Role of Consumption Values and Green Intentions in Happiness of Consumers

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Certificate

This is to certify that M.Sc. research report on "**Role of Consumption Values and Green Intentions in Happiness of Consumers "** prepared by Rabia Shabbir has been approved for submission to Quaid-i-Azam University, Islamabad.

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Abstract

The present study was aimed to examine the role of consumptions values and green intentions in happiness of consumers. Moreover, it also focused to determine the role of demographics gender, age, and education of respondents, financial status, occupation and shopping places across the study variables. Sample size (N = 400) was comprised of individuals with age range from 16-52 years. Measures of Consumption Values Questionnaire (Arvola et al., 2008), Green Intentions Scale (Malhotra & Birks, 2007) and Happiness of Consumers Scale (Hwang & Kim, 2016) were used to assess the study variables. Results showed that consumption values were positively related with green intentions and happiness of consumers. In addition green intentions were also linked with happiness of consumers. Findings on gender differences indicated that, women were more focus on consumption values and green intentions than men. Respondents who were highly educated expressed high consumption values and green intentions as compare to the respondents who were low in education. Respondents who were doing business were show high happiness in consumption values and green products as compared to those who are doing government or private job. Implications, limitations and suggestions for future researches had also been discussed.

Chapter 1

Introduction

Climate change, industrial pollution, and excessive personal consumption have all been increasingly affecting the environment and bringing progressively harsher effects on human life (Carfora et al., 2017; Thøgersen, 2009). Meanwhile, people's awareness over the importance of environmental protection has been growing, so much so that it, alongside the goal to achieve sustainable development, has been slowly turning into a consensus among nations worldwide. Governments and enterprises, as important economic entities, have started an endeavor toward environmental protection by changing production methods, developing green products, and adjusting environmental protection policies.

However, consumers' role in environmental protection cannot be ignored; past research showed that a reduction in environmental hazards produced by consumers by increasing pro-environmental consumption behavior was a very significant step toward environmental protection. Today's customers are green conscious and prefer those products that are ethically produced without using child labor and harm to animals and nature. This study shows various factors that affect ethical consumption and happiness. We proposed a model explaining effect of ethical purchase on happiness and onwards to repurchase intention. For this purpose the research adopted Hwang and Kim (2016) model of factors affecting happiness and repurchase intention and added variables such as green consumption, altruism and ethical obligation from (Oh & Yoon, 2014). Green advertising has been largely employed for informing consumers about a product's environmentally friendly attributes or the company's sustainable practices (Chang, Zhang, & Xie, 2015; Leonidou, Leonidou, Palihawadana, & Hultman, 2011; Shin & Ki, 2018; White, MacDonnell, & Dahl, 2011). Typically, a green message illustrates how a product (or brand) reduces its environmental impact by improving its production or composition.

Therefore, the present study designed to determine the predictor role of Consumption Values and Green intentions on Happiness of Consumers. In the following section, description of predictor variable that is Consumption Values is given below.

Consumption Values

Haws et al. (2014) introduced the concept of green consumption values defining it as the tendency to explore the value of environmental protection through one's purchases and consumption behaviors. They explored and developed a method to understand differences across consumers who do and who do not value preserving and conserving the environment, as part of their consumption behavior. The construct of green consumption values can be understood as the tendency to express the value of environmental protection through one's purchases and consumption behaviors. Thus, consumers with stronger green consumption values are generally more oriented towards protecting resources and buying in a responsible way. Further, the authors validated the predictive ability of the construct on consumer decisions regarding environmentally relevant purchases, by demonstrating more favorable attribute evaluations, which are consistent with motivated reasoning processes in more traditional consumer decisions not related to the pro-social context of environmental decisions.

Regarding the issue of conserving, it should be noted that previous research suggests that conserving behavior may be achieved throughout purchase and non-purchase activities. Pickett et al. (2017), for example, in order to study the implications of the conserving consumer for public policy, developed a scale focused on conservation activity comprising a broad range of items: dispositional activity, recycling of non-durable goods and their packaging, preservation of resources and attitude towards packaging. The individuals less involved in such activities seemed to be, less affected by pollution problems and less concerned with social problems. In addition, in relation to the desire of consumers with strong green consumption values to use society's environmental resources, prudently suggest that green consumers also value conservation of their personal resources (Haws et al., 2014).

This concept of green consumption values can be an alternative to the socially conscious consumer concept since its general notion is multidimensional. Thus, studies of socially conscious consumption have often led to long and complex measures aimed to capture the full scope of the constructs involved (Antil, 2010). Green consumption values are highly related to the adequate use of collective environmental resources and personal assets. That is, both the tendency to use

financial resources prudently (frugality, value and price consciousness, spending self-control) and the tendency to use physical resources consciously (frugality, use innovativeness, product retention tendency) are positively correlated with green consumption values (Haws et al., 2014). Accordingly, Sheth et al. (2011) found that greener consumers not only have concern for environmental resources but also for personal resources, indicating the need to focus on the personal and economic well-being of individuals.

Frugality can be translated into the careful acquisition and consumption of goods, covering the attentive use of both financial and physical resources (Lastovicka et al., 2011). Associate this frugality with green values because of the importance a frugal consumer places on the careful use of financial resources in obtaining goods, and concern for physical assets during consumption. The analysis of consumer spending self-control is also relevant because we expected that greener consumers are conscious and controlled in their spending decision-making (Haws et al., 2012). Price consciousness can also be considered a measure of value consciousness because of the focus on careful use of financial resources (Lichtenstein et al., 2012). The conservative use of personal physical resources relates to the tendency to retain or renounce possessions and be more innovative in the use and reuse of products. Defend that green consumers will be reluctant to give up their physical possessions because they will seek to extract all value from goods before discarding them. Additionally, green consumers will be more likely to be innovative users of existing physical resources, looking for the creative reuse and find multiple uses for their products.

Understanding the impact of green consumption values on consumption behavior is critical, as an increasing number of companies focus on products and processes designed to minimize environmental harm. This concept can be very useful to both researchers and marketers interested in understanding how it affects consumers' responses to environmentally based marketing actions, including the response to green marketing communications (Bailey et al., 2016). Consumer environmental concern is seen to increase when consumption behavior becomes more geared towards environmentally sensitive goods and services, and consumers change their purchasing behavior to become greener (Kilbourne & Pickett, 2008). This is observed as consumers' understanding of the eco-labeling of green products begins to influence their decision process in all its phases (Laroche et al., 2001; Norazah, 2013;

Rex & Baumann, 2007). It is known that recycling education results in an upsurge in the rate of recycling among consumers (Sidique et al., 2010) and that self-declaration claims on green product packaging to the effect that the product is environmentally-friendly, ozone-friendly, organic, pesticide-free, and recyclable, all help the consumer's decision-making in choosing products which can promote their overall health. At the same time, such choices also arouse protective emotions toward the environment in consumers (Bei & Simpson, 2015).

Consumer attitude towards green products has previously been researched (D'Souza et al., 2007; Haytko & Matulich, 2008), inferring that peer opinion plays a role in influencing consumer decisions to go green. Decision of an environmentally-friendly nature, such as to recycle and to participate. Epistemic value refers to the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, or satisfy a desire for knowledge (Sheth et al., 1991). In regard to green products, the epistemic value such as product characteristics and product design, significantly influence consumer behavior (Lin & Huang, 2012), seen in consumers buying products 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. In fact, research has demonstrated that consumers like access 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).

Specifically, in terms of recycling, consumers' behavior is influenced by their knowledge of the recycling process such as the waste collection system, and payment system (Hanyu et al., 2000). This environmental knowledge significantly predisposes green behaviour and promotes favorable attitudes towards green product consumption (Norazah, 2013). Beside individual knowledge, additional precursors of enhancement in consumers' environmental quality include their environmental attitude, and values and practices (Barreiro et al., 2013; Steg & Vlek, 2009; Zsoka et al., 2013). Indeed, preceding research has asserted that epistemic value is the major predictor of green consumption behavior (Biswas & Roy, 2015). Concern for unsustainable development has peaked, and promoting and devising sustainable production and consumption is vital. Therefore, via an analytical model, we examine the impact of modularity and consumer sensitivity to sustainability on the pricing decisions of two competing firms.

In addition to analytical expressions for the optimal prices and the profits for both firms, we provide structural results and numerical examples to render practical insights: The refund rate has a strong impact on profits; sensitivity of product greenness can be increased by conscientious advertising, and the reusability of modular parts encourages lower pricing and higher market share. We assert that modularity is a strong concept and practice in developing sustainable products and thereby in production, which, in turn, may enhance sustainable consumption. This study's findings have direct implications for reverse supply chain management, and firms should take these findings into account early in the product design phase.

Theory of consumption values. The theory of consumption values developed by Sheth et al. (2015) focuses on the consumption values that explain why consumers choose to buy or not to buy (or use or not use) a specific product, why consumers choose one product type over another. This theory can be applied to different product categories like durable and nondurable consumer goods, industrial goods, and services (Lee et al., 2002; Park & Rabolt, 2009; Williams & Soutar, 2009) and demonstrates an excellent predictive validity in more than 200 situations. In the field of green marketing, (Finch, 2015) studies what motivates consumers to buy or not buy organic food (Lin & Huang, 2012). The theory of consumption values has at its base three fundamental axiomatic propositions: the consumer's behavior is a function of various consumption values, the consumption values have different contributions in any purchase situation, and the consumption values are independent (Han & Kim, 2010) . Therefore, a decision can be influenced by any or all of the five consumption values. Each of these values has a different contribution in specific buying situations, each relates additively, and each has an incremental contribution.

