

# **MODERATING IMPACT OF DRIVE FOR ENVIRONMENTAL RESPONSIBILITY BETWEEN COGNITION, AFFECTION, AND CONATION AND GREEN PRODUCTS PURCHASE DECISIONS**

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## **ABSTRACT**

*Sustainable consumption is important to current environmental issues. This study examines how factors like cause-related marketing and brand attitude influence the decision to purchase green products. Moreover, how consumption of green products can be increased, with a focus on the role of individual environmental responsibility, in this research, brand attitude is studied as a multidimensional construct, including brand cognition, affection, and conation. These aspects of brand attitude have a positive and mediating impact on Green Product Purchase Decisions (GPPDs). The data was collected from the general population of Pakistan using a purposive sampling technique. Data was collected from 457 respondents through structured and self-administered questionnaires. The results of this study show that cause-related marketing positively influences consumers' decisions to purchase green products. Additionally, brand cognition, affection, and conation i.e. (thoughts, emotions, and intentions related to the brand) play a role in mediating this influence on green product purchase decisions.*

**Keywords:** *Cognition; Affection; Conation; Cause-Related Marketing (CRM); Green Products Purchase Decision (GPPD); Drive for Environmental Responsibility (DFER).*

## **INTRODUCTION**

From resource conservation, reduced environmental impact, and economic benefits, to social responsibility, sustainable consumption is eminent to ensure that we create a more sustainable and livable planet for ourselves and future generations. Industrial growth has damaged biodiversity (Abbasi et al., 2022; Sinthumule & Mashau, 2020). Additionally,

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only 4 % of the world's population shows concern for the environment during their purchase decision (Khwaja et al., 2022; Ritter et al., 2015).

Today, green products face several challenges, including green marketing myopia, poor customer response towards buying green products, and greenwashing (Khwaja et al., 2022; Melero & Montaner, 2016; Zaman et al., 2023). Green consumption depends upon knowledge and understanding of environmentally friendly products (Abbasi et al., 2022; Fuentes, 2014). Marketing can assist in increasing awareness and attitudes towards green products (Mahmood et al., 2019; Zaman et al., 2021a). Media exposure can positively influence green consumption (Pham & Kim, 2019). Joshi and Rahman (2015), emphasize that environmental concerns and the desire to support sustainability are increasingly influential factors in consumer decision-making. Social marketing programs can be highly effective in leveraging these motivations by highlighting the personal benefits of using green products, such as healthier living environments and cost savings over time, alongside the positive impact on the planet (Olsen et al., 2014).

Ultimately, effective communication strategies that emphasize both the environmental and personal benefits of a product can play a crucial role in encouraging more widespread adoption and driving positive change toward a more sustainable future (Paul, Modi & Patel, 2016; Hameed et al., 2023).

Furthermore, individual responsibility can help people to purchase environmentally friendly products and services (Hameed, et al., 2019). This is because a pro-environmental attitude in customers helps them in their pro-environmental decisions (Esmaeilpour & Bahmiary, 2017; Lin & Niu, 2018). People do talk about going green but show less interest in buying environmentally friendly products (Royne, Levy & Martinez, 2011). The gap between consumers acknowledging the importance of pro-environmental activities and willing to buy green products is alarming. Therefore, this study fills the research gap by studying the impact of CRM campaigns on green product purchase decisions (GPPDs). Moreover, by linking cause-related marketing (CRM) to the Theory of Planned Behavior (TPB) and environmentally significant behavior, the study appears to provide a deeper understanding of how individuals' attitudes, intentions, and subjective norms influence their decisions regarding ecology and sustainable development goals. This not only sheds light on the role of CRM in promoting environmentally friendly behaviors but also enriches understanding of the psychological mechanisms underlying such decisions.

Furthermore, this study has provided an integrated model of CRM and consumer GPPDs. When consumers feel empowered to contribute to a cause they care about through their purchasing decisions, it can lead to a sense of fulfillment and satisfaction. Ultimately, by integrating sustainability into their marketing strategies and fostering consumer involvement in the cause, brands can not only drive sales of green products but also cultivate long-term relationships with environmentally conscious consumers.

The study is divided into six parts. The first section 2 is the literature review of the study variables, the proposed theoretical framework on the basis of literature review, and research hypotheses. Section 3 is the research methodology. Section 4 tests the hypothesis and section 5 discusses the study results. Section 6 is the last part which includes discussion and conclusion, future direction, and study limitations.

## **LITERATURE REVIEW**

### ***Cause-Related Marketing***

Cause-related marketing is a distinctive marketing tool that can improve both corporate and product image. This approach involves a company aligning itself with a social or environmental cause and incorporating support for that cause into its marketing strategies (Papasolomou & Kitchen, 2011; Melero & Montaner, 2016) and enhances customer satisfaction level (Sen, Du & Bhattacharya, 2016). Famous brands are less likely to gain high performance through these marketing tactics (Mantovani, Andrade, De & Negrão, 2017). However, newly born brands can benefit more from CSR actions (Sen et al., 2016).

CRM increases the purchase behaviors of consumers (Ferraris, Giudice, Grandhi & Cillo, 2020). Cause-related marketing can be highly effective in enhancing brand image and fostering emotional attachment to the brand, thus influencing consumers' moral identity, and purchasing behavior (He, Zhu, Gouran & Kolo, 2016). When consumers see an organization actively involved in addressing societal issues, it portrays the brand as socially conscious and caring, which can improve the overall perceptions of the company (Christofi, Vrontis, Leonidou & Thrassou, 2020). By evoking emotional responses and fostering loyalty, CRM can lead to positive word-of-mouth recommendations, which can further enhance the brand's reputation and credibility (Vyravene & Rabbanee, 2016).

*H1: Cause-related marketing has a positive and significant effect on green product purchase decisions.*

### *Cognition, Affection, and Conation*

Cognition, affection, and conation are the three dimensions of brand attitude. These three dimensions are also represented as brand trust, effect, and purchase intention (Delgado-Ballester, 2004). Customer perception indeed shapes their reality, and brand cognition plays a pivotal role in influencing how customers perceive and interact with a brand. Strong brand cognition empowers customers by providing them with valuable information about the product, its features, performance, and functions. When customers perceive a brand positively and have a clear understanding of its value proposition, they are more likely to trust the brand and consider its offerings when making purchasing decisions (e-Silva, Duarte, Machado & Martins, 2020). Cognition, which includes the mental processes involved in evaluating choices, plays a significant role in purchasing decisions. Affection and emotional tendencies are indeed influential factors that can heavily influence consumers' perceptions and purchase decisions (Bedard & Tolmie, 2018).

Today, companies are working on enhancing their image to be environmentally friendly (Badenes-Rocha et al., 2021). Cause-related marketing has become increasingly popular among brands, as it allows them to align with social or environmental causes while also engaging consumers in meaningful ways. By associating with a cause, brands can enhance their image, differentiate themselves from competitors, and build stronger connections with socially conscious consumers (Yun et al., 2019).

Brand cognition explains the functional characteristics of any product or service. Brand affection explains the emotional aspects of the brand (Gresham & Shimp, 2013; Newell & Goldsmith, 2001). Both brand cognition and affection lead towards purchase intentions (Upamannyu, Bhakar & Gupta, 2015). Both persuade the consumer to use the brand (Chaudhuri & Holbrook, 2002). Cause-related marketing initiatives enable brands to go beyond transactional relationships with customers and create meaningful connections based on shared values. When consumers feel that a brand aligns with their beliefs and supports causes, they care about, it strengthens the bond between the brand and the customer. This bond fosters loyalty and encourages repeat purchases and advocacy (Kim & Sullivan, 2019).

