

Are the Buying Patterns of Green Products and General Products Comove with Each Other?

Bismah Rao¹

Received: 05/01/2021

Accepted: 14/04/2021

Online Published: 22/04/2021

Abstract

The main objective of this research paper was to investigate the correlation between the buying patterns of consumers for green products and general products. The hypothesis that was made in accordance with the topic at hand was that the buying patterns of green and general product comove with each other. The hypothesis was assessed by the past research literature reviews where arguments in favor and in against of hypothesis were compared and result was generated. The result was seen in favor of hypothesis and it is then concluded that factors like price, social media & advertising and eco-friendliness of the product make people to show same buying behavior for both general and green products where the major impact on buying pattern for general and green products was due to price and other factors were less effective than price.

Keywords: Green products, general product, buying patterns

JEL Classification: M14, M30, M31, M37, M39

1. Introduction

The green marketing showed its face in 1980's and 1990's in the era of Generation X and Generation Y. People at that time were aware and had greater knowledge as compared to previous generations. The researchers at that time worked on green product itself only or contrast it with other factors of products like price, packaging etc. and found that people show some buying patterns towards the purchase of green products. However, greenwashing is a phenomenon used by companies to sell their products (Urbański & Haque, 2020).

Price, the most important factor, either for general or green products can impact the behavior of consumers. For general product, people might choose products that are higher in price, but for green, the scenario can change. Schiffman (2013) identified that there is huge impact of price on consumers buying decision, but if they are unaware about the quality of the product, this behavior of buying can change for both green and general products (Schiffman, 2013). Young people take less time as compared to older people because older people make choices on the basis of their expertise and experience.

It is said that men buy what they actually want, but women buy after trying each and every product once. Robert and Pirog (2004) came up with the fact that women show more compulsive buying behavior as compared to men and that they spend more money on clothing and cosmetics (Robert & Pirog, 2004). There are several studies that have used comparison of gender (Faizan et al. 2019; Faizan & Zehra, 2016; Faizan & Haque, 2019; Haque & Yamoah, 2014; Haque & Aston, 2016; Haque et al., 2016; Haque et al. 2018; Haque & Oino, 2019; Haque et al. 2019; Haque, Kot & Imran, 2019; Haque et al. 2020a & 2020b; Kot et al. 2020; Kot et al. 2019a & 2019b; Kumasey et al. 2014). Nevertheless, these studies have not explored the green product perspective.

Social media and advertising, the oldest marketing technique and on which numerous studies have been done, but mostly were on general product than the green products. Patricia Redsicker (August

¹ Iqra University, Department of Business Administration, bismah.rao1@gmail.com

27,2014) reported that people join Facebook to interact with family friends, and others around them. They prefer products that marketers sell personally than on Facebook (Patricia Redsicker, August 27, 2014). Increase cancer issues, due to packaging of products are another question that needs to be answered to the users. Consumers prefer products, that are durable, affordable yet eco-friendly so when used or disposed of they do not produce any by-product that can affect the human health. Poturak (2014) identified the fact that the sole purpose of packaging is to secure the product and to make it sustainable, but now a days it has now become a marketing approach to sell the product the people buy what they find most appealing from outside (Poturak,2014).

Aim

Previously, research have been done on general products and its relationship with other individual marketing factor like packaging and consumers behavior towards the products. This research paper is going to compare buying patterns of both green and general products to find out whether there is any correlation in the buying pattern. The reason behind conducting this research is to study multiple marketing factors under one research and to compare them with the buying patterns of general and green products.

Significance

This research paper is going to benefit all marketers to make people consumers realize the difference and similarity of different factors on their buying behavior. In addition to this, it is also going to target the students who want to pursue their education in the Marketing field. This paper can also provide an insight to the consumers as well.

2. Literature Review

Globalization, increased population, pollution, increased customer knowledge has now raised several questions regarding proper usage and disposal of products. Globalization has created complexities, connectedness and context for operations (Haque, Aydin & Usyal, 2017; Haque et al. 2015). People now days are still enthusiastic to buy general products than green product due to the factors of price, attractive packaging, and availability of these general products. On the other hand, drastic awareness of green products has also made people to realize the necessity of green products. This study of Haque, Yamoah & Saroka (2020) advanced a new concept by theorizing “willingness to reduce food choices in favor of sustainable alternatives”. “The concept emerged from an assessment of consumer behavior, ethical attributes, health attributes, and the roles played by both government and food producers in relation to naturalness. It is theorized that WTRFCIFOSA would lead to the consumption of natural and organic food. At present, consumers themselves have no desire to switch to organic consumption. Moreover, ethical and health attributes, government, and food producers have no significant impact on convincing consumers to opt for organic/natural food” (Haque et al. 2020).

Buying Pattern for General Products

Buying patterns of general products varies with the marketer’s production concept via Websites. Increases utilization of internet has made consumer smarter for analyzing and comparing products. Coulter and Roggeveen (2012) studied the relationships on group buying websites that includes old buyers as well and identified that when constraints on purchase number are applied along with the expiration time for deal can lead to reduction in purchasing likelihood on websites (Coulter & Roggeveen, 2012).

In addition to this, social networking websites like Facebook, twitter and other links have a direct influence on the buying pattern of customers. Establishing pages for a company’s product driven by discussions and negative and positive comments of other users and opinion leader regarding product can change the mind and decision of a customer towards the purchase of a product.

Rassega et al. (2015) research shows that positive and negative purchase factor can encourage or discourage the customers to buy a product through Facebook (Rassega et al., 2015). Social media especially Facebook advertising can have a direct impact on decision making. The factors on Facebook effecting decision making are log on duration, ethnic orientation and demographics. (Rodney Graeme & Duffett, 2015).

But some authors have come up with negative aspect of social media as well. Patricia Redsicker (August 27, 2014) reported that Facebook users use Facebook to connect with family, friends and to follow new trends, and since 2008 recession, they have become more sensitive towards their expenditure pattern therefore it is not suitable for companies to actually sell their products via Facebook advertising as it can repel consumers buying pattern. Consumers do respond to companies that advertise their products personally than social media advertising (Patricia Redsicker, August 27, 2014).