Functional value. The functional value is what mainly causes the consumer's choice. This function refers to the perceived utility of a product or service to attain utilitarian or physical performances that results from attributes such as durability, reliability, and price. Find that some consumers care enough about environmental degradation that they are willing to pay more for green products (Lin & Huang, 2012). In addition, a study by Bei and Simpson, (2013) confirms that consumers ponder the price and quality when they buy recycled products. The functional value (price) influences the purchase of green products (Finch, 2005).

Defined functional value as the perceived utility acquired from an alternative's capacity for functional, utilitarian, or physical performance. These dimensions might include dependability, endurance and price. Regarding ecotourism, functional value perceptions may include the number of attractions visited (e.g. to experience remote, unspoiled and undisrupted nature(Tao et al., 2010); punctuality of the tour, convenience, speed, efficiency, price, administrative help, safety and security; information about the natural environment; and an adequate number of guides on tour, accessibility, amenities, available packages and quality places (Buhalis, 2000; Chan & Baum, 2007; Tao et al., 2010). Interestingly, examined the one-dimensional trip quality and perceived value relationship for ecotourism and found that trip quality is a more important direct influence on purchase intention than perceived value (price relationship). The above results indicate that some practical elements may influence the rational functional value of ecotourism. Yet, some other factors may play more important roles (Perera & Vlosky, 2013).

Social value. The social value refers to the perceived utility resulting from the product or service's association with one or more social groups, such as demographic, socioeconomic, and cultural (Sheth et al., 1991) important issue for volunteer tourists, a group very similar in traits to the ecotourists. Hultsman et al. (2015) examined the influence of social values on the willingness to pay premium in ecotourism. They found that materialism has a negative impact on. Social norms, pressures and aspirations contribute to the complex role social values play in ecotourism. The social value relates to approval and self-image improvement (Sweeney & Soutar, 2001) that influences the green consumer's behavior (Finch, 2005).

Social value is defined as the gain acquired from acceptability in different social groups after purchasing products and services. Gallarza and Saura, (2006) claimed that researchers needed to include the social and emotional aspects of perceived value, such as customers' feelings and social pressures. Research indicated a strong perceived social value in volunteer tourism (Gallarza et al., 2013). Doing well is perceived well by others and represents an important social value in volunteer tourism. Volunteer tourism is often considered as a form of ecotourism. Blamey and Braithwaite, (2015) conducted a segmentation study of ecotourism and found a variety of diverse social values. The social value of the other person participating and indicating the worth in society becomes an in ecotourism may be intrinsically

motivated by doing well. However, tourists may also like the social prestige associated with such a vacation. The research by Hultsman et al. (2015) indicates that the role of social values, such as interacting and impressing your reference group, may be rather complex in ecotourism.

Emotional value. The emotional value refers to the perceived utility that results from a product or service that provokes feelings or affective states. Report that of their study's respondents feel that they are preserving the environment when they buy recycled products (Bei & Simpson, 2015). This emotional value influences the green consumer's behavior (Finch, 2005; Lin & Huang, 2012).

Emotional value is defined as the gain acquired from customers' feelings or affective states after consuming products and services. Emotional values include comfort, security, excitement, romance, passion, fear and guilt (Hirschman & Holbrook, 2012). Because of the emotional nature of tourism services and experiences, many studies have examined the effect of emotion in tourism and tourism marketing. Chen, (2003) specifically emphasized feelings as an important component of tourist destination marketing strategy. Williams and Soutar (2000) examined adventure tourists' values and found that beyond the functional value, the emotional and novelty value contributed to tourists' satisfaction with adventure trips. Jamal et al. (2011) examined a multidimensional approach to perceived value and found that emotional and experiential values were important aspects of the perceived value of a homestay vacation experience. Found that a direct relationship between affective attitude and willingness to pay premium pinpoints emotion's role on willingness to pay for ecotourism decisions. One would expect that in a study of ecotourism, the emotional dimension of perceived value would be very strong (Hultsman et al., 2015).

In the next section, description of predictor variable that is green intention is given below.

Green Intentions

Green intentions are those that which focus on environment and the products should produce with minimum resources and which can used for maximum environment benefits, on other way there is the elimination of toxic agents and

pollution and the protection of environment (Dangelico & Pujari , 2018). The focus on green product and green process innovations, reflecting interest in the relationship between green innovation and brand equity, which is influenced by consumer perceptions of products or their production process (Keller, 2015). In addition, archival data do not include marketing or organizational innovations. Institutions are the rules of the game that fundamentally shape organizations' strategic behaviors and choices (North, 2005).

Institutional theory suggests that organizations not only seek to maximize profit but also strive to achieve social legitimacy (Suchman, 2019). Posit that corporate decisions are strongly influenced by the external environment through institutional isomorphism. Organizations undertake socially desirable and proper behaviors to establish and maintain legitimacy in the eyes of significant social constituents (DiMaggio & Powell, 2015; Scott, 2008). According to Scott (2015), organizations can obtain legitimacy by ensuring the congruency of their behaviors with social values, norms, and expectations. In recent decades, firms increasingly have implemented sustainable operations, including green innovation, to enhance their legitimacy (Castro, Lopez & Salvado 2014; Bansal & Hunter, 2006; Jennings & Zandbergen, 2004), and noncompliance with such widely accepted environmental practices has prompted external government or societal constituents to question firms' legitimacy (Scott, 2008). With the increase in development and rapid growth of industries we get many benefits but problems also arises in the shape of global warming, air pollution, reduction of natural resources and water pollution (Tanner, 2003). As like in developed nations the consumption power of developing nation's consumers are arising and consumers are rapidly growing (Mont, 2014). In developing nations the consumption and purchasing is increasing because they are comparing their lifestyles with developed nations. There is only way to minimize environmental issues to produce green products and promote these products (Monte & Plepys, 2008).

Green products. Green products are those that are environment friendly and these produced with minimum resources and which can used for maximum environment benefits, on other way there is the elimination of topic agents and

pollution and the protection of environment (Dangelico & Pujari, 2010). The market share of green products in the world is equal to or less than 4 % (Gleim et al., 2013). Environmental issues were beginning in 1960's, in a study of Roper Organization's which conducted in 1993 indicates that consumer's behavior is growing rapidly, they start recycling of their used products (Stisser, 2013). Consumers are attracting towards environment friendly products and their attitude towards environment consciousness is growing (Stisser, 2013). In 1993 American adults' consumer attracts toward green products, but there is the need to promote environment friendly products (Schwartz & Miller, 2015).

Even with the production of green products, the buying or consumption rate is very low because consumers do not want to purchase green products as expected by the companies (Gleim et al., 2013). In the dynamic world, the main issue for the companies is that the sustainability of green products strategies cannot be strengthened. All companies have not power and future sight to successfully develop green products strategies (Ottman, 2012). In recent decade companies are affected by the environment conscious consumers (Maniatis, 2016), and large no of industries have modified their production processes and products features (Souza & Taghian, 2005). Marketers should focus on consumer's buying behavior; they should focus on what consumers want and what companies are producing (Paul, 2016). It is very important to know what consumers want, from this marketer can predict consumer behavior and can give guidelines for production of green products. Large number of consumer's perception is increased towards green products due to environmental issues (Olsen et al., 2014).

Various disciplines, including sociology, management, and organizational behavior, have applied institutional theory. Research in green innovation and sustainability also has examined the impact of institutional pressures on corporate behavior and performance (Berrone, Fosfuri, Gelabert, & Mejia, 2013; Bose, Khan, Rashid, & Islam, 2018; Huang & Yang, 2014; Jakhar, 2017; Rennings & Rammer, 2011). Institutional theory defines three kinds of pressures regulative, normative, and cognitive that provide stability and meaning to social behavior (Scott, 2010). Extant literature has highlighted the impact of regulatory and normative institutions on firm behavior and green innovation outcomes (Doran & Ryan, 2012).

Green innovation. The regulatory pressure of environmental corporate behavior emanates mainly from environmental laws and regulations that are enforced through legal sanctioning (Linde & Porter, 2015). Establish that environmental regulations can trigger green innovation that may partially or fully offset the costs of complying with these regulations and create competitive advantages for the green innovators (Linde & Porter, 2015). Previous empirical studies show that environmental regulations stimulate green innovation (Bose, Khan, Rashid, & Islam 2018; Demirel & Kesidou, 2011; Li, 2014) and improve financial performance (Bose, Khan, Rashid, & Islam 2018; Demirel & Kesidou, 2011; Li, 2014). Normative pressures prescribe desirable and appropriate environmental or sustainable business practices, according to social norms and values related to environmental issues (Berrone, Fosfuri, Gelabert, & Mejia, 2013; Scott, 2010).