Lafferty and Edmondson (2009) found that there is a significant impact of pictures used in cause-related marketing (CRM) campaigns on consumers' attitudes toward the brand. By leveraging CRM, companies can influence consumers' cognitive knowledge about their brand and shift their attitudes towards green products (Till & Nowak, 2006). CRM

not only shapes consumers' perceptions but also guides their purchasing decisions by directing their attitudes toward the offerings of the firm (Zulfiqar & Ahmad, 2019). CRM initiatives can have a lasting effect on firms' marketing efforts and contribute to sustaining brand value over time (Soltanee, Kordnaeij & Yazdi, 2019). Consumers are increasingly drawn to brands that align with their values and beliefs. When a brand engages in cause-related marketing, it signals to consumers that the company shares their concerns and priorities. This alignment of values fosters a positive emotional perception of the brand and increases consumers' interest in supporting the brand (Agrawal & Sahu, 2010; Yang & Yen, 2018).

CRM has indeed emerged as a win-win strategy for both organizations and consumers, especially in the context of increasing consumer concerns about social and environmental issues. CRM initiatives enhance various aspects of consumer-brand relationships, including brand cognition (awareness and understanding), brand affection (emotional attachment), and brand conation (intention to act). Through meaningful cause associations and compelling storytelling, CRM campaigns deepen consumers' knowledge of the brand, evoke emotional connections, and motivate action, thereby eliciting favorable responses (Handa & Gupta, 2020). Keeping in view the above literature review, the following hypotheses are proposed:

*H2: CRM has a direct and positive impact on brand cognition.*

*H3: CRM has a direct and positive impact on brand affection.*

*H4: CRM has a direct and positive impact on brand conation.*

### ***Green Products Purchase Decision***

A person's decision to purchase green products is influenced by various factors, with environmental consciousness playing a central role. Consumers need to be aware of the availability of green products and the benefits they offer in order to consider purchasing them. Awareness can be raised through various channels, including marketing campaigns, educational initiatives, eco-labeling, and word-of-mouth recommendations. (Zahid et al., 2017). Young environment-friendly consumers are generally more aware and concerned about natural resource consumption and wastage (Nekmahmud & Fekete-Farkas 2020). Green product consumption can be increased through environmental caution marketing campaigns (Chaudhary, 2018). Environmental campaigns can help in recognizing consumers' responsibility toward the environment (Esmaeilpour & Bahmiary, 2017).

Kong et al. (2014) assert that people's pro environmental attitude not only reflects a growing concern for the planet but also signifies a desire for sustainable living practices. As people become more informed about the environmental impact of their consumption habits, they are likely to seek out products and brands that align with their values. This, in turn, can drive businesses to prioritize sustainability and adopt more environmentally friendly practices throughout their supply chains. McWilliams (2016) emphasizes that environmental causes can inspire strong pro-environmental buying behaviors among consumers. This suggests that aligning marketing efforts with environmental causes can effectively engage consumers who are concerned about sustainability and environmental issues. Additionally, Gruber and Schlegelmilch (2014) suggest that marketing campaigns should highlight consumers' sense of responsibility and morality regarding environmental issues. By emphasizing these aspects, companies can appeal to consumers' ethical values and encourage them to make environmentally conscious purchasing decisions. Ethical advertising can be a powerful tool for promoting green products and fostering positive perceptions about sustainability. When companies authentically communicate their commitment to environmental responsibility and showcase the benefits of their eco-friendly products, consumers are more likely to feel motivated to make environmentally conscious choices (Lamberto, Sukki, Riccardo & Cristiano, 2018). Moreover, Fallis (2013) found that emotional and cognitive appraisals can help in building a nature-friendly attitude.

Brand affection can be a powerful motivator for customers to adopt green initiatives and make environmentally conscious purchasing decisions. When consumers feel a strong emotional connection to a brand, they are more likely to support its values and initiatives, including those related to sustainability. A key aspect of brand affection is the establishment of a meaningful customer-firm relationship. This relationship goes beyond transactional interactions and is built on trust, loyalty, and shared values. When consumers feel a sense of affinity and trust towards a brand, they are more receptive to its messages and more willing to align their behavior with its values, such as supporting green initiatives (Bedard & Tolmie, 2018). Moreover, one study shows that the conation stage influences individuals' preferences and purchase decisions (Shim & Jo, 2020).

Meanwhile, a study by Medeiros, De, Luis & Ribeiro (2013) found that people with greater environmental concerns are more inclined towards buying products. When customers feel emotionally connected to a brand, they are more likely to consider its environmental impact and choose green products or support sustainability initiatives,

even if it requires a change in behavior or a premium price (Esmailpour & Bahmiary, 2017). Individuals with limited environmental knowledge might struggle to connect their purchase behavior with broader climate change issues. This gap highlights the importance of education and awareness campaigns to help consumers understand the environmental implications of their choices (Wells, Ponting & Peattie, 2011).

Environmental campaigns can educate consumers about ecological issues. Such campaigns can also motivate individuals to choose environmentally friendly products (Chekima et al., 2016). Strong and emotional attachment to the environmental issue can influence pro-environmental practices (Mantovani et al., 2017). After analyzing the above literature, the following hypotheses are proposed:

*H5: There is a positive influence of cognition on green product purchase decisions.*

*H5(a): Cognition mediates the relationship between cause related marketing and green product purchase decision.*

*H6: There is a positive influence of affection on green product purchase decisions.*

*H6(a): Affection mediates the relationship between cause related marketing and green product purchase decision.*

*H7: There is a positive influence of conation on green products purchase decision*

*H7(a): Conation mediates the relationship between cause related marketing and green product purchase decision.*

### ***Moderating Role of Drive for Environmental Responsibility***

Consumers are more informed about environmental issues such as climate change, pollution, and resource depletion. This heightened awareness has led to a greater sense of responsibility and a desire to minimize their environmental impact (Chen et al., 2022). Consumers are increasingly drawn to brands that demonstrate a commitment to sustainability and ethical business practices. They are more likely to support companies that prioritize environmental protection, social responsibility, and transparency throughout their operations (Wang, Li, Zhang & Su, 2019; Amoako, Dzogbenuku, Doe & Adjaison, 2022). Yue et al. (2020) found that individuals who think environmental protection is important are more inclined towards buying environmentally friendly products.

As people become more aware of the impact of their consumption choices on the planet, they are often motivated to support companies that demonstrate a commitment to sustainability and environmental stewardship. This can manifest in various ways, such as choosing products with eco-friendly packaging, opting for energy-efficient appliances, or supporting brands that prioritize ethical sourcing and production practices. (Wang et al., 2019). It is believed that environmental knowledge and personal values are prerequisites of pro-environmental behaviors (Wells et al., 2011). Feelings of environmental responsibility affect green consumption intention (Yue, Sheng, She & Xu, 2020). The integration of environmental responsibility into consumer decision-making is a positive trend that can lead to more sustainable consumption patterns and ultimately contribute to a healthier planet for future generations (Halder et al., 2020; Wang, Wang, Li & Yang, 2020).

Unfortunately, a small number of people take environmental responsibility seriously (Ingenbleek, Meulenbergh & Trijp, 2015; Aarnio-Linnanvuori, 2019; Yue, 2020). Individuals who are interested in pro-environmental activities are often interested in Corporate Social Responsibility (CSR) campaigns. These campaigns align with their values and provide them with an opportunity to support companies that demonstrate a commitment to environmental sustainability and social causes. (Mahmood et al., 2019; Galan-Ladero et al., 2013). As consumers become more informed about topics such as climate change, pollution, and resource depletion, they are increasingly motivated to make choices that align with their values and contribute to environmental well-being. (Yue et al., 2020). When consumers perceive a brand as being environmentally responsible, they are more likely to support it through their purchasing decisions. (Nekmahmud & Fekete-Farkas, 2020). Environmental responsibility not only prompts consumers to focus on the functional benefits of green products but also enhances their epistemic (knowledge-related) benefits of green purchasing. Consumers are increasingly considering the environmental impact of their purchases, which leads them to seek out products that align with their values and provide ecological benefits. This shift in consumer mindset is often driven by a combination of cognitive factors, such as awareness of environmental issues and the functional value of green products, as well as affective factors, such as emotional attachment to sustainability and concern for the planet. (Gelderman, Schijns, Lambrechts & Vijgen, 2021). Ecological knowledge enhances consumers' choice of environmentally friendly products (Shim, Shin, & Kwak, 2018).