Poturak (2014) examined the relationship of purchasing pattern with the packaging of a product. According to Poturak (2014), the primary purpose of packaging was to secure the product and make it consumable for a longer period of time, but in today's era, packaging is mostly used for attracting and sales growth purpose. It means that more attractive the packaging, more buyers will be willing to purchase the product. He also determined the factors that might influence the consumers buying decision. It includes the color, material, font size, innovation and background image of and on packaging. Marketer's spending higher time in taking these factors into account can actually change the consumer's buying pattern (Poturak 2014).

One of the best product strategies is its packaging, as approximately 70% of the product decisions are made on point of purchase (Rettie & Brewer, 2000). Vieira, Alcantara, Prado, Pinto and Rezende (2015) reported the variations in the purchasing of general products by making product packaging as a base. Vieira et al. (2015) summarized that packaging and consumer behavior towards a product is a multidisciplinary subject (Vieira et al., 2015).

According to Ahmed, Parmar and Amin (2014), the more vibrant, startling, easy to utilize packaging of a product is, higher will be the probability that customer will opt for the particular product and higher will be the chances of getting back to the product whenever required. They also identified some other major components of a product's packaging which includes size, bits and pieces, design, manufacturer of the product, origin and brand that customer looks forward while deciding to purchase a product (Ahmed et al., 2014).

From psychological point of view, buyer's involvement is directly related to a better buying pattern. As high involvement product customers require more time to reach to a decision, is in most cases expensive and is mostly for shopping and specialty products. Hirche and Bruwer (2014) observed the high and low involvement wine buyers in a retail store and found out that low involved wine customers buy wines for others other than themselves and high involved buyers for wines buy wines for themselves. The age of the customers is also a great demographic variable for identifying them consumption level of a product (Hirche & Bruwer, 2014).

With increased consideration for the environment people will look forward for the products that claim itself to be ethical and environment friendly. Bartels¹ and Onwezen (2013) focus on willingness of consumers to buy food products that have ethical and environmental claim. (Bartels¹ & Onwezen, 2013). Some researchers argued that consumer's motivations vary for organic foods.

Age factor of a consumer also helps to understand the buying pattern. Sethi and Nagrecha (2012) studied the buying behavior of MBA student while buying Television and found out that while choosing television, the attributes MBA students emphasized on was USB port, games, connectivity of social networking sites, eye care and other young students required attributes and

the buying decision is taken by their head of the family i.e. their fathers in most of the cases (Sethi & Nagrecha, 2012). Hence, buying patterns may differ when it comes to different age ranges inclusive decision-making time and priorities. Whereas in contrast, a research by Malik and Guptha(2013) shows that income and education level are the dominant variables related to product buying intention and age, occupation are not very necessary factors that can influence consumer's online product buying intention (Malik & Guptha,2013).

A study by Martha C. White (April 11, 2013) shows that kids now a days are the most important influential factor within their families are decision making is more collaborative than individual basis. It also shows that while going with families for food stuff shopping, 85% food items are opted and selected by kids themselves. It also identified that 50% of parents look for their kid's opinion while taking product related decisions while remaining 50% participate only in major decision-making situations with their parents (Martha C. White, April 11, 2013).

Poturak (2014) identified that people aged more than 22, while purchasing products, give great attention to the information available on the packaging and on the basis of information take different purchasing decisions. (Poturak, 2014). Children, now a day play an essential role of influencer for their families and children's mind is one of the most important target of marketers. Children even spend their own pocket money to get their needs fulfilled by a product that has been implanted into their minds through advertisements which is also increasing the rate of young consumers in such a way that children are now a separate target market for various products (Shabbir, 2016).

People exhibit higher response towards the decrease in price and lesser sensitivity towards the increase of price for nutritional food products and demand highly for non-nutritional products. The researchers found that people show higher response towards the increase in price of non-nutritional products (Yan,Tian, Heravi & Morgan, 2016). This research identified that different categories of product can experience different responses of customers with slight fluctuation in their price. Poturak (2014) found out that price is the most crucial factor that affects the purchase decision of customers towards a product. (Poturak, 2014).

According to Baubonienė and Gulevičiūtė(2015), online shopping pattern is very much dominated by the price and recommendations of others for that particular general product(Baubonienė & Gulevičiūtė,2015). Some other researchers named Kang Lo, Chou and Teng (2013) identified the fact that during online shopping, consumers seek to have product prices less than the traditional shops prices and results shows that consumers want similar process on all online shops they visit for a general product, but they never compare the traditional and online shops products prices (Kang Lo et al.,2013).

Isabella, Pozzani, Chen and Gomes (2012) figured out the impact of absolute and percentage valued discounted price of product on consumer's buying pattern. According to Isabella et al. a discount of \$25 or 25% or less was not taken into consideration by the participants, while consumers perceptions changes when the difference was between \$30 and \$50 reference prices (Isabella et al., 2012).

Schiffman (2013) stated that price perception has a strong influence on consumers buying decision but if the consumer are not sure about the quality than this influence will be less strong (Schiffman,2013).

Compulsive buyers show different attitudes while purchasing. They are the ones who do not bother to see how much they are spending for a product at the time of buying because they want to get rid of depression or anxiety. Lee and Workman (2015) found out that women are more compulsive than men (Lee & Workman, 2015). Many research call compulsive buying pattern as Compulsive Buying Disorder (CBD). Guerreschi (2012) studies shows that 2% compulsive buying behavior

has been identified in world's population and in this 2% the majority compulsive buyers are women aged between 35 and 40 years who mostly belongs to medium social class (Guerreschi ,2012).

A study by Muredda(2007) suggests that one of the factor responsible for compulsive buying is unhappy people ,who by shopping experience try to overcome this unhappy feelings that is momentarily rather than permanent and they tend to repeat the same behavior when they experience the same feelings(Muredda, 2007).

Bighiu, Manolic and Roman (2013) suggest that compulsive buying behavior occurs due to unhappiness felt by consumers. It may also be due to materialism of a customer that leads to showing off oneself by buying products in excess. Bighiu et al. (2013) studies shows that either physical or online, Compulsive buying pattern is present in 2% globally. They also identified that student s as consumers have fewer chances to show compulsive buying pattern online due to less trust of online payment method and payment at delivery (Bighiuet al., 2013). Additional to this information, Robert and Pirog (2004) reported that compulsive buying pattern is a result of depression and anxiety. Viewing customers as goal seeking individuals can actually help to widen up our understanding of consumer behavior (Robert & Pirog, 2004).