Firms come under coercive pressure to consider economic, social, and environmental responsibilities in their operations Lai, Sarkis, and Zhu (2011); such pressures drive them to implement green innovations to improve their legitimacy with regulatory entities(Caracuel & Mandojana, 2013). It's also demonstrate that normative pressures from non-government organizations with regard to environmental issues can increase a company's propensity to engage in green innovation (Berrone, Fosfuri, Gelabert, & Mejia, 2013). Lin and Sheu (2012) find that normative environmental pressure stimulates green supply chain management and improves manufacturing performance. However, despite recognition of the institutional environment as a critical factor in shaping corporate sustainable practices (Jennings & Zandbergen, 2019), the contingent impact of institutions at the industrial level on the relationship between green innovation and firm performance remains largely unexplored.

Previous studies have tended to focus on national-level institutional environments when examining the role of institutions on green innovation or business sustainability (Barbosa & Faria, 2011; Han & Kim, 2010), even though heterogeneous institutional environments across different industries also exert coercive pressures for sustainability and lead to organizational variations in green strategies (Jennings & Zandbergen, 2015; Levy & Rothenberg, 2002; O'Shaughnessy, Gedajlovic, & Reinmoeller, 2007; Rennings & Rammer, 2011). For example, China features salient institutional variations across different regions and industries due to their uneven

economic development and distinct industrial regulations. Although the Chinese central government has strived to establish a uniform legal system, the execution and enforcement of legal codes, including environmental regulations, are often influenced by local governments; they vary substantially across industries as a result of frequent government interventions (Cai, Jun, & Yang, 2010). Firms must comply with environmental regulations to build environmental legitimacy and avoid legal sanctions (Berrone, Fosfuri, Gelabert, & Mejia, 2013; Hunter & Bansal, 2006), so the intensity of industrial regulation may play a critical role in determining the effect of green innovation (Rammer & Rennings, 2011). In addition, due to distinct manufacturing and production processes, pollution intensity varies substantially across industries (Berrone, Fosfuri, Gelabert, & Mejia, 2013; Castro, de, Lopez & Salvado, 2014).

Industries such as steel and chemical manufacturing generate more pollutants. Pollution intensity influences public and social organizations (e.g., non-government environmental agencies) perceptions of the severity of environmental issues, which in turn arouses consumers' awareness of firms' green initiatives and exerts normative pressures on corporate environmental behaviors (Berrone, Fosfuri, Gelabert, & Mejia, 2013; Child, Lu, & Tsai, 2007; Cordeiro, Sarkis & Zhu, 2012). Furthermore, the processes and trajectories of technological change vary greatly across sectors and industries (Greenhalgh & Rogers, 2006; Pavitt, 2011; Tidd, Bessant & Pavitt, 2011). Industry innovation speed varies substantially between traditional industries and some newly developed high-tech industries. In highly innovative industries, firms are under normative pressure from stakeholders, such as customers and competitors, to engage in innovation to establish technological or market legitimacy (Dacin, Oliver, & Roy, 2007; Huang & Yang, 2014; Rao, Chandy, & Prabhu, 2008; Zhu & Sarkis, 2007).

Overall, the substantial variations in regulation intensity, pollution intensity, and innovation speed across various Chinese industries provide a rich industrial institutional setting to examine the moderating effects of these factors on the relationship between green innovation and brand equity. Green consumption behavior refers to a kind of consumption behavior which minimizes the negative impact of consumption on the environment in the whole process of purchase, use and disposal, especially in the phase of purchasing environmentally friendly products (Carrillo, 2005; Guimaraes, 2011). According to classical theories in consumer behavior

domain, specifically the theory of planned behavior, behavior of an individual can to some extent be reasonably deduced by his or her behavioral intention, and behavioral intention the subjective possibility of a specific behavior can be used as a measurement for a specific behavior. Much research has concluded that green consumption intention can actively profile green consumption behavior. Moreover, the academic community has extensively explored the influence mechanism of green consumption intention which can be classified into three mainstreams. The first branch explores the differences between green consumers to identify the individual characteristics of green consumers through market segmentation tools. Previous studies show that there are significant differences in the green consumption behavior of different consumers, such as sex, age, education, family size and family income, but some scholars believe that a simple analysis of the relationship between the demographic variables and the green consumption behavior is not enough to reach a meaningful valuable conclusion.

The second branch explores the psychological mechanism of consumers' green consumption behavior based on the classic theory in consumer behavior. For example, researchers have introduced new psychological variables, such as perceived green value, environmental knowledge and perceived self-identification to expand the theory of planned behavior in order to effectively predict green consumption behavior. However, the research based on the theory of planned behavior has not taken into account the 3 of 16 interference of external situational factors consequently, it is difficult to interpret the complex process of green consumption. Third, the decision-making process of consumers' green consumption behavior is discussed on the basis of decision-making theory to explore the logic of the decision of buying environmentally friendly products.

Buying behavior and consumption pattern of consumers. Among them, rationalism, behaviorism and empiricism respectively describe an effective way for consumers to make purchasing decisions and explain the decision rule for consumers to buy green products. The rationalism viewpoint believes that consumers will collect as much information as possible when considering green purchasing to make reasonable decisions. However, consumers may not carry out this complex and elaborate process of collecting information every time and may not make rigorous logical purchases in reality. The behaviorist point of view is that consumers own a set

of strategic skills and knowledge that will estimate the effort required to make a green purchasing decision and then matches a suitable strategy for the level of effort (Barbosa & Faria, 2011; Han & Kim, 2010). However, behaviorism might be lacking in explanatory power in the context of green purchasing with higher involvement of consumers.

Empiricism believes that consumers make green purchasing decisions based on their overall emotional preferences for green products or services, focusing on the influence of emotional factors on green purchasing decisions instead of rational factors. Taken together with the above three branches, existing research basically only emphasizes that green consumption behavior is a consumption behavior, and rarely recognizes it is an important environmentally responsible behavior. Moreover, the possible influence that consumers' environmental responsibility (specifically, in a Chinese context) on green consumption intention has not yet been fully investigated. Environmental concern is related to the consciousness of a person about environmental problems. The person will support attempts to solve environmental issues or be willing to contribute to such attempts. Attitude is a good prediction of a person's intention to act in environmentally-concerned ways. There is a positive association between environmental concern and environmentally-friendly behavior (Straughan & Roberts, 2010). It is much more likely that people who are highly aware of environmental issues will purchase products for their environmental characteristics rather than for their other attributes. The increasing number of consumers showing environmental concern might be reflected by the growing tendency to purchase green products.

Various studies of green consumption have done on the factors that can affect the green behavior, including price and quality, environment knowledge, attitudes, values, and personal values (Ramayah, 2010). The green consumption research has also involved application on established theories and models, typically those based on the theory of reasoned action and associated with the theory of the planned behavior (Ajzen, 2016).Although this practice or extend a similar theoretical approach Theory of Planned Behavior is a popular theory in the study of green consumption behavior should be more restricted limited. The main problem is the integration of model in order to make that they are difficult to test the behavior of green consumers (Davis, Foxill, & Pallister, 2012). In spite of green production and

marketing of various organizations, green products are not highly purchased by consumers on regular basis (Polonsky, 2011). Natural Marketing Institute studied on green and environmental friendly products and estimates its market size and shows that products are using in 2010. Marketers and producers can take help by understanding consumer attitude for making products according to consumer habits which could be less harmful for them (Lin & Huang, 2012). Consumers buying decision is supported and cited by quality of life, positive attitudes, and environmental consciousness (Sethia, Sheth, & Srinivas, 2011).

Price may effect on purchasing behavior of consumers which have low income level, and markets can influence them to purchase green products by giving some discounts or price reduction offers (Chandon & Wansink, 2012). All promotions may not be the price reduction, it may be to introduce new products which are environment friendly (Gedenk, 2006). Many researchers have been done in other countries on quality's impact on individual's purchasing behavior and choice of consumers. They have viewed their traditional products and compare it with green products and get the information either they have information what they are using, is it good for them and environment. There are lot of theories have been developed on buying behavior and consumption pattern of consumers (Barr, Gilg, & Shaw, 2011). According to our information and knowledge China is limited in introduction and theories of abroad, but some studies which are conducted on rural areas are fruitful (Liu, 2010).

Green consumer, green product, and green buying behavior. The green consumer, or ecologically conscious consumer, can be defined as a consumer that takes into account the public consequences of his or her private consumption or who tries to use his or her purchasing power to promote social change (Webster, 2015). Furthermore, these consumers' behavior reflects their attitudes and actions toward environmental protection (Fraj & Martinez, 2006). The terms green product or environmental product usually describe products that protect or enhance the natural environment, the conservation of energy, and the reduction or elimination of toxic agents, pollution, and waste (Ottman et al., 2006).

Some types of environmentally friendly consumer goods are organic food, energy-saving lamps, energy efficient appliances, solar thermal heating systems, and green electricity (Kuhling & Welsch, 2011; Young, 2008). The relates to the purchasing habits of green products (Lin & Huang, 2012; Schlegelmilch et al., 2016).

The purchase of green products has different motivations (e.g., flavor, health benefits, or ecological footprint) (Andersen, Jensen, Millock, & Wier, 2008). The identification and understanding of this motivation is essential for a marketing strategy's definition and therefore to its success.

Attitudes toward green energy and the environment. An increasing volume of research addresses cultural, social, and psychological factors in consumers' demand for green electricity (Clark et al., 2003; Vringer et al., 2007). Despite visual impacts of wind turbines Groothuis, Groothuis, and Whitehead (2008), attitudes toward green energy are overall favorable globally, contributing to a growth in consumers purchasing premium-priced green electricity (Ek, 2005; Hansla et al., 2008; Salmela & Varho, 2006).

