

Consumption Values and Green Purchase Behaviour: An Empirical Study

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Abstract: Understanding consumer's green purchase behaviour for environmentally sustainable products is of importance to the policy makers interested in stimulating the demand for green products and to the suppliers of the products trying to augment their market share in the market for environmentally sustainable products. Over the past few decades, marketers and researchers have paid much attention to the underlying motivations for green purchase behaviour. The present study applied theory of consumption values to examine the green purchase behaviour of environment friendly and energy efficient electronic products market. For the purpose of the study data were collected from 396 consumers with a structured questionnaire survey and the collected data were analysed using PLS SEM technique. The findings reveal that functional value, social value, conditional value and corporate image values are influencing consumers to get involved in green purchase behaviour of environment friendly and energy efficient electronic products. The findings of this study bear deep significance both in theoretical and practical aspects.

Key words: Consumption values, green purchase behaviour, electronic products, influencing consumers, social value

INTRODUCTION

Green purchase behaviour is defined as purchasing and consuming products that have minimal impacts on the environment (Mei *et al.*, 2012; Suki, 2013; Mun, 2014; Sarumathi, 2014; Delafrooz, 2014; Chekima *et al.*, 2015) and it is considered a pro-environmental behavior (Joshi and Rahman, 2015; Moser, 2015). McCarty and Shrum (2001) suggested that green purchase behaviours differ from general purchase related behaviours. Green purchase behaviour is the environmentally friendly buying behaviour concerning the consumption of products that benefit the environment and don't harm the human being. Engaging in general purchase behaviour is driven by an assessment of its benefits and costs that are relevant solely to the individual consumer performing the behaviour. By contrast, green purchase behavior is unlikely to deliver instant personal gain or gratification but instead it proves a future-oriented outcome such as cleaner environment that often benefits society as a whole. Understanding consumer's green purchase behaviour for environmentally sustainable products is of

importance to the policy makers interested in stimulating the demand for green products and to the suppliers of the products trying to augment their market share in the market for environmentally sustainable products.

Rapid economic growth in the last few decades has increased worldwide consumer consumption which is causing environmental deterioration through overconsumption and overutilization of natural resources (Booi and Teck, 2010; Munasinghe, 2011; Datta, 2011; Biswas and Roy, 2015). Environmental degradation is caused by over consumption, rapid growth of global economy and utilization of natural resources. Environmental problems are related to the patterns of production by industry, consumption and behavior of the consumers directly or indirectly. Most of the consumers have realized that their consumption behavior will reflect to the environmental problems. Therefore, citizens organizations and government are responsible to the environmental degradation. As environment continues to exasperate, developing countries start green movement to preserve the environment (Ramayah *et al.*, 2010). Industries are trying for customer driven policy and to

create demand for green purchase behaviour as environmental pollution has become a major health concern for the people. Despite, extensive research on consumer's environmental actions, attitudes and apprehension in the context of developed countries such studies are remarkably absent in the context of the developing economies (Saxena and Khandelwal, 2010; Boztepe, 2012). Previous studies have studied about the environmental factors (e.g., environmental knowledge, environmental attitudes and environmental concern) and marketing factors (e.g., cost, quality, attitudes and demographic) to examine pro environmental behaviour; however, there is a lack of value factors being examined especially consumption values with regards to green purchase behaviour. Therefore, this study applied theory of consumption values developed by Sheth *et al.* (1991) to examine the key determinants of consumer's green purchase behavior. Most of the earlier studies regarding consumer's purchase behavior employed theory of planned behavior or theory of reasoned action as the theoretical foundation. However, both theory of planned behavior and theory of reasoned action have some drawbacks. There are at least four limitations that have been identified by employing theory of planned behavior or theory of reasoned action (Wen and Nor, 2015). The first limitation is the determinant of intention should not limit to only attitudes, subjective norms and perceived behavioral control. The second limitation is the assumption of individuals are free to act without any limitation is often unfounded because limited ability, time, environment or unconscious habits would limit the freedom to act. The third limitation is values and environmental factors that may influence consumer's intention to perform a behavior does not take into account. The last limitation is theory of planned behavior or theory of reasoned action is a predictive model that predict individual's action based on certain criteria as individuals don't not always behave as predicted and it might change over time especially when consumers take a longer time to carry out an intention the behavior is less likely to occur. Considering the drawbacks outlined above this study employed theory of consumption values to examine whether the consumption values (i.e., functional value, symbolic value, emotional value, epistemic value, conditional value and corporate image value) drive or influence consumer's green purchase behavior. Hence, the objective of this study is to examine the influence of consumption values on green purchase behaviour.