Geissler (2012) studies shows that various traits are responsible for a consumer's buying decision. At that time, he identified that traits like innovativeness, being a cosmopolitan, variety seeking, and others can have a drastic impact on consumers buying pattern. His major focus was the risk aversion and innovativeness trait of a consumer (Geissler, 2012). Kotler and Keller (2012) emphasized that consumer behavior for buying lies in domain of marketing field and explains the choosing patterns, use and dispose the goods and factors like experience, taste, price and branding on the basis of which people decide what and how to buy. (Kotler & Keller, 2012).

Retailer's efforts are directly related to consumer's buying pattern. Dealing customer in accordance with their demographic and psychographic factors is a tough job for retailers but these efforts can actually increase the probability that consumer's decision will incline to that product for which the retailer is trying to push the customer. Hirche and Bruwer (2014) studies shows that it is necessary for a retailer to figure out the base and involvement level of wine consumers. Furthermore, strategies can be developed to identify the needs and wants of low involved customers (Hirche & Bruwer, 2014).

One research by Paul and Hogan (2013) reports that while facing a variety of products, consumers get overwhelmed and find it more difficult to choose the product that can satisfy them. In such case, they need some assistance. Paul and Hogan (2013) suggest that in that particular situation, retailers can actually influence the consumers buying decision and can assort with their preferences. By this act, consumers feel happier and are less likely to stray (Paul & Hogan, 2013).

Brand equity and umbrella branding highly influence a consumer's buying pattern for a product. As per Kata and Linda (2012) statement, brand equity is one of the best strategies to improve the brands image (Kata & Linda, 2012). Same goes for brand familiarity, which is defined by Adam (2012) as a measure of knowledge of consumers about a brand. Consumer evaluates the products by taste smell and brand. When no difference is found to make decision for a purchase of a product, then it is more likely to perceive that the product with high positive exposure will be on the advantage side (Nguyen & Gizaw, 2014).

Consumers purchase decision can be influenced by WOM (Word of Mouth) either positive or negative in manner (Nguyen & Gizaw, 2014). Sam and Sharma (2015) identified the fact that availability of information regarding product and product type on online stores can change consumer's buying pattern in drastic manner (Sam & Sharma, 2015). Wu and Chingke (2015) study summarize that consumer's buying pattern is influenced by the cultural factors, WOM by a strong opinion leader, post recovery patronization, product ease of use, consumer's education and

earning, provider suggestions and reviews and other (Wu & Chingke, 2015).

To make people change their perceptions by your words include several factors. Products that involve higher risk are those in which people are highly involved in, therefore people need great trust on that person who comes up with positive or negative WOM regarding that high-risk affiliated product (Pan & Chiou, 2011). Mayer, Davis and Schoorman (1995) identified the different aspects of trust that include aptitude, generosity and honesty and further explained that what attributes are included in these factors. Aptitude includes capability and knowledge regarding issue; Generosity refers to intention of the message source in wellbeing of the recipient and Honesty refers remaining in the domain of the subject (Mayer et al., 1995). The way two people are exposed to the outer environment does not leads to the conclusion that they understand the environment in the same sense and their frame of reference will make them think in a different way. (Schiffman, Kanuk & Hansen, 2012).

Buying Pattern for Green Products

The likelihood and readiness of an individual to give first choice to products devising environmentally friendly features on other customary products while considering their purchase decisions is referred to as GPI (Green Purchase Intention). It is a predictor of buying pattern of green products. There is a positive effect of GPI on the likelihood of purchase decision of customer for green products (Beckford et al., 2010; Chan 2001). Irregular influence on purchase behavior of green products due to GPI warrants more consideration. (Chan & Lau, 2002).

According to Isaak (2002), the business which is considering environment along with its customer needs can be termed as sustainable business. It will eventually create value for consumers, stakeholders and environment. Their productivity will also increase while consuming the scarce resources which are conducted in a mode which is companionable with the health of humans as well as health of non- human classes (Isaak, 2002).

Organizations lose reliability in the eyes of consumers if they do not offer green products in order to meet the environmental problems. Today's consumers are very much concerned about problems of environment (Fraj-Andrés, Martínez-Salinas & Matute-Vallejo, 2009).

Positive attitude is shown by consumers towards environment who are more concerned about environment, compared with those who don't like to participate in activities which are pro-environmental. (Laskova, 2007). There is a positive effect of concerns related to environment on the purchase decision of green products by consumers. Consumers will show their environmental concern by consuming more green products (Kim & Choi, 2005).

According to Baker and Ozaki (2008) consumers are more likely to buy products which do not cause damage to the environment. It is not easy to detect products which are green because there is no such marketing related to these products. Therefore, marketers must improve their marketing techniques to portray good image of green products (Baker & Ozaki, 2008).

The concerns of consumers regarding environment and policies in improving environment may not necessarily transform in their actions. It is due to the awareness lankness about concept of green products (Paco & Raposo, 2009). Consumer's consumption of green products will be increased by increasing their awareness for green products. There is a positive relationship between attitude of people and decision making with awareness for environment (Fraj& Martinez, 2006; Haron et al. 2005; Yam-Tang & Chan, 1998).

Manraj et al. (1997) proposed that there is positive effect of consumer purchase intention with knowledge of environment. Increase in sales of green products should be maximized by managers. Consumers don't consider themselves in making the environment safe by creating green products as a part of the process; therefore all consumers can not be influenced by green marketing.

(Plonsky, 1994; Lampe & Gazdat, 1995).

The consumption of green products is much less. Hence, it is necessary to detect barriers which stop customers while making purchase decisions for green products and providing positive attitudes so that they can be titled as green consumer (Astous & Legendre, 2009).

The concern for environment is not the only reason for making purchase decision but also brand name, price and quality which are traditional attributes for products are also considered by customers while purchasing green products (Gan et al., 2008).

Consumers will not pay more for products that lacks in offering benefits which are basic then whatsoever environmental benefits they are providing (Wong et al. 1996).

Organizations must initiate advertising campaigns which are increasing consumer concern for quality of environment friendly products. They must makes it promising that their green products have a competitive edge in all dimensions. If the above considerations are made practical then purchase decision of consumers will enhanced (Schlegelmilch., Bohlen & Diamantopoulos, 1996).