Behavioral effects of a consumer's personality traits and general environmental attitudes suggest that values and environmental concern are principal determinants of environmentally sound consumption (Balderjahn, 2018; Diamantopoulos et al., 2003). Consumers engage in conservation behavior because they are intrinsically concerned about the environment and society (Bamberg, 2003; Fransson & Gärling, 2019). Researchers use a variety of alternative and complementary measurement scales to assess consumers' concern with environmental issues (Kinnear et al., 2014, Synodinos, 2010), including the New Environmental Paradigm scale (Dunlap & Liere, 2018; Liere & Dunlap, 2011).

Several studies confirm that consumer's environmental concern influences purchase behavior of environmentally sound products (Balderjahn, 2018, Roberts & Bacon, 2017). Sensitivity to climate-change issues, awareness of clean energy and alternative energy sources, as well as energy conservation constitutes explicit dimensions of environmental concern (Zimmer, Stafford, & Stafford, 2014). Research also shows that green energy consumers are more environmentally concerned than the general population (Clark et al., 2003; Ek, 2005; Hansla et al., 2008). Overall, concern for the natural environment plays a significant role in green energy purchase decisions. Applying the theory of reasoned action (Fishbein & Ajzen, 2015) to the case of green energy, attitudes toward renewable energy mediate the effect of environmental concern on purchase intention (Bang, Ellinger, Hadjimarcou, & Traichal, 2000). Hansla et al. (2008) provide evidence of environmental concern's direct and

indirect effects on consumers' willingness to purchase green electricity at a premium price.

In the last section, description of predictor variable that is Happiness of Consumers is given below.

Happiness of Consumers

The word happiness is used in several ways. It is an umbrella term for all that is good. It is often used interchangeably with terms like wellbeing or quality of life and denotes both individual and social welfare. During the last decades, survey-research methods introduced by the social sciences have brought a breakthrough. Until now, indicators have been categorized in one of three ways: first, those that adjust economic indicators to include social and environmental aspects, second, those that measure quality of life or life satisfaction directly through surveys, and third, those that are composite indicators bringing together a multitude of aspects (Jarvis, Kubiszewski & Zakariyya, 2019).

Past researches have demonstrated a strong relationship between happiness and workplace success (Barr, Gilg, & Shaw, 2018; Gupta, 2012). It suggests that happy and satisfied individuals are relatively more successful in the workplace as compared to their unhappy peers. Researches have revealed that the attainment of factors such as social support from peers and supervisors, favorable evaluations by a superior and helping fellow workers in the workplace etc causes a person to be happy. One of the reasons for promoting sustainable consumption is that it may give rise to greater happiness for a greater number in the long run (Veenhoven, 2004) took stock of the assumed effects of sustainable consumption on happiness and then reviewed the empirical evidence for such effects on the present generation. The evidence suggested that a shift to sustainable consumption involve a minor reduction in happiness, at least temporarily, but that we can live quite happily with less luxury.

Psychologist and social researches have defined happiness in many ways since the begging of written history (Bader, Glanz, & Lyer, 2012; Fisher, 2010; Kesebir & Diener, 2008; McMahon, 2006). Eudemonia to define happiness, then eudemonia is

derived from identifying one's virtue, cultivating and the exercising them and living life in accord (Gupta, 2012). Most important factor to achieve happiness and it is to have a good moral character thought complete life and happiness also depends on the exercise of the reason and rational capacities as a rational animal (Januwarsono, 2015). Other authors believe that happiness means doing good (Alipour et al., 2012; Gupta 2012; Tella et al., 2006; Januwarsono, 2015). The science that focuses on the study of Happiness is the positive psychology and Seligman (2002), the expert in positive psychology claims that authentic happiness comes from identifying and cultivating fundamental strengths and using them every day in work, love, play and parenting and every aspect of life. Besides, Seligman in his formula of happy life sustains that happy life is a life with positives feelings and activities (Gupta, 2012; Januwarsono, 2015). Give another definition of happiness that implies a life to grow, flourish and thrive and to leave this world in better conditions (Fredrickson & Losada, 2005).

Positive psychologists make a distinction between the concept of happiness and well-being and this distinction is shown in the studies of (Lopez, Pedrotti, Synder, & Teramoto, 2018). However others physiologists considers well-being as synonyms for happiness (Caza & Wrzesniewski 2013; Diener, 2010; Diener & Diner, 2018; Diener & Seligman, 2012). In their study they claimed that well-being is often used as synonym of happiness and wellness. Others have defined well-being as a subjective state of being healthy, happy, satisfied and comfortable and satisfied with one's quality of life (Kesebir & Diener,2018). Also this definition includes a physical, material, social and emotional happiness and personal development, growth and progress (Danna & Griffin 2019; Diener 2010; Felce & Perry 2015).

Happiness is a broad concept with a lot of different facets (Barrow & Veenhoven, 2014). This becomes obvious if we take a look at the philosophical history of this issue. Ancient philosophers were mainly interested in the ability to influence and foresight happiness. They related happiness first of all to personal characteristics like special virtues and later on also to interpersonal, social and political affairs like justice or technological progress. Nowadays, empirical research focusing on happiness is above all located in sociology, social and personality psychology and physiology. Economic and social sciences focus primarily on prosperity and welfare, psychology concentrates primarily on subjective well-being

and physiology regards happiness as a bio-psycho-social unit of emotional processes (Mayring, 2016). Similar to the research in physiology, consumer research deals with happiness as an emotion within psychological determinants of consumer behavior (Riel & Weinberg 2016). Some authors also describe ways to detect the emotional state of happiness by analyzing non-verbal communicational elements like the lift of the corner of one's mouth, the lift of the cheeks and the hatching of the lower part of the eyes (Ekman & Friesen 2018).

Happiness is commonly associated with a high material standard of living and many purchases are driven by the expectation that they will make life more satisfying, in particular the buying of durable consumption good such as houses and the spending of money on holidays. This common sense is echoed in mainstream economic theory, which assumes that we get happier when we consume more, even though the marginal utility may decline. This conjecture about the present is typically accompanied by an optimistic view on the future, in which scientific progress and market rationality will provide alternatives for depleted resources.

Happier with less consumption. A main ground for this expectation is the idea that we consume too much and that the last decade's rise in material affluence has actually made life less satisfying. Various reasons for this counter-intuitive effect have been mentioned.

Hirsch (2016) observed that mass consumption involves various crowd-out effects, for instance sailing is no longer a pleasure because there are now too many boats on the lake. Scitovski (2016) contends that consumption has become ever less satisfying, since modern mass consumer goods provide typically only superficial comfort and lack the deeper satisfaction of challenge. Much of this criticism is summarized in (Lane's, 2000). The loss of happiness in advanced market society, in which Lane also makes the case that pressures to maintain material consumption keep us away from intrinsically more satisfying activities, in particular from spending time with friends and relatives.

Another argument holds that the satisfactions of lavish consumption are offset by the frustrations involved in earning the money required to support such levels of living. This reasoning links up with studies about increasing time stress, such as the overworked American (Schorr, 2011). It also fits the notion that work is no fun

anymore, as exemplified in (Braverman's, 2014). The degradation of work in the 20th century. A common theme in these critical analyses is that consumers do not know what they really need. They are seen to be victims of the drive to keep up with the Jones's and to be misled by the advertisement industry. Consumer wants do not reflect real 'needs' and hence consumption does not buy happiness (Hirsch & Scitovski, 2016).

All this is seen to create a pattern of 'unhappiness in affluence' and in that line it is expected that further growth in consumption will go with a decline in happiness. A formal statement of that view can be found in (Zolatas, 2011). The case for reduced consumption has also been made on the ground that depletion of non-renewable resources now will harm the happiness of the following generations. This argumentation does not fit too well with the above claims about the negative effects of consumption. If downsizing adds to happiness in the present, it will do so in the future, unless the reduction drives consumption below a necessary minimum.

Happier with eco-friendly consumption. The idea that we will happier with eco-friendly consumption concerns the long term in the first place. Sustainable consumption is seen as one of the ways to avoid degradation of the biosphere, such that resulting from global warming and reduced bio-diversity. It is assumed that this will preclude unhappiness of future generations (Schorr, 2011).

Another driver is the concern that ongoing urbanization will reduce our contact with nature and that this will also reduce human happiness in the long run. This worry links up with Biophilia theory, which holds that evolution left us with a preference for green and open environments, and hence that we cannot thrive in modern cities (Gullone, 2000). Next to these long-term considerations there is also the belief that eco-friendly consumption grants more satisfaction in its self. A major element in this belief is that eco products are healthier, in particular biological foods.

Happier with tradition-friendly consumption. Likewise, some believe that time-honored products yield more satisfaction than modern mass produced products do; the soup grandmother served tasted better than today's canned soups in the supermarket, reading books is more satisfying than surfing the web, etc. This view fits

the above-mentioned contention of Scitovski that modern mass consumer goods provide mere comfort. The belief roots also in notions of there being seasoned wisdom inherent in these products.