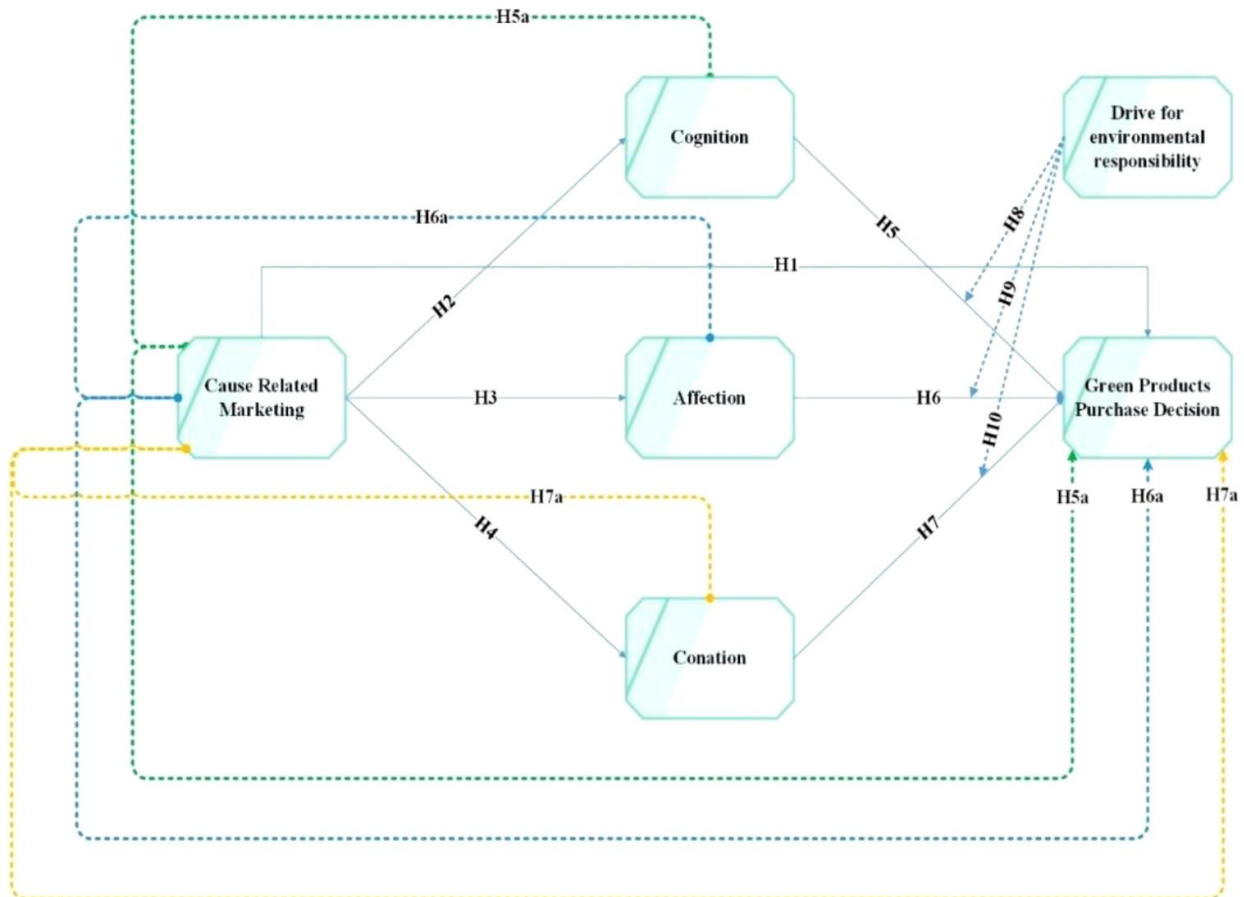
Personal norms play a significant role in shaping attitudes and behaviors, especially concerning environmental issues. Moser (2015) highlights how personal norms can create emotional connections to products, implying that when individuals perceive certain products as aligned with their personal values, such as environmental conservation, they're more likely to feel positively towards those products. Chen and Tung's (2014) research adds depth to this understanding by emphasizing the influence of knowledge and aptitude toward environmental matters. When individuals are well-informed and aware of environmental issues, they're more inclined to engage in pro-environmental actions. This alignment between knowledge and behavior suggests that understanding the importance of environmental protection can motivate individuals to act in ways that benefit the environment. Individuals' feelings about their role in environmental protection can also influence their moral obligation towards it. When people perceive themselves as having a responsibility or duty to protect the environment, they're more likely to feel morally obligated to take actions that contribute to its preservation (Esmailpour & Bahmiary, 2017). Positive environmental attitudes and conducting environmental activities increase the probability of environmentally responsible behavior. On the contrary, a lack of interest in the environment decreases this probability (Bobkova, Andryeyeva, Verbivska., Kozlovtseva, & Velychko (2020). Therefore, the individual's drive for environmental responsibility during purchase decisions should be studied (Zulfiqar & Ahmad, 2019). Therefore, the following hypotheses are proposed:

*H8: Drive for environmental responsibility moderates between cognition and green product purchase decisions.*

*H9: Drive for environmental responsibility moderates between affection and green product purchase decisions.*

*H10: Drive for environmental responsibility moderates between conation and green product purchase decisions.*

In view of the above literature, the research model proposed to conduct this study is as follows:



*Figure 1. Research Model*

## RESEARCH METHODOLOGY

### *Study Participants*

The data for this research was collected from 457 respondents from Rawalpindi and Islamabad. The questionnaire consisted of two main sections. The first section comprised a series of demographic questions asking respondents to provide details related to their gender, age, education level, monthly household income, and marital status. The second part of the questionnaire consisted of questions on cognition, affection, conation, green products purchase decisions, and drive for environmental responsibility.

The study adopts a deductive approach, which means it starts with a theoretical framework or hypothesis and then tests it against empirical evidence. A structured questionnaire was used for data collection. The data was collected from four cities in Pakistan, i.e., Islamabad, Peshawar, Karachi, and Lahore through the purposive sampling technique. These cities not only represent Pakistan's demographic diversity but also serve as dynamic centers of commerce, culture, and social interaction. Understanding the consumer landscape in Karachi, Lahore, Peshawar, and Islamabad is essential for

businesses and policymakers seeking to engage with Pakistan's diverse population and tap into its economic potential (Rizwan et al., 2013).

The participants were selected based on their general understanding of green products. This includes the benefits of green products, characteristics of green products, and few green products in Pakistan. This is because environmentally aware respondents can provide meaningful insights into research questions related to sustainable consumption and green product purchase intentions. The sample size of this research was 457 (Zikmund, Babin, Carr, & Griffin, 2013), which is well-aligned with the published recommendations for quantitative research for a finite population by (Krejcie & Morgan, 1970).

**Table 1.** Demographics of the Respondents

Sample Characteristics	Frequency	Percentage
Gender		
Male	252	55%
Female	205	45%
Age		
15-20	45	10%
21-26	137	30%
27-32	92	20%
33-38	114	25%
39-44	23	5%
45-50	28	6%
51-56	18	4%
57 and above	-	-
Education		
Intermediate	59	13%
Bachelors	334	73%
Masters	46	10%
M.Phil.	13	3%
PhD	5	1%
Marital status		
Single	320	70%
Married	137	30%
Monthly Household income		
50,000 and below	105	23%
100,000 and below	152	33%
150,000 and below	87	19%
200,000 and below	47	10%
250,000 and above	56	12%
Permanent Residence		
Lahore	201	44%
Karachi	27	6%
Peshawar	23	5%
Islamabad	207	45%

### ***Instruments and Measurements***

For this research, a five-point Likert scale ranging from "strongly disagree" to "strongly agree," is assigned numerical values, such as 1 for "strongly disagree" and 5 for "strongly agree," for analysis.