Literature review: The present study focuses on the theory of consumption values to examine the green purchase behaviour of environment friendly and energy efficient electronic products market. This theory basically

focuses on three issues which are consumer choice is a function of multiple consumption values, consumption values make different contributions in any given choice situation and consumption values are independent. The theory has been employed and tested in >200 applications and has demonstrated consistently good predictive validity. Sheth *et al.* (1991) applied it to buying decisions (smokers or non-smokers), product decisions (filtered or non-filtered cigarette) and brand decisions (Marlboro or Virginia Slim). Their results showed that emotional value is most influential in discriminating between smokers and non-smokers, functional value is most influential in discriminating smokers choosing filtered cigarettes and social value is most influential in discriminating smokers who choose Marlboro. Long and Schiffman (2000) applied the theory to segment consumers according to their values and relationships with service providers to understand motivation and behaviour. Sweeney and Soutar (2001) adopted functional value, social value and emotional value to develop a perceived value scale to assess customer perceptions of the value of a durable commodity at brand level. A number of studies also used this theory to predict purchase intention or behaviour of different types of products. However, Sheth *et al.* (1991) proposed five consumption values which consumer research recognizes important for predicting purchase behaviour. These are related to price, quality and performance of the products (functional value), urge to seek knowledge (epistemic value), peer opinion (social value), influence of promotional activities and subsidies (conditional value) and desire to exhibit protective role towards environment (emotional value) (Laroche *et al.*, 2001; Sharma and Bagoria, 2012). The present study also included corporate image as an additional value because a number of studies found that corporate image is a vital factor for making purchase decision (Namkung and Jang, 2013; Kang and Yang, 2010; Keh and Xie, 2009; Lee *et al.*, 2010; Loureiro and Lotade, 2005). As consumer choice is a function of multiple consumption values, the present study used six such dimensions which are functional value, social value, emotional value, conditional value, epistemic value and corporate image value to understand the green purchase behaviour of environment friendly and energy efficient electronic products market. The next section discusses the values in relation to purchase behaviour.

Functional value: Functional value refers to consumer's perception of price and quality of the product. It also refers to the perceived utility acquired from an alternative's capacity for functional, utilitarian or physical performance. An alternative acquires functional value through the possession of salient functional, utilitarian or

physical attributes. Functional value is measured on a profile of choice attributes (Sheth *et al.*, 1991). Suki (2013) found that consumers consider the price and quality while purchasing products. According to Wang price can be the most salient functional value. In consumer's product selection process, consumer's awareness of price significantly influences their purchasing decision of green products (Suki, 2013). The relationships among quality (Ladhari *et al.*, 2011), price (Bennett, 2011) have been the subject of research for several decades; however, the relationship between these variables and consumer outcomes related to eco-friendly products has not been extensively explored in the current literature (Isaacs, 2015). Moreover, functional value is measured by consumer's perception about the product performance as durability, permanence, dependability, reliability, price and quality. It is assessed as the primary driver of consumer choice behaviour in product purchase decision (Sheth *et al.*, 1991; Bei and Simpson, 1995). A number of empirical studies also revealed that functional value is a significant determinant of purchase behaviour (Goncalves *et al.*, 2016; Hessami and Yousefi, 2013). Hence, it is hypothesized that:

- H₁: functional value positively influences green purchase behaviour

Social value: Social value measures perceived utility derived from association with one or more social groups. Social pressure is a key driving force behind consumer choice (Sheth *et al.*, 1991; Bei and Simpson, 1995). Environmental behaviours are inspired by sense of social responsibility. However, several studies suggest that consumer's decisions are influenced more by personal factors like attitude and personality traits rather than social norms or pressure. Kumar and Ghodeswar (2015) argued that consumers would be motivated if their environmental contributions are acknowledged or admired by others. Social value for green products can be defined as the perceived net utility derived from green product consumption based on the perception of social pressure or prestige gain through engagement in environmental saving (Jager, 2006; Biswas and Roy, 2015). Social pressure or comparisons, peer opinion (Baker and Ozaki, 2008) are key factors in the decision-making process (Baddeley, 2011). Environmental attitudes are inspired by a sense of social responsibility (Kashdan, 2013). Biswas and Roy (2015) have found a strong influence of social groups and want of social recognition on the consumption behavior of the consumer segment exhibiting a preferential approach for products with the green credential. Previously researchers have found that individual's purchase decision is influenced by their

peers, family, self-identity and other societal factors (Baddeley, 2010; Ohman, 2011). Based on this understanding from literature the present study hypothesized that:

- H₂: social value positively influences green purchase behaviour

Emotional value: Emotional value is the measure of consumer emotions toward green products. It is the perceived utility that results from a product or service that provokes feelings or affective states. This emotional value influences the green consumer's behavior (Finch, 2006; Lin and Huang, 2012). With increase in protective feeling towards the environment, consumers change their consumption pattern and go green (Kilbourne and Pickett, 2008). Recent studies have found that those with higher NEP scores (New Environmental Paradigm) are most likely to engage in pro-environmental behaviour. Individual's emotions exhibited towards environmental protection and enhancement of individual responsibility will trigger green purchase decisions (Rex and Baumann, 2007). As shown by Kanchanapibul *et al.* (2014) in their studies, emotional values play an important role in revealing individual's correlated behaviour in each situation and it seems that aggressive behaviour dominates their involvement in ecological and environmental activities. Previous results further show that various emotions, especially feelings of personal safety (Cerjak *et al.*, 2010), guilt (Azoury and Salloum, 2013; Young *et al.*, 2010) and generativity (Paco *et al.*, 2013) directly influence consumer behaviour and may drive consumers towards sustainable purchasing. Thus, it is hypothesized that:

- H₃: emotional value positively influences green purchase behaviour

Epistemic value: The epistemic value refers to the perceived utility resulting from a product or service that stimulates the desire for knowledge and offers novelty (Sheth *et al.*, 1991). In regard to green products, the epistemic value such as product characteristics and product design, significantly influence consumer behaviour (Lin and Huang, 2012). Consumer's buying products is attributable to their familiarity with the brand or their attention to a new product or indeed in the simple enthusiasm to learn about a new product. A further explanation for seeking novelty relates to gaining the skills to solve problems (Lin and Huang, 2012). Consumer's inclinations to satisfy a desire for knowledge regarding the product attributes and novelty have favourable impact on consumer behaviour towards buying green products (Tanner and Kast, 2003). Epistemic

value occurs when a person consumes or experiences new products or services when a person is bored with current products when a person is seeking something different or when a person wants to fulfil his/her curiosity with something new. Moreover, epistemic value focuses on product's new features and aspects and its freshness and uniqueness this value can be reached by arousing curiosity. It's actually novelty experience (visiting a new mall), creating a new product (an energy efficient environment-friendly electronic product) and satisfy a desire for knowledge (experiencing other cultures). There is evidence that green consumer's behavior is influenced by epistemic value (Lin and Huang, 2012). Therefore, this study proposes the following hypothesis:

- H₄: epistemic value positively influences green purchase behavior

Conditional value: Conditional value is one of the important predictors of green purchase behavior as cash rebate or government subsidy always grabs the attention of consumers and brings consumers to explore the products or services. Conditional value denotes utility derived in a specific situation. Conditional value in terms of cash rebate and government subsidy might influence green purchase intention and it could be the reason for purchasing environment-friendly products (Wen and Noor, 2015). Consumer research recognizes that changes in consumer situational variables may affect green product adoption (Saxena and Khandelwal, 2010; Niemeyer, 2010). The product or service attains this value due to the situation the presence of physical or social contingencies increase the functional or social value (Sheth *et al.*, 1991). When the value is strongly linked to the product or service's use in specific contexts the conditional value arises. Conditional value for green products can be operationalized as the net utility derived from green product consumption over conventional substitutes based on their perceived willingness to have personal benefits in the form of discounts or perception about situational variables leading to such consumption. Situational variables refer to the circumstances surrounding individuals based on their response to stimuli to meet their needs. According to Candan and Yildirim (2013), the basic determinants for conditional factors are "time, place and context. Previous empirical studies also evidenced that conditional value influences the green purchase behaviour (Finch, 2006; Lin and Huang, 2012). So, it is hypothesized in this study that:

- H₅: conditional value positively influences green purchase behavior

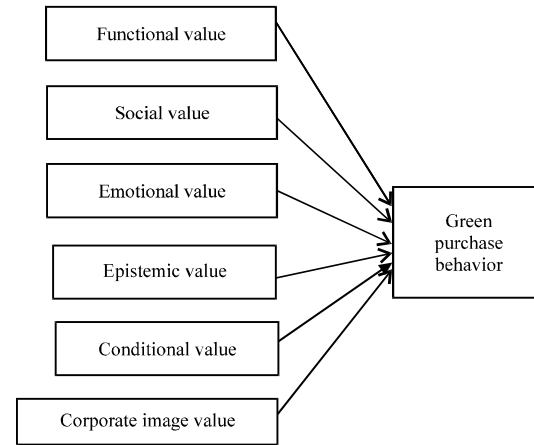


Fig. 1: Research framework

Corporate image value: The idea of a corporate image is a continuing topic of interest among researchers and practitioners for the marketing management. Corporate image refers to the net result of knowledge, beliefs, ideas, feelings or impressions about an organization (Furman, 2010; Wan and Schell, 2007). The corporate image is inherently a composite product of various factors which reflect and communicate the identity of an organization to the minds of customers (Karaodmanoglu and Melewar, 2006). The corporate image is often interchangeably used with "corporate reputation" and "corporate identity" as customers perceive all aspects of a business (Kang and Yang, 2010; Karaodmanoglu and Melewar, 2006; Keh and Xie, 2009). In the context of green marketing, the concept of corporate image is also relevant to corporate association in which socially responsible programs strongly affect consumer's attributions of corporate image and in turn corporate outcome (Berens *et al.*, 2005; Ellen *et al.*, 2006). Therefore, an important mission of green business is to establish a favorable corporate image in the minds of consumers. Customers may depend significantly on the image of a company when making purchase decisions. Presumably, they are more likely to choose the products of a company with a stronger positive image (Namkung and Jang, 2013). In a study by Namkung and Jang (2013) recently indicated that company's green practices significantly influence customer's green behavioural intentions. Other studies on corporate image also indicate a positive relationship between corporate image and purchase behavior (David *et al.*, 2005; Kang and Yang, 2010; Keh and Xie, 2009; Lee *et al.*, 2010; Miles and Covin, 2000). Hence, it is hypothesized that (Fig. 1):

- H₆: corporate image value positively influences green purchase behavior

MATERIALS AND METHODS

The objective of this study is to examine the influence of consumption values on green purchase behaviour. Six consumption values namely functional value, social value, emotional value, epistemic value, conditional value and corporate image value have been used as the influencing factors of green purchase behaviour of environment friendly and energy efficient electronic products market. For the purpose of the study, data were collected through structured questionnaire survey (with seven point likert scale) from the major cities such as Dhaka, Chittagong, Rajshahi, Khulna, Sylhet and Comilla in Bangladesh. The sampling procedure applied in this study was proportionate stratified sampling where the population is divided into groups according to the major cities of Bangladesh. A total of 600 sets of questionnaire were distributed among the respondents and 396 were found to be in usable form. The respondents were the actual buyers of some selected environment friendly and energy efficient electronic products. Partial Least Square Structural Equation Modelling (PLS SEM) with the help of smart PLS M2.0 Software was used to analyse the collected data.

RESULTS

Analysis and results

Demographic profile of respondents: The demographic profile of respondents for this study are as follows. Among 396 valid respondents, 287 (72.5%) of the respondents are male and the remaining 109 respondents (27.5%) are female. Regarding the age of the respondents, 87 (22%) are below 30 years old; 155 respondents are within the age of 31-40 years which is 39.1% of total respondents; 117 (29.5%) are within the age of 41-50 years and the remaining 37 (9.4%) are above 50 years. Among the 396 respondents, 68 (17.2%) respondents have Higher Secondary (HSC) level education; 116 (29.3%) have bachelor degree (graduates), 144 (36.4%) have postgraduate education and the remaining 68 (17.2%) have below higher secondary level education (others). It also shows the professions of the respondents where 168 (42.4%) are service holders; 89 (22.5%) are involved in businesses while the remaining 139 (35.1%) are involved in other professions. In terms of income of the respondents, 203 (51.3%) have monthly income of less than TK. 40000; 142 (35.9%) have monthly income of TK. 40001-60000; 40 (10.1%) respondents have monthly income of TK. 60001-80000 while the remaining 11 (2.7%) have monthly income of TK >80000.