The gain in happiness is not only seen in the consumption of traditional goods, but also in their production. Traditional crafts are seen as a source of fulfillment, whereas modern factory work is seen as alienating, this view links up with Braverman's claims about degradation of work. Tradition friendly consumption is also seen as a way to preserve pockets of good old society, which is deemed to be more livable than the modern mainstream society (Barrow & Veenhoven, 2014). Unease with modern society is in fact a major symbolic element in sustainable consumption. The happiness of the consumer is a new concept in marketing research. Recently, researchers have found a non-intuitive representation of what causes customers to be happy. But rarely, if ever, this concept has been addressed by researchers in the field of marketing. In the foundation of the relationship with their customers, the company must consider the creation of a feeling of happiness, for this relationship to be successful and sustainable (Barrow & Veenhoven, 2014). Despite the large number of studies in the area of retail, few studies have addressed the logistics performance and especially the internal performance of the retail store. Our study is among the first studies in marketing that helps to develop a better understanding of the role of logistics in retail stores and happiness to satisfy customers. According to Theron and Terblanche (2010), the orientation of consumers to a product depends positively on the dynamic relationship between the buyer and seller. This relationship improves profitability (Ashley et al., 2010). Customer satisfaction plays a key role in equity returns of a company (Sarlak & Fard, 2009). Studies in this field have suggested that there is a positive correlation between customer satisfaction and profitability (Lo, 2012).

Many studies have been conducted to measure the impact of marketing actions on the level and the heterogeneity of customer satisfaction (Grewal et al., 2010). The results relating to customers show these aspects affect the performance of a long-term (Bharadwaj & Tuli, 2009). Definition: before defining happiness, it is necessary to emphasize the difference between happiness and pleasure. They are indisputably common way, for the duration of each. Happiness has been defined as a steady state,

or the pleasure was defined as a brief moment, that is in a moment. Also, the fun is in the fulfilment of a desire or a need and happiness differs by time (Seligman, 2011).

Happiness of consumers in marketing. Consumers no longer wish to be satisfied that, but to be happier. Currently, the reason for living requires strategy guests. However, the continued success of your product service or business is related to past customer experience and is also the source of his loyalty (Hsee et al., 2009). There are more than 50 years and until today, the customers are not happy. Despite innovations brand that were generated over the years and spent enormous costs for the customer satisfaction. For the design of customer happiness, it is possible to go beyond mere satisfaction. Companies and professionals are forced to discover the acting solutions that increase the feeling of feelings from the target (Cespedes, 2010).

Happiness and satisfaction. Happiness is a cognitive antecedent of satisfaction and attitudes. Emotional happiness is considered by cognitive measures of satisfaction, this argument fully accepted and questions. Separations between measures of cognitive type and measures of affective type of subjective well-being must be taken into consideration because the own happiness is proportional to its raison d'être varied from one individual to another (Cespedes, 2010). According Cespedes (2010), happiness is the satisfaction of all inclinations is multiple and extended, in intensity and duration. Defined happiness as maximum enjoyment consumer influencing their overall satisfaction. So, happiness is produced as a full and complete satisfaction of all individual desires. Found that several researchers have found satisfaction and attitude to be major antecedents of customer repurchase intention (Elbeltagi & Agag, 2016). Also a direct positive relationship to the same service provider found that green value has significant relationship with both perceived quality and repurchase intention, While Emotional value has significant relationship with perceived quality (Ariffin, Putit, Shah, & Yusof, 2016).

However, its relationship with repurchase intention is insignificant. For environment conscious, though its relationship with perceived quality is insignificant, when paired against repurchased intention, the relationship is found to be significant (Ariffin, Putit, Shah & Yusof, 2016)between customer satisfaction and repurchase intention is supported by a wide variety of product and service studies (Elbeltagi &

Agag, 2016). These studies prove that overall customer satisfaction with a service is strongly associated with the behavioral intention to return.

Consumption Values, Green Intentions and Happiness of Consumers: Empirical Evidences

Nemours studies provide indirect evidence of possible relationship among study construct. Details of relative literature are given below.

Consumption values and green behavior. Another important perspective to understand the consumption behavior would be consumption value (Hellier, Geursen, Carr, & Rickard, 2017). Stated that there are three different categories of consumption values, emotional, social, and functional values. Emotional value often associated with aesthetic alternatives, which based on the evaluation of a product by how consumers feel toward it (Gross, Newman, & Sheth, 2017). Social Value is related with association with perceived social consequences, which also be seen as the environmental norm in green market. It is about how individual views his/her own image by comparing his/her decision to the others in the situation. Functional value is related to certain choice to satisfy physical purposes from the consumers, which is to be useful to the consumers for a certain purpose, such as price. Conditional value would affect the consumer's decision in the short run. Therefore, we did not consider this short-term impact value into our model for decision behavior.

In China, the consumption value within their culture is unique, compared to the western countries. The nations which are developed from Confucianism such as China, Korea, and Japan have a very strong belief to conform to the majority of the society, and they worry more about whether they would lose face in front of the others (Chim, Sims & Tsai, 2015). Base on the behavior model and the literature reviews, we proposed environmental awareness and consumption values would simultaneously influence the person's green makeup purchase intention, and the models would be different between Chinese and international samples (Kasprzyk & Montano 2015) .

Green intentions and consumers satisfaction. Classical pro-social behavior theory posits that pure altruism motivates individuals to contribute to the common good (Bergstrom, Blume, & Varian, 2016). The literature conceptualizes altruism as

a personal value structure with significant influences on behavior (Bilsky & Schwartz 2017; Stern et al., 2015). However, studies on contingent valuation analysis of the utility of contributing to public goods show that pure altruism does not entirely explain pro-social behavior (Andreoni, 2019). Consumers experience a direct, personal benefit arising from the contribution and independent of any increase in the common good, which Andreoni calls the warm glow of giving. With regard to environmentally responsible behavior choices, consumers experience the intrinsic *warm glow* feeling of well-being as a consequence of the moral satisfaction engendered by contributing to the environmental common good (Kahneman & Knetsch, 2012; Nunes & Schokkaert, 2013; Ritov & Kahneman, 2017).

This conceptualization is consistent with empirical findings suggesting that some consumers purchase green energy at a premium price in order to feel better with themselves rather than the decision's environmental impact (Bilharz & Wüstenhagen 2016). While society as a whole receives benefits from green energy, users experience additional personal warm glow benefits contributing to climate protection and energy independence (Menges, Schroeder, & Traub, 2005). The expectation of warm glow potentially motivates purchase intention either directly or mediated by attitude formation toward the brand.

Consumption values and happiness of consumers attitude. Signaling theory and the literature on symbolic and conspicuous consumption provide a conceptual framework to understand the psychological benefits (Aaker, 2012), socially visible consumption of environmentally friendly products. Signaling is the process of conveying information about oneself implicitly, by engaging in behaviors that reveal personal traits and preferences to observers. Individuals are more willing to consume in a way that benefits society when signaling is likely (Glazer & Konrad, 2016).

Products with a higher signaling potential deliver greater benefits from association with pro-social behaviors (Bennett & Chakravarti, 2009). Product symbolism and symbolic consumption research support this conceptualization (Belk et al., 2012; Hirschman, 2011). Most consumer products carry a symbolic meaning often affecting purchase and use (Hirschman & Holbrook 2012; Sirgy, 2015). Solomon (2013) argues that products are relevant for setting the stage for consumer's social roles. Individuals evaluate and place others in a social context to a significant degree by the products

they consume. Consumers may conspicuously consume environmentally friendly products in order to display pro-environmental attitudes. However, individuals may also engage in conspicuous environmentally sound behavior to signal their altruism. Conspicuous altruism enhances status and reputation by showing an individual's capacity and willingness to contribute to the common good (Roberts, 2018; Vugt et al., 2007). Demonstrate that status motives lead consumers to choose green products over non-green alternatives (Bergh, Griskevicius, & Tybur, 2010).

Green energy customers should experience psychological benefits from signaling their pro-social and pro-environmental orientation, as well as their capacity to incur extra costs for the sake of the environment and society. Self-expression, as a psychological motive, may induce consumers to purchase green-branded electricity. Brand attitude potentially mediates this effect. Psychological reward expectations from purchasing a green energy brand should enhance consumer's attitude toward this brand.

Consumption Values, Green Intentions and Consumers Happiness: Context of Environmental Psychology

Most print advertisements and television commercials for green energy brands display visual images of pristine natural scenery. Pictures influence formation of brand beliefs and affective responses to advertisements (Mitchell & Olson, 2011; Rossiter & Percy, 2010). Images of natural environments may help construct positive product attribute beliefs, increasing the salience of environmentally sound product features. On the other hand, positive emotional responses evoked by advertising enhance brand affect (Burke & Edell, 2019).

Natural advertising imagery may exert affective influences as well. Environmental psychology demonstrates that experiencing nature engenders positive emotional responses (Hartig et al., 2011; Kaplan, 2015; Ulrich, 2011). Photographs or video recordings elicit similar affective responses to genuine nature experiences (Hull & Stewart, 2012; Kaplan & Kaplan, 2019; Nassauer, 2012). Natural imagery embedded in advertising potentially emulates the effects of nature. Positive emotional responses to advertising result in a more positive brand attitude affecting intention to purchase (Batra & Ray, 2016; Burke & Edell 2017).

Positive affect evoked by advertising-induced nature experiences leads to brand attitude improvement (Hartmann & Ibáñez, 2009) and, indirectly, increases purchase intention. However, influences of affective responses to advertising on intention to purchase the brand may be direct (Allen et al., 2012; Hartmann & Ibáñez, 2009; Mitchell & Olson, 2011), suggesting that hypothesized effects are both direct and mediated by brand attitude.