The items used to measure CRM were drawn from the research of Galan-Ladero, Galera-Casquet & Wymer (2013). The cut-off value for factor loading is 0.5 (Wu & Wang, 2011). The factor loadings of all the items are between 0.780 to 0.815 which are within the suggested cut-off value. Loading average is 0.898,  $\alpha = 0.898$ , composite reliability is 0.920, and extracted variance (AVE) is 0.621. The last three questions used to measure CRM were adapted from the research of Dahl and Lavack (1995) and the factor loadings of all the items are within the proposed cutoff value. These items are also used by Moosmayer and Fuljahn (2010) in their research.

The items used to measure the drive for environmental responsibility were adopted from research done by Kumar and Ghodeswar (2015). The factor loading of each item is 0.823, 0.840, 0.718, and 0.820, respectively. Composite reliability is 0.878. The Cronbach's  $\alpha$  statistics for this scale is 0.826.

One of the two items used to measure GPPDs is adapted from the research of Kumar and Ghodeswar (2015). The other three items used to measure GPPDs were taken from the research of Mohd Noor et al. (2016). The factor loadings of these items are 0.808, 0.797, 0.802, 0.805 and 0.795, respectively. The composite reliability of this instrument is 0.900, and the average variance extracted is 0.642.

## **RESULTS**

This section is divided into two parts. The first part involves presenting descriptive statistics such as means, standard deviations, skewness, and kurtosis for each item and constructing the measurement model. This section provides an overview of the distribution and characteristics of the data, helping to assess the adequacy of the measurement model. Additionally, factor loadings, average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha can be included to evaluate the reliability and validity of the measurement model.

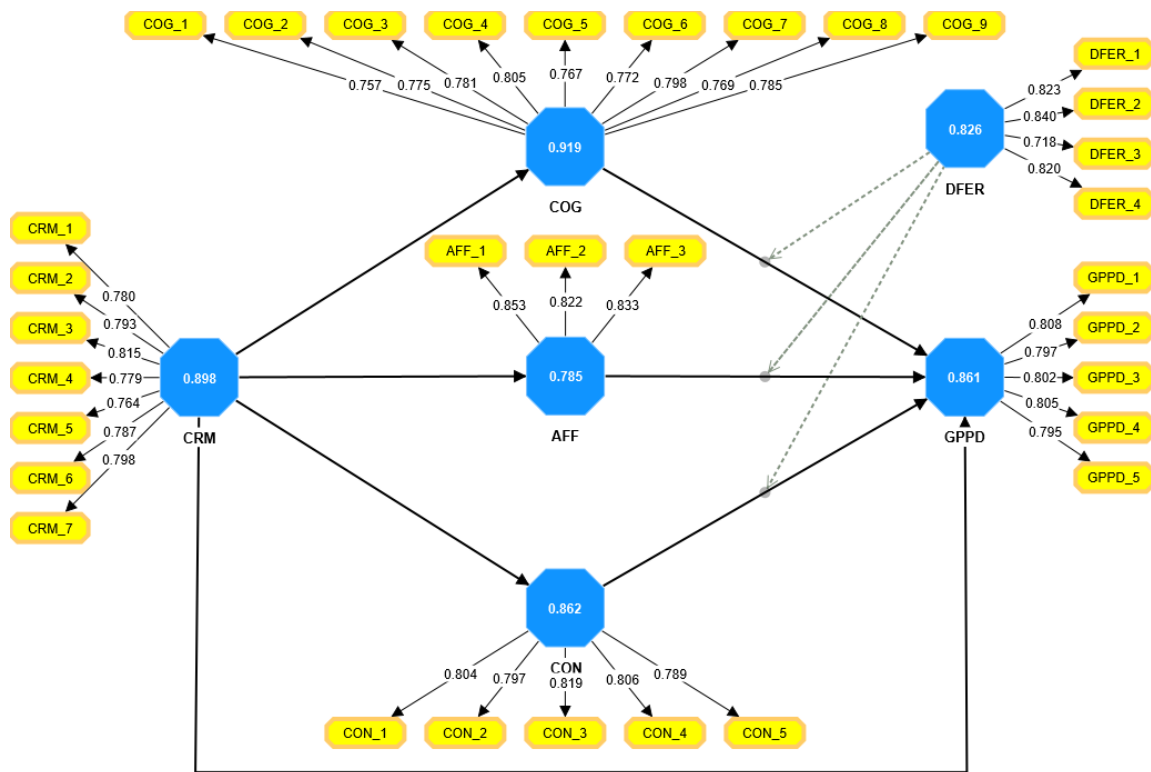
The second part involves testing the structural model proposed in the study, which includes examining both direct and indirect effects between variables. Moreover, it includes structural equation modeling (SEM) and path analysis.

**Preliminary Analysis**

Average variance extracted (AVE) and (CFA) values were taken out to determine the convergent validity between the study variables. Hair, Black, Babin & Anderson (2010) method was used to determine the AVE values. The AVE of 0.5 or above shows convergent validity is present (Hogan, Soutar, McColl-Kennedy & Sweeney, 2011). However, some studies suggest that 0.49 can still indicate satisfactory convergent validity, particularly in certain contexts or with smaller sample sizes (Hameed and Khwaja, 2022; Fornell & Larcker, 1981; Muhamad Safiih, 2016). Moreover, all of the construct reliability is >0.70 (Abbasi, et al., 2022; Hair, Black, Babin & Anderson, 2006). Factor loadings of all the study variables are greater than their AVE values. Table 2 shows the results of the data obtained. Figure 2 is the graphical representation of the measurement model indicating the factor loadings of all study variables.

**Table 2.** Convergent Validity, Reliability, and Unidimensionality

Variables	Dimensions	Standardized Factor loadings	$\alpha$	CR	AVE
<b>Cause-related marketing</b>	CRM-1	0.780	0.898	0.920	0.621
	CRM-2	0.793			
	CRM-3	0.815			
	CRM-4	0.779			
	CRM-5	0.764			
	CRM-6	0.787			
	CRM-7	0.798			
<b>Cognition</b>	COG-1	0.757	0.919	0.933	0.607
	COG-2	0.775			
	COG-3	0.781			
	COG-4	0.805			
	COG-5	0.767			
	COG-6	0.772			
	COG-7	0.798			
	COG-8	0.769			
	COG-9	0.785			
<b>Affection</b>	AFF-1	0.853	0.785	0.875	0.699
	AFF-2	0.822			
	AFF-3	0.833			
<b>Conation</b>	CON-1	0.804	0.862	0.901	0.645
	CON-2	0.797			
	CON-3	0.819			
	CON-4	0.806			
	CON-5	0.789			
<b>Drive for Environmental Responsibility</b>	DFER-1	0.823	0.826	0.878	0.643
	DFER-2	0.840			
	DFER-3	0.718			
	DFER-4	0.820			
<b>Green Products Purchase Decision</b>	GPPD-1	0.808	0.861	0.900	0.642
	GPPD-2	0.797			
	GPPD-3	0.802			
	GPPD-4	0.805			
	GPPD-5	0.795			



*Figure 2. Measurement Model*

The analysis of the data obtained indicates discriminant validity which is shown in Table 2. Another method to assess discriminant validity is Heterotrait-Monotrait Ratio (HTMT). The Heterotrait-Monotrait Ratio (HTMT) is a commonly used method for assessing discriminant validity in structural equation modeling (SEM) or covariance-based structural equation modeling (CB-SEM) analyses. The HTMT ratio should be below a certain threshold, such as 0.85 or 0.90. The HTMT values are below the 0.90 threshold, as shown in Table 3.