Green products must compete just like customary products because consumers take the characteristics of products such as quality, price, durability and convenience in consideration while making purchase decision (Diamantopoulos et al. 2003).

Braimah and Koduah (2011) studies shows that consumer's awareness in Ghana for green marketing issues is severely low that badly affects the buying pattern of consumers towards green products. They also found out that people showed response to the price of green products while purchasing but young consumers shows positive response towards the green issues. Elder consumers were found to be less responsive towards green marketing (Braimah & Koduah, 2011).

Another research by Cherian and Jacob (2012) shows that organizations, just because of less awareness of green products by consumers, are not focusing on the enhancement of green products because they are afraid that the consumer's lack of awareness will not give them the deserved return (Cherian & Jacob, 2012). Ahn et al. (2012) research studies the behavior of Koreans towards green products and identified some social and cultural factors like self-esteem, social connectivity and perceived serious behavior towards environmental conditions that can affect buying decisions (Ahn et al., 2012).

Consumer's awareness towards environment highly influences their buying patterns for green products. Phau and Ong (2007) examined the Australian's response and found out that being environmental conscious, Australian consumers show positive response towards cause-related promotions and green brands (Phau & Ong, 2007). Rahbar and Wahid (2011) explain the eco-brands and trust in eco-labels as a huge factor of Malaysian consumers green brands purchasing (Rahbar & Wahid, 2011).

Lifestyles, an important determinant of green product of purchasing pattern have been explained by various researchers. According to Mostafa (2009), Egyptians lifestyle includes altruistic values, ecological concerns, knowledge about green brands, doubts towards firms claim for environment, positive attitude towards green consumptions & intentions towards purchase of green products (Mostafa, 2009).

Social norms regarding environmental beliefs and green products buying decisions have been explained by Jansson, Marell and Nordlund (2010) in which they explain that beliefs, norms and habits are the influencing determinants of Swedish green products consumption and purchasing patterns that increases their willingness to respond positive towards the green innovations (Jansson et al., 2010).

Lee (2008) identified that social influence, sensitivity towards environment and concept of oneself

was the major reasons that were responsible for purchasing green products in adolescents while social influence was the most powerful influencing determinant in all described determinants (Lee, 2008).

Earlier research based on green purchasing propose that buyer's pre-believe on eco-friendly products, Ecological awareness, and green purchasing pattern is prejudiced by psychographic, earlier views, societal standards and consciousness related to environment. A lot of researchers had adapted attitude models to enlighten the effect on standards, societal influence and behavioral control on green purchasing pattern. Theory of planned behavior (TBP) is an attitude model for investigating connections between individual and societal standards with their green purchasing (Kalfatis et al., 1999; Kim & Chung, 2011; Ahn et al., 2012).

Involvement in eco-friendly products and regarding environment are essential in forecasting their intent to purchase green goods. Early knowledge regarding environment and worrying about environment encourage customers attitude towards purchasing eco-friendly products hence buyer were not sure about the quality of eco-friendly product (Ishawani & Dutta, 2011).

Inner and outer elements of an individual such as, drives, earnings, worry for atmosphere and inducements as key contributing factor of green attitudes (Thakur & Gupta, 2012). Brand name, suitability and pricing attributes are the influencer for Indian users (Maheshwari & Malhotra 2011).

Ecologically supportable or Green buying verdicts in daily purchaser's behavior, hence, provide an opportunity of substituting eco-friendly product with higher impact products. It yields benefit for the environment and also produces chances for new industries within the market. It's still uncertain that whether users' green attitudes are regular with their buying pattern and what elements play their part in decision making process of green consumer. Hence the current research puts light on the query that does knowledgeable buyer's regarding ecological harms actually purchase green products (Moser, 2015).

In case of Pakistan and green marketing, the situation of green marketing is still indistinguishable, and a very few researchers have actually conducted their research on this sensitive topic of green marketing, but evidence shows that previous researchers have worked on pollution and solutions to reduce pollution. But very few researchers have talked about the causes of pollution (Awan & Wamiq, 2016).

Cronin (2014) explains that people or consumers measure the validity of the companies who provide green products to them (Cronin, 2014). Vineet Kumar Dubey and Ms. Namita Gupta (2016) examined the relationship of price and green products. According to these researchers, there is a great impact on consumers of where and when the green products are placed. Similarly, they examined the price and green products. Consumers do prefer green products but on the same time they need affordability and equal quality for what consumers are paying for the green product (Vineet Kumar Dubey & Namita Gupta, 2016).

Mintel (1995) found a great difference between consumer's actual purchasing pattern and their concerns and also concluded that there are many barriers between consumers adaptation of green products and green attitudes (Mintel, 1995). Mainieri, Barnett, Valdera, Unipan and Oskamp (1997) found low co-movement between consumer's attitude and green purchasing pattern (Mainieri et al., 1997). While some others also found low relationship of consumer's attitude and their green behavior.

3. Research Methods

Hypothesis

On the basis of topic and literature review, this particular hypothesis can be derived:

H0: The buying patterns of general products and green products do not comove with each other.

H1: The buying patterns of general products and green products comove with each other.

Research methodology is the way research is carried out. It is to provide justification of the types of instruments and techniques taken into consideration for research (Haque et al. 2017; Imran et al. 2018a; Imran et al. 2018b; Imran et al. 2018c; Javed et al. 2018a; Javed et al. 2018b; Ślusarczyk, & Haque, 2019; Urbański et al. 2019; U-Hameed et al. 2019; Rahman et al. 2020; Ślusarczyk et al. 2020).

Method of Data Collection

Data in qualitative form has been collected from 15 articles which were mostly published in last five years i.e. from 2012-2017 was collected from 15 research journals. The data was extracted from the work of other authors that has been done in the past. Research journals were found on various research repositories including Emerald, J. Stor, Google Scholar, SSRN and IJRA.

Sampling Technique

Non restricted model of no-probability sampling was used to assemble the qualitative data as of 15 research articles.

Sample Size

Our sample size was limited to 15 research articles i.e. N=15 from 15 research journals.

Statistical Technique

The statistical method that has been used to investigate the framed hypothesis is Qualitative Meta-Analysis technique. This is a well-known method in the social science research (Gusakov et al. 2020; Hussain et al. 2019; Faizan & Haque, 2015; Faizan & Haque, 2016; Faizan et al. 2018). In this technique we have tried to analyze our primary qualitative findings based on secondary qualitative analysis.