Rationale of the Study

Owing to the contemporary emphasis on pro environmental behaviors, therefore it is imperative to understand and determines its impact on lives which shape our environment friendly behaviors and also contributing to psychological wellbeing such as happiness. Pro environmental behavior is that behavior in which people want to keep clean their environment from different harmful products. The consumers who are using green products are protecting our environment; it represents their social values and pro environmental behavior(Keller, 2015). Environment consciousness provides a vital role on green products consumption. Environment conscious customers like environment friendly products. Everyone wants clean environment and hygienic food. Green products consumption is very important topic in society. The effect of green products on traditional products has very effective; according to our social values, we should purchase environment friendly products as compared to traditional products. For example, in automobiles and electronic products, we should use energy efficient and fuel-efficient products and it increases the happiness of consumers. The consumption habits of consumers include what and whether to consume (Schorr, 2011). Satisfaction is the main component which effects on the consumption habits of consumers, it also affects by how the products developed and how these sold to consumers.

Prior studies have shown that although basic understanding of consumption values has been established but still there is a need to focus on under researched aspect of consumption values in determining our behavior in the perspective of green intentions(Clark et al., 2003; Ek, 2005; Hansla et al., 2008). For instance, earlier studies have highlighted the need to investigate the precursors of pro environmental intentions which necessarily influences are behaviors. In this regard green intention is an emerging construct giving attentions both in consumer psychology and environmental psychology.

Various studies have shown multiple contradictory outcomes of happiness of consumer which highlighted the need to investigate its relation in shaping certain behavior such as green intention and consumption values. Sample of young adults and adults are taken as they are high consumer of products. Young adults are the key components for consumption of green products, they can save environment from pollution and harmful products.

Chapter 2

Method

This chapter of the present study represents the details regarding objectives, hypotheses, operational definitions of variables, sample, instruments and procedure which further carry information about demographic sheet and confidentiality related concerns were discussed in detail.

Objectives

The present study has the following objectives:

1. To examine the relationship among consumption values, green intentions and happiness of consumers.
2. To determine the role of various demographics (gender, education, occupation, financial status and shopping places) in relation to study variables.

Hypotheses

The following hypotheses have been phrased to achieve the objectives of the study.

1. Consumption values are positively associated with green intentions and happiness of consumer
2. Green Intention is positively associated with happiness of consumers.
3. Women reflected more consumption values, green intentions and happiness of consumers as compare to men.
4. Highly educated respondents will reflect high consumption values, better green intentions and more happiness of consumers as compare to their counterparts.
5. Financially independent individuals will show more consumption values, green intentions and happiness of consumer as compare to dependent.

Operational Definitions of Variables

The study construct have been operationalized as follows

Consumption Values. It is considered as the tendency to explore the value of environmental protection through one's purchase consumption behaviour comprising of functional, social and emotional values (Haws et al., 2018). In the present study, consumption value is assessed with Consumption Value Questionnaire (Arvola et al., 2008**)** and high score attained on this scale reflect more indination of consumption values.

Green Intentions. Green intentions are those that which focus on environment and the products should produce with minimum resources and which can used for maximum environment benefits, on other way there is the elimination of toxic agents and pollution and the protection of environment (Dangelico & Pujari, 2018). In the present study, green intentions are assessed with Green Intentions Scale (Birks & Malhotra, 2007) and high score attained on this scale reflect more indination of green intentions.

Happiness of Consumers. It is a affective or emotional connotation of pleasure and inner satisfaction related to purchase and utility of product (Ariffin, Yusof, Putit, & Shah, 2016). In the present study, happiness of consumers is assessed with Happiness of Consumers Scale (Hwang & Kim, 2016) and high score attained on this scale reflect more indination of happiness of consumers.

Sample

Convenient sampling technique had been used in this study which comprises of (N = 400) including both gender men (n = 100) and women (n = 300) which were the customer of Shopping Malls of Islamabad and Rawalpindi city. Age range of the respondents varies from 16 to 52 years. Financial status of respondents was measured as dependent (n = 300) and independent (n = 100). According to occupation there were (n = 159) were doing business (n = 123) were doing government job and (n = 118) were doing private job. In demographics the education level was also included,

there are (n = 194) respondents were undergraduate (n = 104) were graduate and (n = 102) were postgraduate. To review the shopping habits and places from where the respondents prefer to do shopping, according to data (n = 240) respondents prefer to visit departmental stores and (n = 160) wants to do shopping from online websites.

Table 1

Demographic Details of the Sample (N = 400)

Variables	Categories	***F***	***(%)***
Gender	Men	100	(25)
	Women	300	(75)
Education	Undergraduate	194	(48.5)
	Graduate	104	(26)
	Postgraduate	102	(25.5)
Occupation	Business	159	(39.75)
	Government	123	(30.75)
	private	118	(29.5)
Financial status	Dependent	300	(75)
	Independent	100	(25)
Shopping places	Departmental store	240	(60)
	Online sites	160	(40)

Table 1 shows the distribution of the sample based on age, gender, financial status, occupation, education and shopping places.

Instruments

Consumption Value Questionnaire. A 15 item Consumption Values Questionnaire was used to assess consumption values. This questionnaire Arvola et al. (2008) has developed this scale to measure the consumption values which includes functional value, social value and emotional value. It is a 15 items questionnaire. It is a 5-point Likert scale which show strongly disagree=1 to strongly agree=5. This scale has no reverse scoring. Possible minimum score range of this scale is 1 and maximum score range of this scale is 5. High score of this scale will show high consumption

value in the individual. The total scale reliability was .85 as reported by (Arvola et al., 2008).

Green Intentions Scale. This questionnaire has been used many times in prior studies. Birks and Malhotra (2007) has developed this scale to measure the green intentions of consumers in shopping habits. It is a 08 items questionnaire. It is a 5-point Likert scale which show strongly disagree=1 to strongly agree=5. This scale has no reverse scoring. Possible minimum score range of this scale is 1 and maximum score range of this scale is 5. High score of this scale will show high green intentions in the individual. The total scale reliability was .84 as reported by (Malhotra & Birks, 2007).

Happiness of Consumers Scale. This questionnaire has been used many times in prior studies. Hwang and Kim (2016) has developed this scale to measure the happiness of consumers of consumers in shopping habits. It is a 07 items questionnaire. It is a 5-point Likert scale which show strongly disagree=1 to strongly agree=5. This scale has no reverse scoring. Possible minimum score range of this scale is 1 and maximum score range of this scale is 5. High score of this scale will show high happiness of consumers in the individual. The total scale reliability was .82 as reported by (Hwang & Kim, 2016).

Demographic Sheet. A comprehensive demographic sheet was being formulated in order to understand their corresponding relationship with the descriptive of the study. Demographic sheet provides inclusive information about gender, age, education of respondents, financial status, occupation and shopping places.

Procedure

It was physical study in Islamabad and Rawalpindi metropolitan areas and shopping malls. Questionnaires were provided to individuals physically, concerned subjects who participated in the study were informed about the green products consumptions and happiness of consumers. Informed consent acquired from every participant and had made sure that their information will be kept confidential. It was also briefed that they have the right to quit if they felt uneasy to give their information at any time. It was also assured to participants that information provided by them would be used only for research purposes. Verbal and written instructions were given

to the respondents to fill the questionnaires appropriately and accurately. Data was collected in their spare time, and this time was chosen as per the feasibility of subjects in order to get genuine. Later, they were thanked for their time and the cooperation which they had shown towards the study. Subsequently to the data collection procedure, analysis was performed with different statistical procedures through SPSS.

Chapter 3

Results

This section covers the analysis of data determine on role of consumption values and green intentions in happiness of consumers. This study is based on empirical data, so the results have been presented in the form of Tables given below. The descriptive statistics includes means, standard deviation, skewness, range and Cronbach's α whereas in inferential statistics Pearson Product Moment Correlation, Regression, *t* test and ANOVA were included. Furthermore, t-test is computed in order to calculate the mean differences along gender, occupation, family system, institutional information, family status and financial status. Moreover, one-way ANOVA is used to assess mean group differences on shopping trend and monthly income for study variables.

Reliability Estimates and Descriptive Statistics of Measures

To determine the descriptive and psychometric properties of alpha reliability coefficients, mean standard deviation, range, skewness and kurtosis of Consumption values, Green Intentions and Happiness of Consumer.

Table 2

Descriptive Statistics and Alpha Coefficients of Scales (N = 400)

Scales	No. of items	*a*	*M*	*SD*	Range		Skew.	Kurt.
					Potential	Actual		
CVQ	15	.85	43.65	6.28	15-60	20-58	.24	1.02
GIS	10	.83	31.89	4.25	10-40	12-38	.12	.24
HOCS	07	.81	20.57	3.33	07-28	08-26	-.63	.99

Note. CVQ = Consumption Values Questionnaire; GIS = Green Intentions Scale; HOCS = Happiness of Consumers Scale

The Table 1 shows descriptive statistics of the scale. Results showed that alpha measures of internal consistency that is alpha co-efficient of all scales fall in the range of .85 to .81. All the values were above .70. The values of skewness and kurtosis also fall in range.