**Table 3.** Discriminant Validity Outcomes

Constructs	1	2	3	4	5	6
<b>Affection</b>	0.836					
<b>Cognition</b>	0.559	0.779				
<b>Conation</b>	0.526	0.565	0.803			
<b>Cause-related marketing</b>	0.545	0.598	0.580	0.788		
<b>Drive for environmental responsibility</b>	0.073	0.069	0.081	-0.131	0.802	
<b>Green products purchase decision</b>	0.570	0.599	0.612	0.627	0.088	0.801

In the second stage, the model was tested for multi-collinearity through variance inflation factor (VIF) (Khwaja, et al., 2019; Zaman et al., 2021a). The commonly accepted threshold for VIF is 5 or 10. If the VIF for a predictor variable exceeds this threshold, it

indicates high multicollinearity with other predictor variables in the model. The results obtained can be seen in Table 4.

**Table 4.** Variance Inflation Factor

Variables	1	2	3	4	5	6
Affection						2.136
Cognition						3.117
Conation						2.696
Cause-related marketing						2.120
Drive for environmental responsibility						1.111
Green products purchase decision						

### *Hypothesis Testing*

The study results show that cause marketing campaigns positively affect green product purchase decisions, cognition, affection, and conation. Therefore, hypotheses H1, H2, H3, and H4 are accepted at the beta values of 0.231, 0.598, 0.545, and 0.580, respectively. The H5 states that there is a positive influence of cognition on green product purchase decisions, which was accepted at the Beta value of 0.255.

Moreover, the positive influence of affection and conation on GPPDs was found statistically significant with beta values of 0.33 and 0.200. Therefore hypotheses (H6 and H7) are. The results are outlined in Table 5, while Figure 3 represents the measurement model's graphical representation.

**Table 5.** Hypotheses Testing

Hypotheses	Structural Paths	beta	SE	T-value	P-value
H1	CRM → GPPD	0.231	0.046	5.016	***
H2	CRM → COG	0.598	0.049	12.189	***
H3	CRM → AFF	0.545	0.050	10.964	***
H4	CRM → CON	0.580	0.049	11.846	***
H5	COG → GPPD	0.255	0.055	4.657	***
H6	AFF → GPPD	0.133	0.044	3.031	**
H7	CON → GPPD	0.200	0.043	4.644	***

*Paths: \*\*p<0.01, \*\*\*p<0.001*

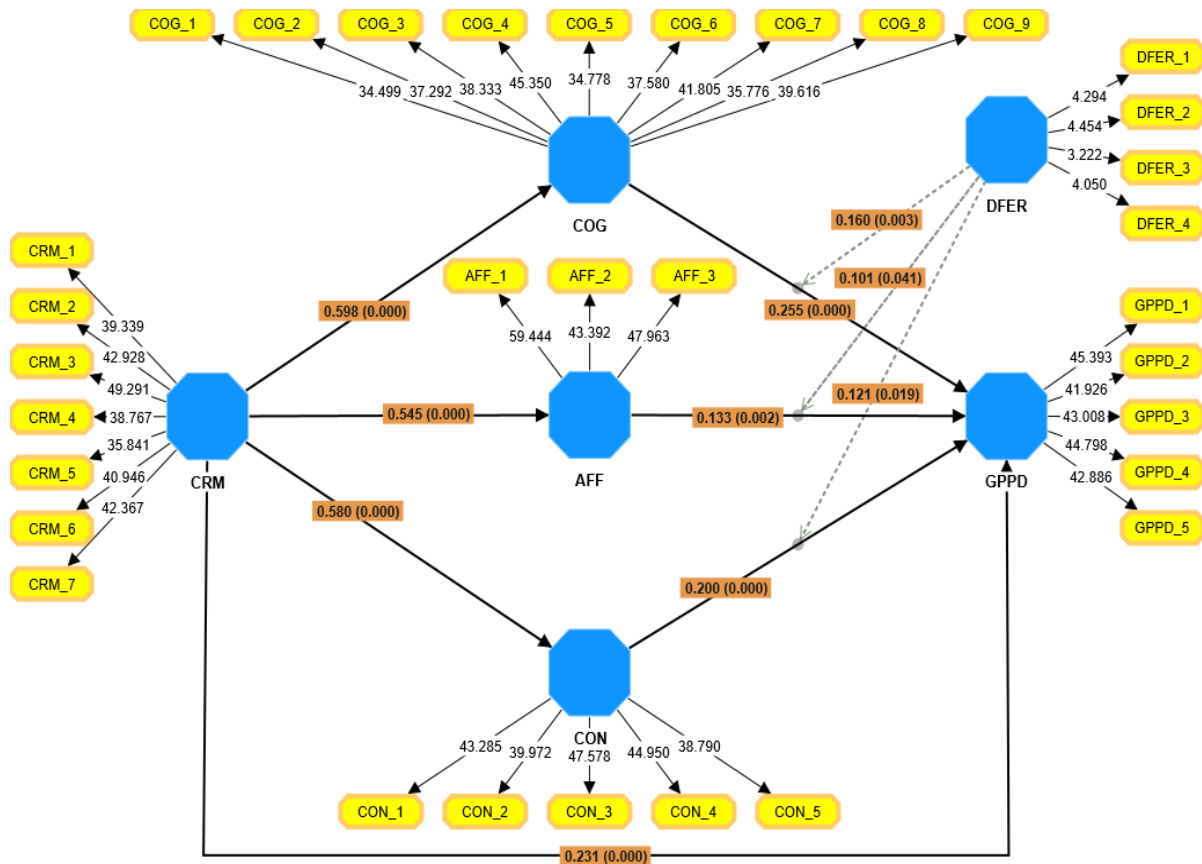


Figure 3. Structural Model

### Mediation Analysis

All mediating hypotheses are presented in Table 6. Hypotheses H5(a), H6(a), and H7(a) state that cognition, affection, and conation respectively mediate between CRM and green products purchase decisions.

Table 6. Mediation Hypotheses Results

Hypotheses	Structural Paths	Beta	SE	T-value	P-value
H5(a)	CRM → COG → GPPD	0.152	0.037	4.078	0.00
H6(a)	CRM → AFF → GPPD	0.072	0.026	2.803	0.00
H7(a)	CRM → CON → GPPD	0.116	0.028	4.134	0.00

Significance level: \*\* $p < 0.01$ , \*\*\* $p < 0.001$

### Moderation Analysis

In research studies, when the relationship between two variables depends on a third variable, it indicates that moderation is present. This research tested the moderation effect of DFER between cognition, affection, conation, and GPPDs. The findings of the moderating effect are displayed in Table 7. Figures 4(a), 4(b), and 4(c) are a graphical representation of the DFER interaction effect between cognition, affection, conation, and green product purchase decision, respectively.