The construct reliability was ensured through adoption of literature review for testing hypotheses. Furthermore, there was no issue of ethical violation as the details of the considered articles were remain anonymous.

4. Results, Findings and Discussions.

4.1. Assessment of Hypothesis

Due to qualitative nature of this paper, the hypothesis will be assessed on the basis of arguments in favor and against of hypothesis. The arguments will be extracted from the literature review written above of this research paper.

The assessment of hypothesis in this research is done on the basis of literature review statements written above as this is a review paper.

Hypothesis. The buying patterns of general products and green products comove with each other.

Table 1: Assessment of Hypothesis

S. No	Arguments in Favor of Hypothesis	Arguments in Against of Hypothesis
1.	General Product: People exhibit higher response towards the decrease and lesser sensitivity towards the increase in price of nutritional food products (Yan, Tian, Heravi& Morgan, 2016). Poturak (2014) found that price is the most decisive element for consumers while taking a decision for general product (Poturak, 2014). Baubonienė and Gulevičiūtė(2015) identified the fact the online shopping behavior is very much influenced by the price and recommendation of others (Baubonienė & Gulevičiūtė,2015) Green Product: People prefer green products that are affordable and their quality justify their price that is being paid by the consumers for green products (Vineet Kumar Dubey & Namita Gupta, 2016).	General Product: For general products, children buying pattern is highly influenced by the advertisements they are exposed to on television (Shabbir MS, 2016). Green Product: In case of green products, adolescents buying pattern is influenced by social influence and sensitivity towards environment. The more knowledge they possess, higher chances they show towards purchase of green products (Lee, 2008).
2.	General products: Rassega, V., T. O. and T. C. (2015) research shows that positive and negative purchase factor can encourage or discourage the customers to buy a product through Facebook (Rassega V et al., 2015). Social media especially Facebook advertising can have a direct impact on decision making. The factors on Facebook effecting decision making are log on duration, ethnic orientation and demographics. (Rodney Graeme & Duffett, 2015). Green products: Organizations must initiate advertising campaigns through social sites and increase exposure of the products which are increasing consumer concern for quality of environment friendly products. They must makes it promising that their green products have a competitive edge in all dimensions. If the above considerations are made practical then purchase decision of consumers will enhanced (Schlegelmilch., Bohlen & Diamantopoulos, 1996).	General Products: Brand equity and Umbrella branding have a high influence on consumers buying patterns for a product. Consumers evaluate general products by taste, smell and brands. When there is no difference found by the consumers, consumers will go for the product they are more exposed Nguyen & Gizaw, 2014). Green Products: Australian consumer's awareness towards environmental issues, cause related promotions (Phau & Ong, 2007).
3.	General products: Bartelsl and Onwezen (2014) focus on willingness of consumers to buy food products that have ethical and environmental claim. (Bartelsl & Onwezen, 2014). Green products: Positive attitude is shown by consumers towards environment who are more concerned about environment, compared with those who don't like to participate in activities which are pro- environmental.	

S. No	Arguments in Favor of Hypothesis	Arguments in Against of Hypothesis
	(Laskova, 2007). There is a positive effect of concerns related to environment on the purchase decision of green products by consumers. Consumers will show their environmental concern by consuming more green products (Kim and Choi, 2005).	

4.2. Findings & Interpretations of Results

As per statements assessed above in favor and against the hypothesis, it can be seen that most of the arguments are in the favor of hypothesis. Price, Eco-friendliness and advertising campaigns are the variables in favor of hypothesis and according to this buying pattern and decision for green and general products move in same direction. Hence, with more arguments in favor of hypothesis, our hypothesis H₁ is acknowledged.

4.3 Discussions

Results and findings of this particular study provide useful information regarding the correlation of green and general product buying patterns. Based on the past study and literature review, our study suggests that people show same buying pattern for general product & green product.

The first finding is related to price. This finding is supported by various researchers. Baubonienė and Gulevičiūtė (2015) argued that price and suggestion of others plays a vital role in the buying decision making for a general product (Baubonienė & Gulevičiūtė, 2015). Poturak (2014) argued that price of a general product is the most critical considered factor that affects the buying pattern (Poturak, 2014). People exhibit higher response towards decrease in price of general product and lesser response towards increase in price (Yan, Tian, Heravi & Morgan, 2016). The correlation of general product price is supported by the research of Vineet Kumar Dubey and Namita Gupta (2016), in which they argued that people will buy green products that are lesser in price i.e. affordable yet their price justify the quality of the product (Vineet Kumar Dubey & Namita Gupta, 2016). Isabella, Pozzani, Chen and Gomes (2012) argued about the impact of absolute price and percentage-based price on buying pattern of consumers for general products and also concluded that people do not favor a price discount of \$25 or 25% but they show different response when the discount is between thirty dollar or fifty dollars (Isabella et al., 2012).

Our second finding suggests that people's buying decision is influenced by advertising on social media. This finding can be supported by the fact that is related to increased usage of Facebook, twitter etc. The literature review supporting this finding is by Rassega et al. (2015) suggest that a buyer response changes due to positive and negative purchase factors while buying through Facebook for general products (Rassega et al., 2015). Buying pattern can be directly influenced by social media advertising especially Facebook advertising and the factors influencing the pattern can be log in duration, demographics and orientation of ethnicity (Rodney Graeme & Duffett, 2015). The literature review coming up for the support of correlation of buying pattern for green products is from the research of Schlegelmilch., Bohlen and Diamantopoulos (1996), who discussed organizations must start advertising campaigns on social sites to have an impact on their behavior of buying with the promise that their green products will satisfy their needs in all dimensions and if the consideration are made practical then the consumers buying decision for green products can be enhanced (Schlegelmilch., Bohlen & Diamantopoulos, 1996). Coutler and Roggeveen (2012) concluded in their study that the buying pattern for online shopping changes with the closeness of expiration time of deals (Coutler & Roggeveen, 2012).