Table 3

Correlation Matrix for all Study Variables (N = 400)

	Variables	1	2	3
1	Consumption Value	-	.39*	.48*
2	Green Intentions		-	.53*
3	Happiness of Consumers			-

*$p < .01$

Table 3 shows results of Pearson Product Moment Correlation implying the direction and strength of relationship. It has been found that consumption value is positively related with green intentions and happiness of consumers. It has also been found that green intentions are positively associated with happiness of consumers. These finding provide support for H1 and H2.

Table 4

Multiple Linear Regression Analysis of Predictors of Happiness of Consumers (N = 400)

				95% CI	
Variables	*S.E*	*β*	*p*	*LL*	*UL*
(Constant)	1.03		.03	1.94	0.74
Consumption Value	.022	.52	.00	3.52	2.69
Green Intentions	.03	.40	.00	4.75	4.11
R^2	0.44				
Adjusted R	0.43				
F	163.13		.00		

Table 4 indicates Multiple Linear Regression. To determine the predictor of happiness of consumer. Result show that consumption values and green intention positively predictor happiness of consumer. This table shows the study variables of consumption values and green intentions has significant effect of $p < .01$ upon the happiness of consumers. This table suggest that the 44% of the total variance explained in happiness of consumers by consumption values and green intentions. It shows that if one point of consumption values changes it will change the .022 to happiness of consumers.

Table 5

Gender Differences Across Study Variables (N = 400)

Variables	Men (n = 100)		Women (n = 300)				95% CI		
	M	*SD*	*M*	*SD*	*t*(198)	*p*	*LL*	*UL*	Cohen's *d*
Consumption value	43.91	7.27	46.58	5.95	3.45	.01	1.93	4.75	.38
Green intentions	31.28	4.07	34.77	4.30	2.01	.01	1.44	5.47	.34
Happiness of consumer	20.72	3.40	23.52	3.31	4.49	.00	1.56	6.94	.47

Table 5 illustrates mean difference based on gender upon study variable. Results show reflected that women show more consumption values, green intentions and happiness of consumer as compare to men.

Table 6

One-way ANOVA Analysis on Education Across study variable (N = 400)

Variables	Undergraduate (n = 194)		Graduate (n = 104)		Postgraduate *(n = 102)*				95% CI	
	M	*SD*	*M*	*SD*	*M*	*SD*	*F*	*p*	*LB*	*UB*
Consumption value	41.08	6.24	42.61	5,43	45.83	7.08	5.35	.01	3.05	4.26
Green intentions	31.10	4.13	32.77	4.37	35.56	4.37	4.59	.05	1.48	5.30
Happiness of consumer	20.60	3.36	21.50	3.41	24.58	3.19	4.03	.01	0.25	4.89

Table 6 illustrates mean difference based on education upon study variable. Results show reflected that who were highly educated expressed high consumption values and green intentions and Happiness of Consumer as compare to the who were low in education.

Table 7

One-way ANOVA Analysis on Occupation Across study variable (N = 400)

CI Variables	Business (*n* = 159)		Government (*n* = 123)		Private (*n* = 118)				95%	
	M	*SD*	*M*	*SD*	*M*	*SD*	*F*	*p*	*LB*	*UB*
Consumption value	47.03	6.82	44.08	6.29	43.81	5.45	4.89	.01	3.05	4.26
Green intentions	35.32	4.56	32.63	4.03	31.61	4.02	5.35	.05	1.48	5.30
Happiness of consumer	24.85	3.51	21.47	3.09	20.30	3.34	5.00	.01	0.25	4.89

Table 7 illustrates mean difference based on occupation upon study variable. Results

Show reflected that individuals who have business show more Consumption values, Green intentions and Happiness of Consumer as compare to government job holders and private job holders.

Table 8

Financial Status Across study variables (N=400)

Variables	Dependent (*n* = 300)		Independent (*n* = 100)				95% CL		
	M	*SD*	*M*	*SD*	*t*(198)	*p*	*LL*	*UL*	Cohen's *d*
Consumption Value	43.64	6.11	46.72	6.98	3.67	.01	1.68	4.82	.35
Green Intentions	31.94	4.07	34.65	4.92	2.91	.00	1.45	5.24	.40
Happiness of Consumers	20.66	3.19	23.17	3.87	4.41	.01	1.52	6.80	.38

Table 8 illustrates mean difference based on financial status of individuals upon study variable. Results show reflected that independent individuals show more Consumption values, Green intentions and Happiness of Consumer as compare to dependent.

Table 09

Shopping Place for Study Variables (N = 400)

Variables	Departmental Stores (*n* = 240)		Online (*n* = 160)				95% CL		
	M	*SD*	*M*	*SD*	*t*(198)	*p*	*LL*	*UL*	Cohen's *d*
Consumption Value	47.93	6.17	43.24	6.43	3.67	.01	1.68	4.82	.35
Green Intentions	34.88	4.00	31.89	4.06	2.91	.00	1.45	5.24	.40
Happiness of Consumers	24.74	3.27	20.31	3.40	4.41	.01	1.52	6.80	.38

Table 9 illustrates mean difference based on shopping place upon study variable. Results show reflected that individuals mostly prefer to do shopping from departmental stores rather than online sites.

Chapter 4

Discussion

The present study was conducted to explore the role of consumption values and green intentions in happiness of consumers. It is also intended to determine whether the Demographic sheet provides inclusive information about gender, age, and education of respondents, financial status, occupation and shopping places. The sample comprised different shopping malls of Rawalpindi and Islamabad. It was physical study in Islamabad and Rawalpindi metropolitan areas and shopping malls. Measures used for assessing study variable and found to be reliable and valid. The major constructs of the study were assessed as the role of consumption values and green intentions in happiness of consumers. (Arvola et al., 2008) has developed the scale to measure the consumption values which includes functional value, social value and emotional value. Malhotra and Birks (2007) has developed the scale to measure the green intentions of consumers in shopping habits. (Hwang & Kim, 2016) has developed the scale to measure the happiness of consumers of consumers in shopping habits (Hwang & Kim, 2016). Measures used in the present study showed adequate alpha coefficients indicating these instruments are reliable.

Findings show that consumption value is positively related with green intentions and happiness of consumers. There finding are in line with earlier literature, for instance, (Haws et al., 2014) said that in relation to the desire of consumers with strong green consumption values to use society's environmental resources, prudently suggest that green consumers also value conservation of their personal resources and it will increase their happiness level. Amjad, Shah, Soomro and Tahir (2018) conducted study in Rawalpindi, Pakistan empirically examined the link with consumption value and happiness of consumers. The results of the study indicated that the role of consumption values found positively associated with consumer happiness. Accordingly, Sheth et al. (2011) found that greener consumers not only have concern for environmental resources but also for personal resources, indicating the need to focus on the personal and economic well-being of individuals. Associate this frugality with green values because of the importance a frugal consumer places on the careful use of financial resources in obtaining goods, and concern for physical

assets during consumption (Haws et al., 2014). In earlier research by Straughan and Roberts (2019), it was found that peer opinion plays a role in influencing consumer decisions to go green for happiness.

It is also found that findings show that green intentions are positively related with happiness of consumers. In prior study green intentions has positive significant impact in happiness of consumers (Chen & Hung, 2016). Industrial psychologist Bahnik, Kohlova and Urban (2019) said that environmentally responsible behavior characterized by advocating nature and protecting the ecology. Attitudinal attribution towards buying green products with the intention to solve environmental problems and it increase their happiness level (Nguyen, & Yang, 2019). Cognitively deliberate inclinations to focus on the targeted use of pro environmental approach and behaviour and green intentions improve the happiness level of consumers (Gong, Pan, Sheng & Xie, 2019). Green intentions focus on environment and the products should produce with minimum resources and which can used for maximum environment benefits, on other way there is the elimination of toxic agents and pollution and the protection of environment which should increase the level of happiness (Dangelico & Pujari, 2018). Consumers buying decision is supported and cited by green intentions and its impact in happiness of consumers (Sheth, Sethia, & Srinivas, 2011).

Findings show that women express more consumption values, green intentions and happiness of consumers as compare to men. Green consumption values are highly related to the adequate use of collective environmental resources and personal assets. That is, both the tendency to use financial resources prudently (frugality, value and price consciousness, spending self-control) and the tendency to use physical resources consciously (frugality, use innovativeness, product retention tendency) are positively correlated with green consumption values, the use of green products in women is greater than men (Haws et al., 2014). Accordingly, Sheth et al. (2011) found that greener consumers not only have concern for environmental resources but also for personal resources, indicating that the women are consuming higher than men. The analysis of consumer spending self-control is also relevant because we expected that greener consumers are conscious and controlled in their spending decision-making, on the other side the trend for using green products is much higher in women as compared to men (Haws et al., 2012)

Findings show that who were highly educated respondents expressed high consumption values and green intentions and happiness of consumer as compare to those who were lower in educational qualification. Understanding the impact of green consumption values on consumption behavior is critical, as an increasing number of companies focus on products and processes designed to minimize environmental harm. This concept can be very useful to both researchers and marketers interested in understanding how it affects consumers' responses to environmentally based marketing actions (Haws et al., 2014), including the response to green marketing communications, this behavior shows that highly educated persons expressed more interest on consumption of green products rather than others (Bailey et al., 2016). Consumer environmental concern is seen to increase when consumption behavior becomes more geared towards environmentally-sensitive goods and services, and consumers change their purchasing behavior to become green, the behavior of highly educated persons expressed more interest on consumption of green products rather than others (Kilbourne & Pickett, 2008).