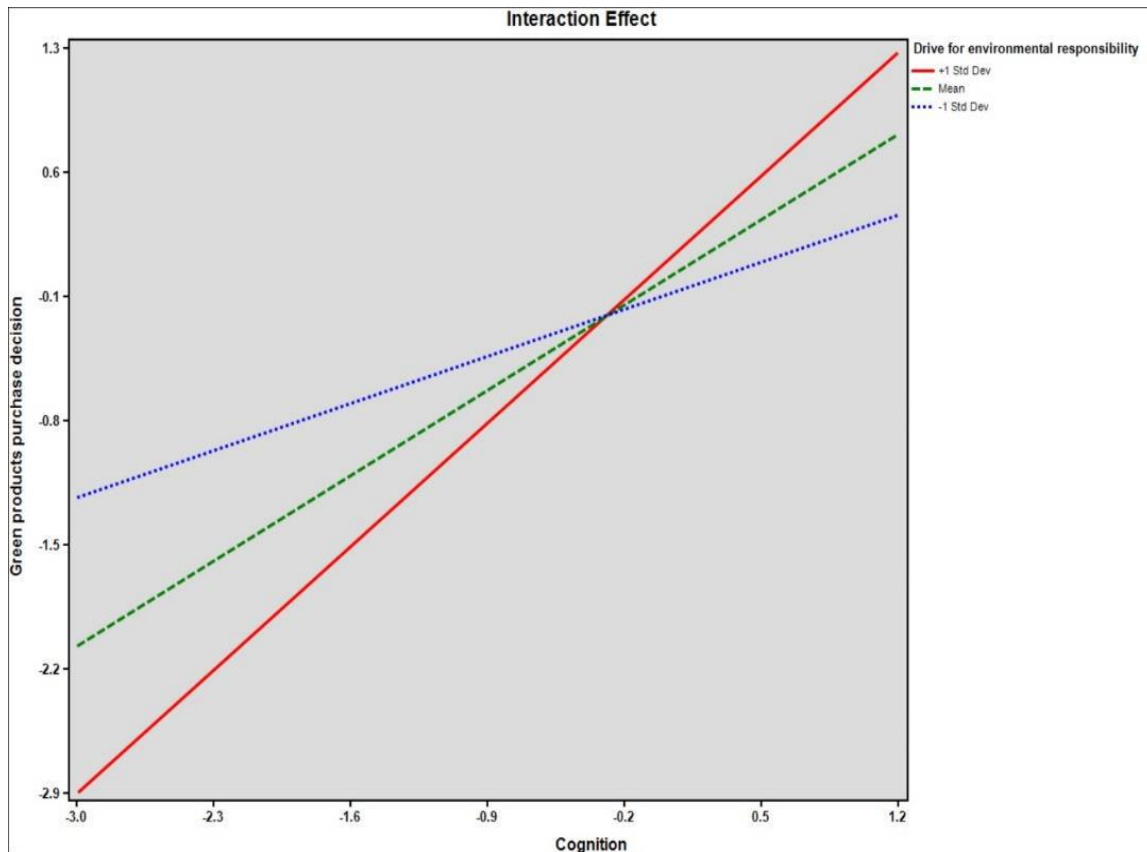


**Table 7.** Hypotheses Testing Interaction Effect

Hypotheses	Interaction Path	beta	SE	t-value	P-value
H8	Interaction DFER*COG → GPPD	0.160	0.054	2.94	**
H9	Interaction DFER* AFF → GPPD	0.101	0.050	2.039	*
H10	Interaction DFER* CON → GPPD	0.121	0.052	2.344	*

**Conditional Effects**

Level of Moderator	Effects	Boot	SE	LLCI	ULCI
H8	+1 Std Dev	0.995***	0.049	0.900	1.091
	Mean	0.688***	0.034	0.621	0.755
	-1 Std Dev	0.379***	0.038	0.304	0.455
H9	+1 Std Dev	0.842***	0.051	0.741	0.943
	Mean	0.593***	0.037	0.512	0.665
	-1 Std Dev	0.345***	0.047	0.253	0.437
H10	+1 Std Dev	0.935***	0.051	0.835	1.035
	Mean	0.657***	0.035	0.588	0.725
	-1 Std Dev	0.389***	0.043	0.293	0.464