Our third finding is linked to the eco-friendliness of the product and how people show different buying patterns while engaging to buy general and green product. With increased pollution issues

in the world and increased consumers knowledge, people are mostly interested to buy those products that does not provide harm to the environment, either the product is general or green. Numerous research on eco-friendly environment have been done in past, therefore they provide a huge support to this findings. For general products, the research has been done by Bartels¹ and Onwezen (2014) in which they discuss the willingness of the consumers for consuming the food products that are ethical & environmentally friendly (Bartels¹ & Onwezen, 2014). For green products, the literature review supporting the correlation is given by Laskova (2007), Kim and Choi (2005), who discussed that consumers show positive attitude towards environmentally friendly products as compared to those consumers who don't like to participate in environmental activities and show more concern by consuming more green products (Laskova,2007; Kim & Choi,2005).

5. Conclusion, Limitations and Future Research Directions

The sole purpose of this particular research to investigate Comovement in the buying pattern of general and green product. After all the studying of literature review and finding, we can conclude that there is a correlation in the buying patterns. The factor that is majorly responsible for the correlation is the price that has been supported by various researches in the past. The factors that are less responsible are eco-friendliness and advertising on social media.

Limitations

This research has a major limitation, and we suggest other researchers to work on these limitations. The only limitation is that this research is solely based on past literature reviews due to qualitative nature of this research. No present data was collected from respondents therefore it does not cover the present thoughts and preferences of present consumers.

Future Research

We suggest our future researchers to take all external and internal factors like demographics, economy, and social-cultural, psychological, behavioral factors into consideration to give readers a better understanding about consumers buying behavior for general & green products.

References

- Afzaal, A., & Israr, A. (2012). Environment Friendly Products: Factors that Influence the Green Purchase Intentions of Pakistani Consumers. *Pak. j. eng. technol. sci*, 2(1), 84-117.
- Afzal, A., Athar, A. K., & Israr, A. (2011). Determinants of Pakistani Consumers' Green Purchase Behavior: Some Insights from a Developing Country. *International Journal of Business and Social Science*, 2(3), 217-226.
- Ahmed, R. R., Parmar, V., & Amin, M. A. (2014). Impact of Product Packaging on Consumer's Buying Behavior. *European Journal of Scientific Research*, 122(2), 125-134. Retrieved from doi: 10.13140/2.1.2343.4885
- Bartels, J., & Onwezen, M. C. (2013). Consumers' willingness to buy products with environmental and ethical claims: the roles of social representations and social identity. *International Journal of Consumer Studies*, 38(1), 82-89. doi:10.1111/ijcs.12067
- Baubonienė, Z., & Gulevičiūtė, G. (2015). E-Commerce Factors Influencing Consumers' Online Shopping Decision. *Journal of Social Technologies*, 5(1), 62-73. DOI: 10.13165/ST-15-5-1-06
- Bighiu, G., Manolică, A., & Roman, C. T. (2015). Compulsive Buying Behavior on the Internet. *Procedia Economics and Finance*, 20, 72-79. doi:10.1016/s2212-5671(15)00049-0
- Chan, R. Y., & Lau, B. Y. (2002). Explaining Green Purchasing Behavior: A Cross Cultural Study on American and Chinese Consumers. *Journal of International Consumer Marketing*, 14(2-

- 3), 9-40.
- Coulter, K. S., & Roggeveen, A. (2012). Deal or no deal? How number of buyers, purchase limit, and time-to-expiration impact purchase decisions on group buying websites. *Journal of Research in Interactive Marketing*, 6(2), 78-95.
- Devi Juwaheer, T., Pudaruth, S., & Monique Emmanuelle Noyaux, M. (2012). Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management and Sustainable Development*, 8(1), 36-59. doi:10.1108/20425961211221615
- Duarte, P., Raposo, M., & Ferraz, M. (2013). Drivers of snack foods impulse buying behavior among young consumers. *British Food Journal*, 115(9), 1233-1254. Doi:10.1108/bfj-10-2011-0272
- Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*, 25(4), 498-526. Doi:10.1108/intr-01-2014-0020
- Faizan, R., & Haque, A.U. (2019). Working Efficiency of Contrasting Genders under Eustress, Distress, Hyper-Stress, and Hypo-Stress, Prabandhan: *Indian Journal of Management*, 12(11), 32-46.
- Faizan, R., and Haque, A.U. (2016). The Relationship between Societal attributes, Feminine Leadership & Management Style: Responses from Pakistan's Urban Region Female-Owned Businesses. *European Journal of Business and Management*, 8(23), 171-191.
- Faizan, R., and Haque, A. U. (2015). Bullwhip effect phenomenon and mitigation in logistic firm's supply chain: Adaptive approach by Transborder Agency, Canada. *International Journal of Supply Chain Management*, 4(4), 43-51.
- Faizan, R., Haque, A.U., Cockrill, A., and Aston, J. (2019). Females at Strategic Level affecting Logistics Firms' Competitiveness: Qualitative Comparative Analysis, *Forum Scientiae Oeconomia*, 7(1), 57-71.
- Faizan, R., Nair, S.L.S., and Haque, A.U. (2018). The Effectiveness of Feminine and Masculine Leadership Styles in Relation to Contrasting Genders' Performances, *Polish Journal of Management Studies*, 17(1), 78-91.
- Faizan, R., & Zehra, N. (2016). Quality Work-Life as predictor to Organizational Commitment under contrasting Leadership Styles: I.T Responses from Pakistan's private software houses. *Global Journal of Management and Administration*, 16(6), 9-23
- Fraj-Andrés, E., Martinez-Salinas, E., & Matute-Vallejo, J. (2008). A Multidimensional Approach to the Influence of Environmental Marketing and Orientation on the Firm's Organizational Performance. *Journal of Business Ethics*, 88(2), 263-286. Doi:10.1007/s10551-008-9962-2
- Gusakov, A., Haque, A.U., & Jogia, A.V. (2020). Mechanisms to Support Open Innovation in Smart Tourism Destinations: Managerial Perspective and Implications, *Polish Journal of Management Studies*, 21(2), 142-161.
- Haque, A.U., and Aston, J. (2016). A Relationship between Occupational Stress and Organizational Commitment of I.T Sector's Employees in Contrasting Economies. *Polish Journal of Management Studies*, 14(1), 95-105.
- Haque, A.U., Aston, J., and Kozlovski, E. (2018). The impact of stressors on organisational commitment of managerial and non-managerial personnel in contrasting economies: Evidences from Canada and Pakistan, *International Journal of Business*, 23(2), 152-168.
- Haque, A.U., Aydin, E., and Uysal, E. (2017), A Comparison of Effectiveness of Global Leaders and Domestic Leaders in Electronic Retail Industry, *Global Journal of Management and Business Research (G)*, 17(3), version 1, 11-20.
- Haque, A.U., Faizan, R., and Cockrill, A. (2017). The relationship between female representation at strategic level and firm's competitiveness: evidences from cargo logistic firms of Pakistan and Canada, *Polish Journal of Management Studies*, 15(2), 69-81.