Table 1: Convergent validity and reliability for the constructs

Constructs name	AVE	Composite reliability
Functional value	0.591	0.885
Social value	0.511	0.878
Emotional value	0.512	0.863
Epistemic value	0.508	0.860
Conditional value	0.553	0.859
Corporate image value	0.578	0.868
Green purchase behavior	0.635	0.913

Table 2: Discriminant validity assessment

Items	GPB	FV	SV	EM	EPV	CV	CTV
GPB	0.798						
FV	0.761	0.768					
SV	0.533	0.598	0.714				
EM	0.588	0.627	0.539	0.715			
EPV	0.362	0.415	0.420	0.266	0.712		
CV	0.189	0.190	0.257	0.193	0.297	0.743	
CTV	0.640	0.606	0.462	0.541	0.292	0.104	0.755

Reliability and validity of data: For the reliability test of data, Cronbach's alpha values were measured. As a rule of thumb, a Cronbach's alpha value of 0.70 and above is acceptable for the internal consistency of data. As shown in Table 1 that all the variables have Cronbach's alpha values 0.70 and above which meet the minimum threshold for the reliability of data. On the other hand, item loading and Average Variance Extracted values (AVE) were used for the convergent validity of data. It was found that all the item loadings were above 0.60 which indicate convergent validity at indicator level and the AVE values (Table 1) for all the constructs were above 0.50 which indicates convergent validity at construct level.

On the other hand, discriminant validity was established using the square root of the Average Variance Extracted (AVE) values. According to Hair discriminant validity is established if the square root of the Average Variance Extracted (AVE) values is higher than the inter constructs correlations. As shown in Table 2, the values in the diagonal are much larger than the correlations shared between the construct. Therefore, discriminant validity was achieved.

Coefficient of determination: The present study got a coefficient of determination (R^2) value of 0.754. The R^2 value of 0.754 indicates that the dependent variable is influenced by the independent variables by 75.40%. So, the six independent variables namely, functional value, social value, emotional value, epistemic value, conditional value and corporate image value considered in this study have substantial effect on the green purchase behaviour.

Hypotheses testing: PLS structural model gave the findings of hypotheses testing of this study. Table 3 shows the hypotheses testing findings.

Table 3: The structural estimates

Hypothesized path	Hypotheses	Path coefficient	SE	t-values	p-values	Level of significance
FV->GPB	H ₁	0.380	0.047	7.977	0.000	***
SV->GPB	H ₂	0.211	0.033	3.204	0.001	***
EM->GPB	H ₃	0.051	0.032	1.614	0.107	-
EPV->GPB	H ₄	-0.001	0.037	0.034	0.972	-
CV->GPB	H ₅	0.077	0.032	2.416	0.016	**
CIV->GPB	H ₆	0.132	0.035	3.670	0.000	***

p<0.05; *p<0.01

It is clear from Table 3 that functional value positively and significantly influences green purchase behaviour of environment friendly and energy efficient electronic products market. The path coefficient here is 0.380 with a positive sign and this value is significant at 1% (t, 7.977; p<0.01) level, so hypothesis 1 is supported. Hypothesis 2 is also supported because the findings of this hypothesis testing show that social value is significantly and positively correlated with green purchase behaviour of environment friendly and energy efficient electronic products market. The path coefficient for this variable is 0.211 and the t statistic is 3.204 (p<0.01). So, the findings reveal that social value is a significant factor that positively influences green purchase behaviour of environment friendly and energy efficient electronic products market. From Table 3, it is seen that emotional value has a path coefficient value of 0.051 and the corresponding t-statistics is 1.614 which is not significant (p>0.05). Therefore, hypothesis 3 which posits that emotional value positively influences green purchase behaviour of environment friendly and energy efficient electronic products market is not supported. Hypothesis 4 is not supported as the path coefficient has got a negative value of 0.001 and the corresponding t-statistics is 0.037 which is not significant at 5% level (p>0.05). So in the context of Bangladeshi consumers, epistemic value is not an important predictor of green purchase behaviour. Hypothesis 5 is also supported since conditional value is found to be positively and significantly correlated with green purchase behaviour of environment friendly and energy efficient electronic products market. The path coefficient value here is 0.077 with a positive sign and the corresponding t value is 2.416 which is significant at 5% level (p<0.05). Hypothesis 6 is supported as the path coefficient value is 0.132 with a positive sign and the corresponding t value is 3.670 which is significant at 1% level (p<0.01). So, corporate image value positively and significantly influences green purchase behaviour of environment friendly and energy efficient electronic products market.