Finding show that individuals who have business show more consumption values, green intentions and happiness of consumer as compare to government job holders and private job holders. In regard to green products, the individual's businessman as compare to others who are doing jobs spend more on green products consumption (Lin and Huang, 2012). This environmental knowledge significantly predisposes green behavior and promotes favorable attitudes towards green product consumption. The individual's businessman as compare to others who are doing jobs spend more on green products consumption (Norazah, 2013). Even with the production of green products, the buying or consumption rate is very low of job holders as compare to businessman individuals (Gleim et al., 2013). Results reflected that financially independent individuals show more consumption values, green intentions and Happiness of Consumer as compare to dependent. Marketers should focus on consumer's buying behavior; they should focus on what consumers want and what companies are producing, the independents are consuming more on green intentions as compare to dependents (Paul, 2016). It is very important to know what consumers want, from this marketer can predict consumer behavior and can give guidelines for production of green products. Large number of consumer's perception is increased towards green products due to environmental issues. The independent

individuals are consuming more on green intentions as compare to dependents (Olsen et al., 2014)

Findings show that individuals mostly prefer to do shopping from departmental stores rather than online sites. Previous empirical studies show that individuals mostly want to do shopping from departmental stores as compare to online sites (Bose, Khan, Rashid, & Islam, 2018; Demirel & Kesidou, 2011; Li, 2014) and want to improve their life styles with green product (Caracuel & Mandojana, 2013). Firms must comply with environmental regulations to build environmental legitimacy and avoid legal sanctions (Berrone, Fosfuri, Gelabert, & Mejia, 2013; Hunter & Bansal, 2006), so the intensity of industrial regulation may play a critical role in determining the effect of green innovation, the individuals role in shopping place is also very important, most of the individuals want to do shopping from departmental stores as compare to online stores (Rennings & Rammer, 2011).

Limitations

First of all the consumers should know about what consumption values, green intentions and happiness of consumers are. The major limitation lurking throughout the study are smaller representation of population and the limitedness of responses due to quantitative study design. Only a small group of the population has been targeted. For further understanding of the phenomenon large samples should be included in the study Considering Pakistan is a large country which has numerous cultures, regions, social, eating and consumption habits, this study just investigates the consumers of Islamabad and Rawalpindi region it can be re applied in another region or in another country with different features and with different variables. The data obtained from the Pakistani consumers was not adequate that it cannot be applied on all the regions, and there were also many hurdles in the process of data collection.

This study was conducted in a developing county; it could be more affected in a developed nation. This study focuses on the technological products and consumable goods; it could be effective on durable goods which has long term benefits. This study focuses on the psychological aspects of life, consumption values, green intentions and happiness of consumers are considered as psychological aspects of the study.

Suggestions

Open ended technique should be used so that people can give their opinion in it. Even if the sample size is big, the bigger the sample size, the more it can be generalized. In this study, data has been taken from specific cities but it should be taken differently in next study. Social desirability should be reduced.

Implications

The theoretical benefits of this study are that the happiness of consumers and green products are the recent phenomena of the world and individuals are attracting towards the green products for protecting the environment. There is very little literature about green products, consumptions values and happiness of consumers in the world so this study contributes in literature that represents the cultural values and attitude of consumers of Pakistan towards the green intentions and happiness.

Therefore, the little effort has been done to explore the green intentions and consumption values and its impact on happiness of consumers in Pakistan. It's a small effort which could contribute in literature concerning about the happiness of consumers and consumption value of consumers. This study contributes in the areas of less harmful products and the protection of environment and electronics products that are helping the environment for protection. This study may be giving the theoretical contribution in the body of literature. This study may also provide practically or theoretically guidelines to future researchers.

This study is beneficial for those managers who want to build strong relationship with happiness of consumers and want to boost the green intentions and consumption values in consumers. In this competitive market, every company wants to build strong relationship with consumers because it is necessary for the growth of any company. Therefore, the green products manufacturers must advertise the green products and attract the consumers towards their products. It should help the marketers for knowing the customers' expectations and what they are getting, and which thing make them happy. This thing will create a good communication between consumers towards the green intentions and happiness of consumers. When the products meet with the standards of the customers' demands they should definitely consume environment friendly products which makes them happy. When consumers are happy it will create value for the firms.

Conclusion

This study gives first step of Pakistani consumers towards green intentions, consumption values and happiness of consumers. This topic could be expanded through the inclusion of necessary indicators. In Pakistan it should be notable by the policy makers and manufacturers that either we are producing sustainable products or polluting our environment with traditional products. Pakistan is the fastest emerging country in the world and the production of products scale is very high. From this study there is a benefit for policy makers that they will get the information and knowledge about green intentions and happiness of consumers. If manufacturers and policy makers focus on the protection of environment, everyone should get healthy life in Pakistan and other regions of the world. This study is done for the first time in Pakistan, so it draws an attention for further exploration in the relevant field. This result will help to understand consumption values, green

intentions and happiness of consumers. Result of this study shows that consumption values and green intentions have positive impact on happiness of consumers.

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Consent Form

I (Rabia Shabbir) student of M.sc, Psychology from National Institute of Psychology, Quaid-e-Azam University, Islamabad. In order to help me complete the degree, I am conducting a research on the behavior of consumers and purchase of products.

As per research, I need to collect data from people in the relevant field, so I would request you to participate in it. It will take some time of your precious time. There will be questions about consumer's happiness, its green products intentions and consumption values.

The findings will be used for academic purpose only.

You are requested to read each statement carefully and answer it as genuinely as possible.

I assure you that all the information provided by you will be kept confidential and will be used for research purpose only. You have all the right to discontinue participation at any point without penalty or prejudice. As your participation will remain anonymous and the researcher will not be able to identify the participant.

Please sign below if you read and agreed to the aforementioned terms. Your participation will be highly revered.

_____

Signature of Participant

Researcher's information:

Rabia Shabbir

National Institute of Psychology QAU Islamabad

Email: rabich150@gmail.com

Demographic Information Sheet

Please provide the following information about yourself:-

Age (approximately years):_____

Gender: ☐ Man ☐ Woman

Education: ☐ Under-Graduate ☐ Graduate ☐ Post-Graduate

Occupation: ☐ Business/Self Employed ☐ Govt. Job ☐ Private Job

Institutional Affiliation: ☐ Public ☐ Private

Family System: ☐ Nuclear ☐ Extended (Joint)

Financial Status:

☐ Dependent (i.e., on parents/guardian)

☐ Independent (i.e., earing on your own)

Monthly Income (PKR)

- 25,000 and below
- 25,001-50,000
- 50,001-75,000
- 75,001-100,000
- 100,001 and above

How frequently shopping also are them from where they shop?

☐ Departmental Stores ☐ Online ☐ Neighborhood Shop

Scale#1

Note: Read each statement carefully, and indicate the degree to which you agree or disagree with it. Please note that there is no right and wrong answers, so kindly respond as genuinely as possible.

Sr.No	Questions item	Strongly disagree	Disagree	Agree	Strongly agree
1	The green product has consistent quality.				
2	The green product is well made.				
3	The green product has an acceptable standard of quality.				
4	The green product would perform consistently.				
5	The green product is reasonably priced.				
6	The green product offers value for money.				
7	The green product is a good product for the price.				
8	The green product would be economical.				

Sr.No	Questions item	Strongly disagree	Disagree	Agree	Strongly agree
9	Buying the green product would help me to feel acceptable.				
10	Buying the green product would improve the way that I am perceived.				
11	Buying the green product would make a good impression on other people.				
12	Buying the green product would give its owner social approval.				
13	Buying the green product instead of conventional products would feel likemaking a good personal contribution to something better.				
14	Buying the green product instead of conventional products would feel like the morally right thing.				
15	Buying the green products instead of conventional products would make me feel like a better person.				

Scale#2

Note: Read each statement carefully, and indicate the degree to which you agree or disagree with it. Please note that there is no right and wrong answer, so kindly respond as genuinely as possible.

	Question item	Strongly disagree	disagree	Agree	Strongly agree
1	Green products increase my quality of life.				
2	Buying green products you are helping the environment.				
3	You are concerned about the future of the planet.				
4	Each of you action affects the environment.				
5	If you had a higher salary or income, you would buy more green products.				
6	You try to reduce plastic waste and limit the use of chemical products, water, oil and energy.				
7	You are able to volunteer or financially contribute to organizations and projects focusing on environmental concerns.				
8	If you knew that a company had harmed the environment, you would stop buying from it.				
9	You feel as though you are part of the environment.				
10	If you buy green products, society will view you in positive light.				

Scale#3

Note: Read each statement carefully, and indicate the degree to which you agree or disagree with it. Please note that there is no right and wrong answers, so kindly respond as genuinely as possible.

	Question item	Strongly disagree	Disagree	Agree	Strongly agree
1	I achieved happiness from green products purchasing.				
2	Green products purchasing fits my personality traits.				
3	I buy green products as a rule.				
4	I will persuade my family to buy green products.				
5	I will repurchase green products.				
6	Buying green products increases my feeling of self-fulfillment				
7	I feel happiness to buy paper and plastic products that are made from recycled materials.				