- Haque, A.U., Aston, J., and Kozlovski, E. (2016). Do causes and consequences of stress affect genders differently at operational level? Comparison of the IT sectors in the UK and Pakistan. *International Journal of Applied Business*, 1(1), 1-7.
- Haque, A.U., Kot, S., and Imran, M. (2019). The moderating role of environmental disaster in relation to microfinance's non-financial services and women's micro-enterprise sustainability, *Journal of Security and Sustainability Issues*, 8(3), 355-373.
- Haque, A.U., Aston, J., Kozlovski, E., & Caha, Z. (2020). Role of External CSR and Social Support Programme for Sustaining Human Capital in Contrasting Economies, *Polish Journal of Management Studies*, 22(1), 147-168.
- Haque, A.U., Faizan, R., Zehra, N., Baloch, A., Nada, V., and Riaz, F. (2015). Leading Leadership Style to motivate cultural oriented female employees in developing country: I.T staff responses from Pakistan. *International Journal of Academic Researches in Business and Social Sciences*, 5(9), 280-302.
- Haque, A.U., Nair, S.L.S., & Kucukaltan, B. (2019). Management and Administrative Insight for the Universities: High Stress, Low Satisfaction and No Commitment, *Polish Journal of Management Studies*, 20(2), 236-255.
- Haque, A.U., and Oino, I. (2019). Managerial Challenges for Software Houses related to Work, Worker and Workplace: Stress Reduction and Sustenance of Human Capital, *Polish Journal of Management Studies*, 19(1), 170-189.
- Haque, A.U., Sher, A., & Urbański, M. (2020). Is the role of Authentic Leadership Effective in Managing Occupational Stress and Psychological Capital? *Forum Scientiae Oeconomia*, 8(2), 59-77.
- Haque, A.U., and Yamoah, F. (2014). Gender Employment Longevity: I.T staff response to Organisational Support Programme in Pakistan. *International Journal of Academic Research in Business and Social Science (IJ-ARBSS)*, 4(12), 324-347.
- Haque, A.U., Yamoah, F., & Sroka, W. (2020). Willingness to Reduce Food Choice in Favour of Sustainable Alternatives: The Role of Government and Consumer Behaviour (chapter 3), In: W. Sroka (ed), *Perspectives on Consumer Behaviour*, Springer.
- Hirche, M., & Bruwer, J. (2014). Buying a product for an anticipated consumption situation. *International Journal of Wine Business Research*, 26(4), 295-318. doi:10.1108/ijwbr-01-2014-0007
- Hussain, N., Haque, A.U., & Baloch, A. (2019). Management Theories: The Contribution of Contemporary Management Theorists in Tackling Contemporary Management Challenges, *Journal of Yasar University*, 14 (SI), 156-169.
- Imran, M., Jian, Z., Haque, A.U., Urbański, M., and Nair, S.L.S. (2018). Determinants of Firm's Export Performance in China's Automobile Industry, *Sustainability*, 10(11), 1-23.
- Imran, M., Haque, A.U., and Rębilas, R. (2018). Performance Appraisal Politics and Employees' Performance in Distinctive Economies, *Journal of Polish Management Studies*, 18(2), 135-150.
- Imran, M., Hameed, W.U., and Haque, A.U. (2018). Influence of Industry 4.0 on the Production and Service Sectors in Pakistan: Evidence from Textile and Logistics Industries, *Social Sciences*, 7(12), 246.
- Isabella, G., Pozzani, A. I., Chen, V. A., & Gomes, M. B. (2012). Influence of discount price announcements on consumer's behavior. *Revista de Administração de Empresas*, 52(6), 657-671. doi:10.1590/s0034-75902012000600007
- Javed, B., Abdullah, I., Haque, A. U., and Rubab, U. (2018). Inclusive Leadership and Innovative Work Behavior: The Role of Psychological Empowerment, *Journal of Management & Organization*, 1, 1-8.
- Javed, B., Khan, A.K., Arjoon, S., Mashkoor, M., and Haque, A.U. (2018). Openness to Experience, Ethical Leadership and Innovative Work Behavior, *Journal of Creative*