DISCUSSION

Over the past few decades, marketers and researchers have paid much attention to the underlying motivations

for green purchase behavior. The findings of this study reveal that functional value, social value, conditional value and corporate image values are influencing consumers to get involved in green purchase behavior of environment friendly and energy efficient electronic products. It reveals that products functional benefits play an important role in consumer's purchasing decision process. It might be due to the fact that quality based functional benefit is the utility derived from the perceived quality and expected performance of the product (Sweeney and Soutar, 2001; Doorn and Verhoef, 2011). Every consumer might set a different level of quality they expect from the product. For instance, some consumers may look for energy savings as one of the reasons to purchase an environment-friendly electronic product. From the environment-friendly electronic products perspective, energy savings, air and water conservation use less save more, price of green electronic products and global recycling may all influence functional value perceptions. The functional value of a green product is influenced by its physical performance determined by factors such as reliability, durability and price which combine to generate functional benefits for consumers. Environmentally-conscious consumers prefer purchasing ecological products that use natural ingredients and do less harm to the environment. However, a good number of customers are willing to pay more to support green products (Suki, 2013). It can thus be understood that consumers consider both price and quality while making decision to purchase green products (Hessami and Yousuefi, 2013).

Social value is deemed to be an influential factor in the decision-making process (Baddeley, 2010). The present study also revealed that social value exerts a significant influence in the green purchase behavior of electronic products market. Social value measures perceived utility derived from association with one or more social groups. Social value is the utility derived from the product's ability to enhance social self-concept (Weerakkody, 2012). Kumar and Ghodeswar (2015) argued that consumers would be motivated if their environmental contributions are acknowledged or admired by others. This kind of auto-expression emotion that customers desire to exhibit their environmental consciousness and expect a public recognition, accordingly can be perceived

as a status-enhancing benefit (Griskevicius *et al.*, 2010). Consumers develop and realize the importance of products when they interact with others and gather related information. Kumar and Ghodeswar (2015) mentioned that consumers as a part of a community or a social group, receive and share information and know what others think about a particular product (Dholakia *et al.*, 2004) and evaluate the products based on the comments and opinions of others (Escalas and Bettman, 2005). According to Lamater and Myers (2010) social influence is the changes of a person's attitude and behaviour which is influenced by another person's action such as persuading and threatening.

On another side, Klobas and Clyde (2001) stated that social influence consists of friends, family, educators, employers, professional colleagues, experts and the media. Ohman (2011) supported that social pressure has an influence toward the consumers with green purchase intention in performing the actual buying behaviour. In contrary, a study of the Jakarta cases indicated that the social influence does not have a significant effect on green purchasing behavior among the university students. Consumers sometimes get motivated towards certain types of behavior by their emotions. Previous studies also gave evidence that emotional value positively influences the purchase behavior (Rex and Baumann, 2007; Hoyer *et al.*, 2012; Doorn and Verhoef, 2015; Wen and Nor, 2015). Emotional value is the utility derived from the feelings or affective states that a product generates (Sweeney and Soutar, 2001). In other words, it refers to the benefits obtained from the use of the product with regards to the feelings and emotions and the value is the consumer's reaction to the product (Xiao and Kim, 2009). Because green purchase behavior is compatible with conservation of the natural environment, it usually generates positive feelings. But the present study found that emotional value is not an important factor influencing the green purchase behavior of environment friendly and energy efficient electronic products market in the context of Bangladesh. This finding is inconsistent with that of the previous studies where it was found that emotional value plays an important role in the green purchase behavior (Kanchanapibul *et al.*, 2014; Lin and Huang, 2012; Wen and Nor, 2015). It might be due to the cultural differences because every national has their own culture and way of thinking which influences their purchase behavior.