**Figure 4 (a).** Interaction DFER\*COG → GPPD

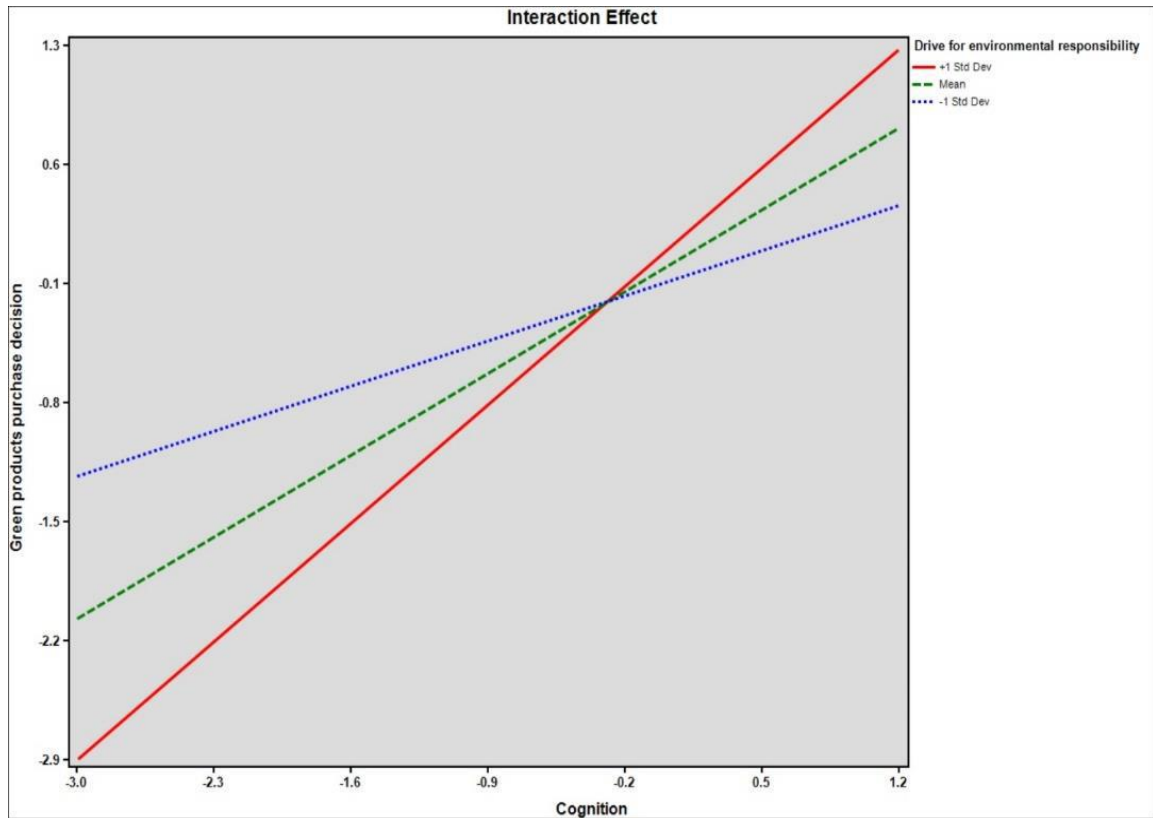


Figure 4 (b). Interaction  $DFER*AFF \Rightarrow GPPD$

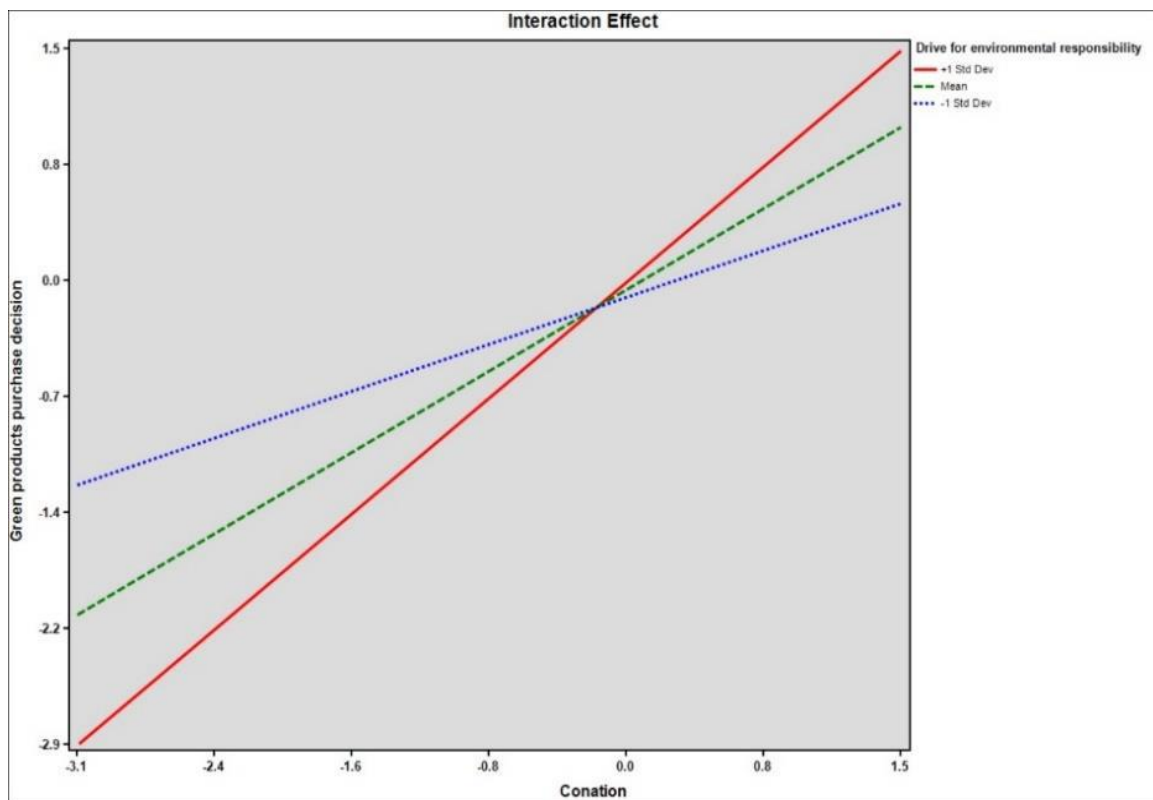


Figure 4 (c). Interaction  $DFER*CON \Rightarrow GPPD$

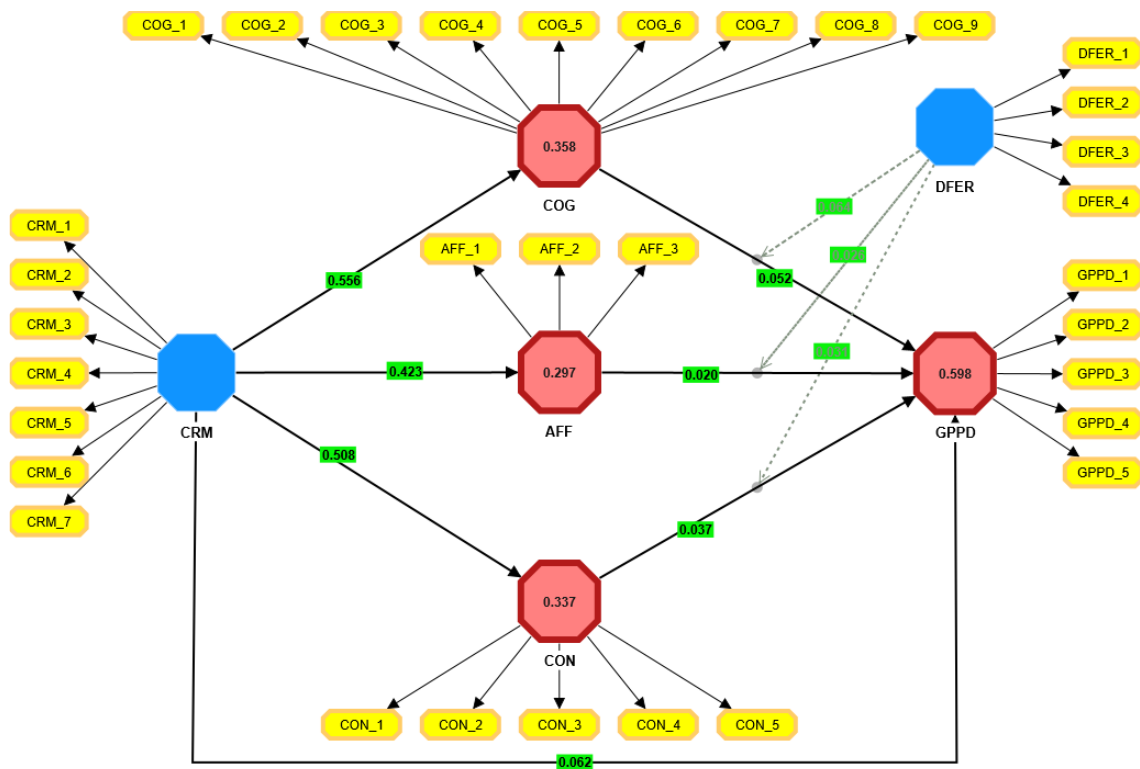
The moderation effect of the DFER was confirmed between cognition, affection, conation, and GPPDs. Therefore, hypotheses H8, H9, and H10 have been accepted.

R<sup>2</sup> explains the variance in the dependent variable (outcome) that is explained by the independent variables (predictors) in the model. It ranges from 0 to 1, where 1 indicates that the model explains all the variability in the dependent variable. In this study, R<sup>2</sup> values for Cognition, Affection, Conation, and Green Product Purchase Decisions were calculated. Similarly, the Adjusted R<sup>2</sup> values of Cognition, Affection, Conation, and Green products purchase decision are 0.296, 0.356, 0.335, and 0.591, respectively.

Q<sup>2</sup> (Predictive Relevance) measures how well the model predicts the dependent variable for new observations that were not used in the model's estimation. A Q<sup>2</sup> value greater than zero suggests that the model has predictive relevance (Zaman, et al., 2021). All the Q<sup>2</sup> values are greater than zero. F<sup>2</sup> (Effect Size) measures the effect size of the predictors on the outcome variable. It provides information about the strength of the relationship between the predictors and the outcome variable. Figure 5 is a graphical representation of Q<sup>2</sup> and F<sup>2</sup> values.

**Table 8.** Quality Criteria

Latent Variables	R <sup>2</sup>	R <sup>2Adj</sup>	Q <sup>2</sup>	F <sup>2</sup>
AFF	0.297	0.296	0.289	
COG	0.358	0.356	0.349	
CON	0.337	0.335	0.329	
GPPD	0.598	0.591	0.388	
AFF ➡ GPPD				0.020
COG ➡ GPPD				0.052
CON ➡ GPPD				0.037
CRM ➡ GPPD				0.062
DFER ➡ GPPD				0.029
DFER x CON ➡ GPPD				0.031
DFER x AFF ➡ GPPD				0.026
DFER x COG ➡ GPPD				0.064
CRM ➡ AFF				0.423
CRM ➡ COG				0.556
CRM ➡ CON				0.508



*Figure 5. Graphical Representation of R2 & F2*

## DISCUSSION

CRM involves associating a brand or product with a social or environmental cause, aiming to generate positive outcomes for both the cause and the brand. CRM initiatives have been successful in prompting consumers to view green products more favorably. This indicates that consumers are increasingly drawn to products that are associated with environmental or social causes, such as sustainability or charitable giving (Khwaja et al., 2022; Lee & Johnson, 2019). CRM campaigns arouse emotional responses. Emotional appeals are often effective in influencing consumer behavior, as they can create a sense of connection or empathy with the cause being promoted (Zaman, et al., 2022).

GPPD has become a focal point of academic research, indicating its significance in understanding consumer behavior within the context of sustainability. Consumers who possess greater awareness and understanding of environmental issues are more likely to choose green products over conventional alternatives. This aligns with the notion that informed consumers are more likely to make sustainable choices (Chaihanchai & Anantachart, 2022; Han, 2020). Positive perceptions of a brand, including brand cognition (knowledge), affection (emotional attachment), and conation (intention to act), significantly promote environmental awareness and green purchase behavior. This highlights the role of branding and marketing strategies in shaping consumer attitudes

and behaviors toward sustainability (Gelderman et al., 2021). Knowledge about environmental issues or information about green products may not be enough to drive consumer behavior toward purchasing these products. Instead, factors like drive for environmental responsibility, emotions, and intentions play a significant role. For instance, a person who has a strong drive for environmental responsibility may be more inclined to consider green products, and this motivation can amplify the influence of other factors such as brand cognition, affection, and conation (the intention to act) on their decision-making process. In essence, cause-related marketing efforts that align with environmental values can have a greater impact on consumers who are already motivated by environmental responsibility.