- Behavior, 1-13.
- Khare, A. (2015). Antecedents to green buying behaviour: a study on consumers in an emerging economy. *Marketing Intelligence & Planning*, 33(3), 309-329. doi:10.1108/mip-05-2014-0083
- Kot, S., Haque, A.U., and Baloch, A. (2020). Supply Chain Management in SMEs: Global Perspective, *Montenegrin Journal of Economics*, 16(1), 87-104
- Kot, S., Haque, A.U., and Kozlovski, E. (2019a). Mediating Effect of Strategic Supply Chain Management on Social and Environmental Sustainability: Evidence from SMEs of Canada, Iran and Turkey, *International Journal of Supply Chain Management*, 8(6), 105-117.
- Kot, S., Haque, A.U., and Kozlovski, E. (2019b). Strategic SCM's Mediating Effect on the Sustainable Operations: Multinational Perspective, *Organizacija*, 52(3), 219-235.
- Kotler, P., & Keller, K. L. (2012). *A framework for marketing management*. Boston: Pearson.
- Lee, S., & Workman, J. E. (2015). Compulsive buying and branding phenomena. *Journal of Open Innovation: Technology, Market, and Complexity*, 1(1). Doi:10.1186/s40852-015-0004-x
- Lo, S., Chou, Y., & Teng, C. (2013). Source effect of advertised reference price influences on transaction value in online shopping environments. *Electronic Commerce Research*, 13(4), 411-421. doi:10.1007/s10660-013-9129-9
- Malik, G., & Guptha, A. (2013). An Empirical Study on Behavioral Intent of Consumers in Online Shopping. *Business Perspectives and Research*, 2(1), 13-28. Doi:10.1177/2278533720130102
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model of Organizational Trust. *The Academy of Management Review*, 20(3), 709. doi:10.2307/258792
- Moser, A. K. (2015). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167-175. Doi:10.1108/jcm-10-2014-1179
- Nguyen, T. H., & Gizaw, A. (2014). Factors that influence consumer purchasing decisions of Private Label Food Products. Retrieved from mdh.diva-portal.org/smash/record.jsf?pid=diva2%3A705384&dswid=-9193
- Pan, L. & Chiou, J. (2011). How Much Can You Trust Online Information? Cues for Perceived Trustworthiness of Consumer-generated Online Information. *Journal of Interactive Marketing*, 25(2), 67-74. Doi:10.1016/j.intmar.2011.01.002
- Patricia Redsicker. (2014, August 27). 5 Ways You Can Influence Consumer Purchasing Decisions: New Research: Social Media Examiner [Web log post]. Retrieved from <http://www.socialmediaexaminer.com/5-ways-brands-can-influence-consumer-purchasing-decisions/>
- Poturak, M. (2014). Influence of Product Packaging on Purchase Decisions. *European Journal of Social and Human Sciences*, 3(3), 144-150. Retrieved from http://ejshs.net/journals_n/1410980912.pdf
- Rahman, M., Kamal, M.M., Aydin, E., & Haque, A.U. (2020). Impact of Industry 4.0 drivers on the performance of the service sector: comparative study of cargo logistic firms in developed and developing regions, *Production Planning & Control*, (Special Issue): Towards the next generation of Manufacturing: Implications of Big Data and Digitalization in the context of Industry 4.0, 1-16. DOI: 10.1080/09537287.2020.1810758
- Rassega, V., T, O., & T, C. (2015). Social Networks and the Buying Behavior of the Consumer. *Journal of Global Economics*, 03(04). Doi:10.4172/2375-4389.1000163
- Rettie, R., & Brewer, C. (2000). The verbal and visual components of package design. *Journal of Product & Brand Management*, 9(1), 56-70. doi:10.1108/10610420010316339
- Roberts, J. A., & Pirog, S. F. (2004). Personal Goals and Their Role in Consumer Behavior: The Case of Compulsive Buying. *Journal of Marketing Theory and Practice*, 12(3), 61-73. doi:10.1080/10696679.2004.11658525

- Sam, C., & Sharma, C. (2015). An Exploration into the Factors Driving Consumers in Singapore towards or away from the Adoption of Online Shopping. *Global Business and Management Research: An International Journal*, 7(1), 60-73.
- Schiffman, L. G., Hansen, H., & Kanuk, L. L. (2012). *Consumer behaviour: A European outlook*. Harlow: Pearson.
- Schiffman, S. (2013). *Secrets of selling services: Everything you need to sell what your customer can't see from pitch to close*. New York: McGraw-Hill.
- Sethi, D. J., & Nagrecha, A. (2012). Consumer Behaviour of MBA students while buying Television. *Paripex - Indian Journal Of Research*, 2(1), 97-99. Doi:10.15373/22501991/jan2013/36
- Shrum, L. J., McCarty, J. A., & Lowrey, T. M. (1995). Buyer Characteristics of the Green Consumer and Their Implications for Advertising Strategy. *Journal of Advertising*, 24(2), 71-82. doi:10.1080/00913367.1995.10673477
- Solaiman, M., Osman, A., & Halim, M. S. (2015). Volume 5, No. 1, Feb 2015 [87-98] *Green Marketing: A Marketing Mix Point of View* Mohammad Solaiman¹, Abdullah Osman² and Mohd Suberi Bin Ab. Halim³. *International Journal of Business and Technopreneurship*, 5(1), 87-98.
- Ślusarczyk, B., & Haque, A.U. (2019). Public services for business environment: challenges for implementing Industry 4.0 in Polish and Canadian logistic enterprises. *Administrative Management Public*, (33), pp. 57-76.
- Ślusarczyk, B., Tvaronaviciene, M., Haque, A.U., & Olah, J. (2020). Predictors of Industry 4.0 Technologies affecting logistic enterprises' performance: International perspective from economic lens, *Technological and Economic Development*, 26(2), 1-21, DOI: 10.3846/tede.2020.13376.
- Thøgersen, J., Jørgensen, A., & Sandager, S. (2012). Consumer Decision Making Regarding a "Green" Everyday Product. *Psychology and Marketing*, 29(4), 187-197. doi:10.1002/mar.20514
- U-Hameed, Imran, M., Haque, A.U., and Ślusarczyk, B. (2019). The Moderating Role of Malaysian Government in Microcredit Organization and Quality of Women Self-Sustainability, *Quality-Access to Success*, 20(S1), 481-486.
- Urbański, M., and Haque, A.U. (2020). Are You Environmentally Conscious Enough to Differentiate between Greenwashed and Sustainable Items? A Global Consumers Perspective, *Sustainability*, 12(5), 1-26.
- Urbański, M., Haque, A.U., and Oino, I. (2019). The Moderating role of Risk Management in Project Planning and Project Success: Evidence from Construction Businesses of Pakistan and the UK, *Engineering Management in Production and Services*, 11(1), 23-35.
- Vieira, K. C., Alcantara, V. D., Prado, J. W., Pinto, C. L., & Rezende, D. C. (2015). How Does Packaging Influence Consumer Behavior? A Multidisciplinary Bibliometric Study. *International Business Research*, 8(5), 66-80. Doi:10.5539/ibr.v8n5p66
- White, M. C. (2013, April 11). Parents Allow Kids to Make Many Meal Decisions, Study Says | TIME.com. Retrieved from <http://business.time.com/2013/04/11/american-families-increasingly-let-kids-make-buying-decisions/>
- Wu, W., & Ke, C. (2016). An Online Shopping Behavior Model Integrating Personality Traits, Perceived Risk, and Technology Acceptance. *Social Behavior and Personality: an international journal*, 44(3), 85-97. Doi:10.2224/sbp.2015.43.1.85
- Yan, J., Tian, K., Heravi, S., & Morgan, P. (2016). Asymmetric demand patterns for products with added nutritional benefits and products without nutritional benefits. *European Journal of Marketing*, 50(9/10), 1672-1702. Doi:10.1108/ejm-06-2015-0356y Center.