In regard to green products the epistemic value such as product characteristics and product design significantly influences consumer behaviour (Lin and Huang, 2012). In fact, research has demonstrated that consumers like accessing product-related information and

knowledge concerning how a product is produced, how this affects the environment and what collective responsibilities must be satisfied to achieve sustainable development (Kaufmann *et al.*, 2012). But the findings of this study generated from the primary data reveal that epistemic value is not important to the customers for making purchase decisions of environment friendly and energy efficient electronic products. Therefore, the findings of this study reveal that customers do not have much curiosity regarding trying a new products rather they focus more on the functional benefits of the products. Conditional value is one of the important predictors of green purchase behavior as cash rebate or government subsidy always grabs the attention of consumers and brings consumers to explore the products or services. The present study also reveals that conditional value is significantly and positively associated with green purchase behavior of environment friendly and energy efficient electronic products market and it is consistent with the findings of previous studies conducted by Biswas and Roy (2015), Lin and Huang (2012). Conditional value includes the cash rebates or any other form of promotions offered by the marketers, government subsidy or any other situational factors that might influence consumers to buy a particular product. The present study reveals that consumers are allured by the conditional values and consequently get involved in green purchase behavior. Hence, conditional value in terms of cash rebate, discount and government subsidy might influence green purchase intention and it could be the reason for purchasing environment-friendly products (Wen and Noor, 2015). Corporate image has emerged as a weapon to instigate firms socially and environmentally responsive operations while maximizing stakeholder's value and firm's value creation. Customers may depend significantly on the image of a company when making purchase decisions. Presumably, they are more likely to choose the products of a company with a stronger positive image (Namkung and Jang, 2013).

The present study also reveals that corporate image value is very important to the customers while making the buying decision of the environment-friendly and energy efficient electronic products. In highly competitive market corporate green practices act as an effective mean of differentiating the products of one seller from those of others (Biswas and Roy, 2016). With the existing environmental awareness of customers and stringent international rules and regulation associated with environmental protection, corporations have to perform green marketing actions to ascertain customers green behaviors (Jain and Kaur, 2004). Previous studies also evidenced that corporate image value is a significant

predictor of consumers' buying behavior (David *et al.*, 2005; Kang and Yang, 2010; Keh and Xie, 2009; Lee *et al.*, 2010). The more the consumer has favourable corporate image the more the likelihood the consumer evaluates new product positively, suggesting the importance of corporate image in purchase behavior. Therefore, corporate image value might be a vital determinant of purchase behavior. In this regard, managers may develop or establish an environment friendly corporate image to the public by contributing more efforts toward environment related or conservation activities. A clear message or effective corporate public relation which integrates the corporate's environmental records is equally important to display to the public that they are truly committed to the environmental concern.

CONCLUSION

This study generates some important insights that can be used by the marketers and policy makers to increase the consumption of environment-friendly and energy efficient electronic products. Previously researchers found that consumers showed positive environmental consciousness towards green products but didn't translate into actual behaviour. It indicates that despite having favourable concern, people are not buying the green products. Hence, a mystery remains regarding the actual factors that might cause consumers to purchase green products. But the present study gathered data from the actual buyers who have already bought green electronics products and it reveals what factors are important to them while making green purchase behaviour. Thus, the findings minimize the value-action gap. According to the customers, functional value is the most significant factor followed by corporate image value, social value and conditional value for buying environment-friendly and energy efficient electronic products. Therefore, marketers should focus on developing the quality of products and offer them to the consumers at affordable costs. Firms should also try to build green corporate image by disseminating information to customers that they are using non-toxic materials and their production system is environment friendly. As consumers are attracted by the conditional values, marketers should emphasize more on promotional campaigns to increase the sales of environment-friendly and energy efficient electronic products. The findings of this study will contribute to extending the existing literature by examining the key factors influencing consumer's green purchasing behaviour towards the electronic products.

The central aim of green purchase behaviour is to bring about less harm to nature. Understanding consumer attitudes better would help producers, marketers and policy makers to promote consumer habits that are less harmful toward the environment. The findings of this study will help businesses to learn and understand the consumer's green purchasing behaviour and perceptions and therefore develop an appropriate strategy and practical marketing planning to sustain long-term success. It is hoped that the results of this empirical study will not only help the government and the electronic products industry in the world to understand consumer's green purchase behaviour but also provide some constructive suggestions to them. The study also brings benefit to the society in understanding the current and future trends of consumer's green purchase behaviour. As business plays a significant role in the overall economic development of any country by understanding consumers and impact of their green purchase behaviour in the society with the development of business policies is vast, it will surely contribute to the development of the country.

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