This suggests that CRM initiatives, which often tie a brand's products or services to a social or environmental cause, can effectively influence consumers' perceptions, feelings, and intentions toward green products. By engaging consumers on multiple levels—cognitively (knowledge and awareness), affectively (emotions and attitudes), and cognitively (intentions and behaviors)—CRM can facilitate a stronger connection between consumers and green products. The results of this study are aligned with the logic explained by He et al. (2016), which states that CRM campaigns help increase sales, help companies earn the trust and respect of their stakeholders and target audience, and build a positive company image. The study findings suggest that cause-related marketing (CRM) campaigns play a crucial role in communicating the pro-environmental attributes of products, thereby influencing consumers' purchase decisions positively. This conclusion is supported by the research performed by Grillo et al. (2008), which concludes that marketing helps communicate environmental issues. Cause-brand alliance impacts the perception of the brand and high involvement in the brand (Lafferty & Goldsmith, 2005; Qamar & Nawaz, 2013).

Cause-brand alliances benefit all parties involved by helping to increase profits and reach a broader market. By aligning with a social or environmental cause, businesses can enhance their brand image and appeal to consumers who value corporate social responsibility. Additionally, such alliances can foster loyalty among both internal and external stakeholders, leading to above-average returns, increased market share, and a stronger brand image.

## **THEORETICAL IMPLICATIONS**

To maximize the benefits of cause-brand alliances, businesses should focus on developing strategic alliances with customers. By engaging with customers on issues that matter to them, such as sustainability or social justice, businesses can build loyalty and trust, which can lead to long-term success (Lee et al., 2016). As such, the first theoretical contribution of this research is the empirical examination of CRM marketing strategy and the role of individual's environmental responsibility towards achieving sustainable development goals. Although the environmental responsibility level varies from person to person, there is still hope that a CRM marketing strategy could improve people's attitudes toward using environmentally friendly products.

Secondly, many studies have been done on GPPDs (Esmailpour & Bahmiary, 2017; Kumar & Ghodeswar, 2015; Maniatis, 2016), however, most of them are not done in the South Asian context. This study empirically investigated the impact of CRM on GPPDs in Pakistan. Pro-environmental actions involve behaviors that reduce negative impacts on the environment, such as reducing energy consumption, minimizing waste, adopting sustainable practices, purchasing green products, and supporting conservation efforts (Voget-Kleschin, Baatz & Garcia-Portela, 2019). Environmental degradation has indeed highlighted the urgent need for environmental conservation. Shifting from an anthropocentric to an eco-centric approach is crucial for fostering a sustainable relationship with nature. This transition involves recognizing that humans are part of a larger ecological system and that our actions have profound impacts on the environment (Suganthi, 2019). By understanding what drives people to engage in environmentally responsible behaviors, we can design more effective strategies and interventions to promote sustainability (Suganthi, 2019; Pawaskar et al., 2018). This research has empirically tested the impact of CRM on green buying and the role of individual responsibility in this process.

## **MANAGERIAL IMPLICATIONS**

Integrating environmental missions into business strategies involves a multi-faceted approach that considers various aspects, including human resources, environmental sustainability, and technological innovation (Kim, Brodhag & Mebratu, 2014). Businesses can demonstrate their commitment to environmental preservation by adopting sustainable practices in their operations (Rizwan et al., 2013). Educating consumers about environmental preservation is essential for increasing their moral obligation toward the

environment. Businesses can incorporate environmental messaging into their marketing campaigns to raise awareness and promote eco-friendly products and services. Green brand positioning through advertisements can help to differentiate products in the marketplace and attract environmentally conscious consumers (Chen, 2019). Marketers need to understand how, where, and to whom environmental characteristics should be communicated effectively. This involves segmenting the target audience based on their values, attitudes, and behaviors related to environmental sustainability. By tailoring communication strategies to specific consumer segments, businesses can enhance the effectiveness of their environmental messaging and encourage behavior change (Tang & Chiu, 2015).

This study has tried to fill out a major theoretical and empirical gap by highlighting the role of the drive for environmental responsibility as a moderator between brand cognition, affection, and conation leading towards green product purchase decisions. Although the results of the study indicate that CRM could be an effective tool to persuade people to purchase green products, over-exploitation of this marketing technique can lead to unfortunate results (Abdeen, Rajahn & Gaur, 2016). This can be avoided by providing cause-based information to customers (Bae, 2016). In Pakistan, the availability of green products shows a promising opportunity for the growth of green products in the Pakistan market.

## **CONCLUSION**

This study aims to explore the relationship between Customer Relationship Management (CRM) practices and consumers' propensity to make green purchases, along with the factors that mediate and moderate this relationship. The research suggests that cognition (knowledge and beliefs), affection (emotional attachment or feelings), and conation (intentions and motivations) mediate the relationship between CRM and GPPDs. This means that CRM practices may influence consumers' green purchase behaviors indirectly through these mediating factors. The conceptual model is likely a visual representation of the hypothesized relationships between CRM, mediating factors, moderating factors, and GPPD.

The study's conclusion underscores the significant impact of cause-related marketing (CRM) on consumers' decisions to purchase green products. Cause-related marketing involves companies associating their brands with specific social or environmental causes to enhance their appeal to consumers. In this context, it suggests that consumers are more

inclined to purchase green products when they perceive that a portion of the proceeds will support a cause they care about. When consumers are highly motivated by environmental concerns, they are more likely to be swayed by their knowledge and beliefs about the brand (cognition), their emotional attachment to the brand (affection), and their intentions and motivations (conation) when deciding to purchase green products.

This finding highlights the importance of understanding consumers' environmental values and concerns in shaping marketing strategies aimed at promoting green products. By aligning brand messaging and actions with consumers' environmental values and concerns, companies can enhance their appeal and increase the likelihood of consumers choosing green products.

Understanding the importance of using green products can have a profound impact on consumers' attitudes, subjective norms, and perceived behavioral control related to the adoption of environmentally friendly products. When individuals comprehend the benefits of green products for the environment and society, they are more likely to develop positive attitudes toward using them. This positive attitude can then influence their subjective norms, meaning they may perceive that using green products is socially desirable or expected, further reinforcing their intention to adopt these products. Moreover, enhancing consumers' moral obligation towards the environment, as emphasized by Chen and Tung (2014), is crucial in promoting pro-environmental behavior. Similarly, Stern (2000) also highlights the importance of pro-environmental values in driving pro-environmental behavior. By fostering and promoting values that prioritize environmental conservation and sustainability, individuals are more likely to adopt behaviors that contribute to protecting the environment, including the use of green products.

### **FUTURE RESEARCH DIRECTIONS**

The study indeed contributes valuable insights into consumers' decisions regarding green product purchases under the influence of (CRM). There are several avenues for future research in this domain:

1. Future studies could explore additional factors influencing Green Purchase Propensity and Determinants (GPPDs) beyond those examined in this research.
2. Replicating the study in other countries could provide insights into the generalizability of findings across different cultural contexts and the impact of CRM marketing strategies on GPPDs in diverse markets.



3. Longitudinal studies tracking consumers' green product purchase behaviors over time could provide deeper insights into the stability and evolution of these behaviors. Qualitative studies could complement quantitative research by exploring consumers' perceptions, attitudes, and experiences in greater detail.
4. Finally, longitudinal studies could also explore the level of consumer involvement in green product purchases after exposure to environmental responsibility initiatives over time. Understanding how consumer involvement evolves could inform more effective marketing strategies.

By addressing these areas for future research and refining research methodologies, scholars can further advance their understanding of consumer behavior in the context of green product purchases and the influence of CRM strategies.

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